

**ADOPTED 2011 BUDGET**

**DEPT:** MILWAUKEE COUNTY HISTORICAL SOCIETY

**UNIT NO.** 1908  
**FUND:** General - 0001

<b>BUDGET SUMMARY</b>			
	<b>2009 Actual</b>	<b>2010 Budget</b>	<b>2011 Budget</b>
County Historical Society	\$ 242,550	\$ 242,550	\$ 242,550

**MISSION**

The Milwaukee County Historical Society was founded in 1935 to collect, preserve and make available materials relating to the history of Milwaukee County. Through a broad program, the Society seeks to promote a greater appreciation of the community's rich heritage and a better understanding of present-day challenges and advantages. The Society's library and museum collections, exhibitions and activities serve a variety of constituencies including scholars, students, genealogists, local businesses and organizations and Milwaukee County residents and visitors.

**OBJECTIVES**

The Milwaukee County Historical Society will develop and utilize various alternative strategies in order to continue providing researchers with access to archival resources and the general public with an active program of exhibitions and special events during completion of the Society's Building Restoration.

**OVERVIEW OF OPERATION**

The Historical Society's total operating budget for 2011 amounts to \$782,550 with \$540,000 coming from non-County funds. Sources include gifts, grants, membership fees (individual and corporate), bequests, investments, sales and receipts from public programs.

Following are examples of some of the Historical Society's program activities.

Facility Restoration: During 2009 and 2010, the Historical Society completed Phase III and began Phase IV, which will cap the completion of the project. Phase III completed the renovation of all levels at the south end of the facility and Phase IV is aimed at the restoration of the open spaces in the atrium and mezzanine levels. On the first and second floors, work focused on the restoration of the vaulted ceilings and the modernization of the exhibition spaces. The recent renovation of the new kitchenette will support catering and staff needs during event rental and museum operations. Mechanical and visual improvements were made in the basement to create additional work and public space. All components of the project are on schedule to be completed by August 2010.

Outcomes: The Society met the challenge of being open for a brief five-month period in 2009 by not only offering the same services to its members and the public, but also hosting a gala to celebrate the release of the film, *Public Enemies*, in which the Society was a film location in early 2008. Over 500 people attended the event, with a profit of \$20,000. A loan from Universal Studios allowed the Society to exhibit costumes and props used in the film to draw visitors to the museum. This, combined with the media publicity surrounding the gala and release of the film, allowed the Historical Center to stay within the public eye and maintain its mission throughout 2009.

The re-location of the library, closures and the renovation has taken its toll on the library's visibility over the past year and a half. In a six-month period of availability, the library serviced 390 patrons in 2009, compared to 443 already tallied for the 2010 calendar year. Library staff extended their outreach throughout 2009 and 2010 by hosting ten lectures at various institutions and organizations. In 2010 the Society is hosting two events to recognize the achievements of volunteers, staff and others who have contributed to the Society in

## ADOPTED 2011 BUDGET

DEPT: MILWAUKEE COUNTY HISTORICAL SOCIETY

UNIT NO. 1908  
FUND: General - 0001

---

the past and its renovation. In 2011, new exhibition and rental space, as a result of the renovation, will be utilized to generate additional revenue to assist with operational and collections costs.

Exhibitions: It was a monumental task to maintain the Society's exhibition programming in 2009 and into 2010, but the challenge was met by working in partnership with other local museums to promote the Society's collections through their exhibitions. Exhibits at the Grommann Museum, Milwaukee Art Museum and the Milwaukee Public Museum allowed the Society's collections to stay relevant during the renovations. As part of the Society's 75<sup>th</sup> Anniversary celebration in 2010, the curatorial staff revealed a web exhibit, *Unlocking the Vault: Seventy-Five Years, Seventy-Five Stories*, which showcases the Society's seventy-five most unique and compelling artifacts. As the Society looks forward in 2011, it aims at unveiling an exhibition focused on Brewing in Milwaukee, a program that will look at how the Milwaukee became the "Beer Capital of the World".

Diversity. For the sixth consecutive year, the Historical Society was successful in mounting programs highlighting cultural diversity in Milwaukee County. Through *Unlocking the Vaults*, Society staff has showcased key cultural items within Milwaukee's varying cultures. Examples include church hats and religious relics from Milwaukee's African-American and Italian communities.

