

# SANTA MONICA HISTORY MUSEUM

## SANTA MONICA HISTORY MUSEUM

1350 7<sup>th</sup> Street  
Santa Monica, CA 90401

310.395.2290  
santamonicahistory.org  
info@santamonicahistory.org

## FACT SHEET

### MAILING ADDRESS

PO Box 3059  
Santa Monica, CA 90408



The following information is subject to change. Prior to publication, please confirm dates, titles and other information with the Santa Monica History Museum.

# FACT SHEET

<b>MISSION</b>	The Santa Monica History Museum's mission is to collect, preserve and share the history and culture of Santa Monica for generations to come.
<b>VISION</b>	The Santa Monica History Museum is the steward of the rich history of the Santa Monica Bay area. We are committed to enriching our community by providing public access to our extensive collection with interpretive exhibitions, public programs, community partnerships and through archival and research services.
<b>LOCATION</b>	1350 7 <sup>th</sup> Street, Santa Monica, CA 90401
<b>MAILING ADDRESS</b>	PO Box 3059, Santa Monica, CA 90408
<b>WEBSITE</b>	<a href="https://santamonicahistory.org">https://santamonicahistory.org</a>
<b>HOURS</b>	Thur 3pm-8pm; Fri/Sat/Sun 11am-5pm Closed Mon through Wed  Museum is closed in observance of the following holidays: New Years Day, President's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and day after, Christmas
<b>ADMISSION</b>	Suggested admission of \$5 for Adults, Seniors and Students. Admission is free for children under 12, Museum members, Veterans and active-duty military.
<b>BOARD OF DIRECTORS</b>	The Board of Directors is comprised of representatives of local businesses, organizations, and private industries. <a href="#">List of Board Members</a>
<b>FOUNDERS</b>	Founded in 1988 by Louise Gabriel and her husband Bob, it was originally named the Santa Monica Historical Society. Bob and Louise both served on the Santa Monica Centennial Committee. Louise, who was one of the founders and incorporators of the Society, took the lead to start a museum to share with the public the exciting collections gathered together the first few years.
<b>HOLDINGS</b>	Historical photographs – Over 600,000 negatives, prints, glass-plate negatives and slides. Most images are unique, rare and not available anywhere else.  Historical objects – Includes letters from John P. Jones, coins, sheet music, local businesses objects, Santa Monica pier objects and much more

<b>EXHIBITIONS</b>	<p>Six <a href="#">permanent exhibition rooms</a> displaying several objects and historical photos.</p> <p>One <a href="#">main exhibition</a>, rotating several times a year</p>
<b>PROGRAMS</b>	<p><a href="#">Discover the History</a> – Free monthly gathering to discuss or present a topic related to the current exhibition.</p> <p><a href="#">Hands on History</a> – Free craft activity for children, which includes a brief age-appropriate history lesson in our Permanent Exhibition rooms.</p> <p><a href="#">Remembering Santa Monica</a> – Free group gathering to share memories of Santa Monica.</p>
<b>RESEARCH LIBRARY/ REQUESTS</b>	<p>Several books are available to the public to view onsite. Items from our special collections are by appointment only.</p> <p>We receive several thousand requests a year for information from people, organizations and the local, national and international media.</p> <p><a href="#">More information</a> available on our website.</p>
<b>SOCIAL MEDIA</b>	<p>Facebook <a href="https://www.facebook.com/santamonicahistorymuseum">https://www.facebook.com/santamonicahistorymuseum</a></p> <p>Instagram <a href="https://www.instagram.com/santamonicahistorymuseum">https://www.instagram.com/santamonicahistorymuseum</a></p> <p>YouTube <a href="https://www.youtube.com/channel/UC1fbudWmDtrKe_vZ3ECJoww">https://www.youtube.com/channel/UC1fbudWmDtrKe_vZ3ECJoww</a></p> <p>Twitter <a href="https://twitter.com/smhistorymuseum">https://twitter.com/smhistorymuseum</a></p> <p>LinkedIn <a href="https://www.linkedin.com/company/santa-monica-history-museum">https://www.linkedin.com/company/santa-monica-history-museum</a></p>
<b>GUIDESTAR</b>	<a href="https://www.guidestar.org/profile/95-3019295">https://www.guidestar.org/profile/95-3019295</a>
<b>FUNDING</b>	<p>The Santa Monica History Museum is a 501(c)(3) nonprofit institution that relies on the donations of individuals, corporations, and foundations to preserve and exhibit the museum’s collection. Individuals interested in supporting exhibitions and educational programs can make a tax-deductible contribution at <a href="https://santamonicahistory.org/donate/">https://santamonicahistory.org/donate/</a></p> <p>Tax ID: 95-3019295</p>
<b>VISITORS</b>	We get several visitors on a regular basis from out of state, other countries and our own local residents.
<b>TOURS</b>	<p>Tours are available for schools, youth groups and other groups. They are either self-guided or led by a qualified museum guide who will interpret the unique history of Santa Monica. School and youth group tours are always free for any school or youth group in the Santa Monica Bay area.</p> <p><a href="#">More information</a> on guidelines and making reservations are available on our website.</p>

# MUSEUM HISTORY

- 1975** The Santa Monica History Museum was founded under the “Historical Activities Committee” of Santa Monica’s Centennial Celebration in 1975 and by a public poll. Its name at that time was the Santa Monica Historical Society and it was designated as the official collector and preserver of the history, art, and culture of the Santa Monica Bay Area. Former Mayor Clo Hoover, the first woman mayor of Santa Monica, was elected the first president.
- 1975-1985** The society’s historical collection grew tremendously during the first ten years with artifacts, memorabilia, and photos donated by descendants of land grantees and pioneers who were living at that time. The society thought it was time to share them with the public but, lacked the necessary funds to start a museum.
- 1988** With the help of Louise and Bob Gabriel who had been active in the community for years and had a strong love for Santa Monica and its history took on the responsibility to make the museum a reality. Within three years, with determination, perseverance, and countless hours of work, Bob headed the fundraising committee and raised the necessary funds. Louise was able to get all the furnishings for the museum donated by companies that were going out of business. Bob found a temporary rent-free location on Colorado Avenue.
- 2009** Dec. 08, 2009: The museum was relocated several times and is now at it’s permanent home on the campus of the Santa Monica Main Library thanks to the City of Santa Monica who provided a long term lease. Doors opened in late 2010.
- Widow of professional wrestler, Michele Baron Leone, donates \$100,000 in his name to the Santa Monica history Museum.
- 2010** Bourget Bros. gift travertine and granite for floors and the Wall of Legacy. It represents key design elements, but also serves to dazzle visitors to the facility with their natural beauty, elegance and style.
- 2011** Pacific Park on the Santa Monica Pier donations a historical piece of its original world-famous Ferris wheel, one of the two center hub signs, to the Santa Monica History Museum.
- 2012** Fourteen bound volumes of the Santa Monica Topics newspaper were donated to the Santa Monica History Museum by the Friends of the Santa Monica Library. Fourteen volumes date from 1935 to 1940, and include the wonderful full color Sunday funnies.
- 2013** The Santa Monica History Museum celebrates their 25th Anniversary

- 2017** Founder, Louise Gabriel, passes. It was through her vision and leadership that allowed the museum to thrive and to become an important part of the community. The founding of the Santa Monica History Museum was to her one of her greatest accomplishments and what she was most proud of.
- 2020** New Logo
- 2022** New website including, for the first time, an online Gift Shop
- PRESENT** The Museum offers six galleries, a research library and over six hundred thousand rare photographs – one of the largest collections in Southern California. The museum serves people of all ages and is handicap-accessible and offers tours, exhibits, special events, lectures, children’s workshops and research services. Free docent-led tours to school classrooms and youth groups are also available.