Collections. As the repository of Milwaukee County records, the Society continues to offer unique records such as Naturalizations and Coroner's Inquests to its membership and researchers. The research library and museum collections remain a valuable research asset to students, researchers and historians, both in the Milwaukee community and outside the area. In 2011, the library staff will begin a digitization project in an effort to make its collections more accessible to researchers outside the Milwaukee area. The Historical Society accepted 119 new accessions for its Research Library and 39 new accessions for its Museum Collection during 2009 & 2010. Key collections donated to the Society include Milwaukee County Department of Emergency Management slides, films and maps from the Cold War era, as well as additional County Supervisor's records. The museum division received a generous donation of china and personal items from Elizabeth Mackintosh, the great-granddaughter of meat-packer, John Plankinton.

The primary focus of the research library staff was to restore the library to the Historical Center, while utilizing the new space to store additional archival collections. During 2009 & 2010, the Curator of Collections maximized volunteer and intern labor in completing the clearing of old shelving units in the artifact storage areas. In early 2010, a deaccession program has been created to remove collections that no longer fit the collecting mission of the Historical Society. To date, over 100 objects have been assessed and selected for removal. Both departments are currently focused on the narrative development and object selection for a Milwaukee brewing exhibition.

Publications. During 2009 the Historical Society reprinted Ruth Kriehn's narrative of Jones Island, *The Fisherfolk of Jones Island*, first published in 1988. Since its re-release, the Society has sold 285 copies and received \$4,112 of revenue from the book. In an effort to raise memberships, the Society has also re-vamped its academic magazine, expanding to a larger, colorful, 8 1/2 "x 11" format and renaming it, *Milwaukee County History*.

Public Programming: The Society and its Friends organization continue to sponsor public programs on a variety of topics. During 2009, the Society hosted its 56<sup>th</sup> and 57<sup>th</sup> Annual Recognition Banquets at the Wisconsin Club and Pfister Hotel, respectively, drawing nearly 400 people at each and presenting awards to 33 individuals and groups.

The Friends of the Milwaukee County Historical Society continued their expanded programming schedule, which included a Slovakian Ethnic Dinner, as well as tours of the North Shore Funeral Home, Linwood Water Treatment Plant and the Grommann Museum. For the sixth consecutive year, the Friends donated \$8,000 in program revenue to the Society.

County Landmarks: Since 1976, the Historical Society has operated, under County ordinance, a landmark recognition program for areas of Milwaukee County outside the City of Milwaukee. Over 100 sites have been

**ADOPTED 2011 BUDGET**

**DEPT:** MILWAUKEE COUNTY HISTORICAL SOCIETY

**UNIT NO.** 1908  
**FUND:** General - 0001

designated as landmarks throughout the history of the program. In 2010, the General Mitchell International Airport, Bucyrus Erie plant complex and the Sheridan House Hotel in Cudahy will be added as landmarks.

Museum Houses: In 2009 and 2010 all three of the period homes operated by the Historical Society were open to the public and expanded programming was continued at Trimborn Farm in Greendale. The Society was able to attract significant numbers of school children, adults and seniors for guided tours throughout the year. Especially successful was a series of special events hosted by the Farm, including the Fourth Annual Folk Art Show and Sale, the 27<sup>th</sup> Annual Harvest of Arts and Crafts and the 6th Annual Civil War Encampment. In order to raise additional visibility and revenue, Trimborn Farm is hosting a series of summer concerts, workshops and drop-in programs.

**BUDGET HIGHLIGHTS**

- The 2011 contribution to the Historical Society remains at the 2010 level of \$242,550.

**CAPITAL INVESTMENTS**

The 2011 Capital Improvements Budget includes \$24,000 for the Historical Society infrastructure improvements that are part of a countywide infrastructure improvement program. See the Department of Transportation & Public Works – Facilities Division Budget for additional details.

The County Historical Society spends the County's contribution as follows:

	2009 Actual	2010 Budget	2011 Budget
<u>Expenditures</u>			
Personal Services	\$ 191,227	\$ 191,227	\$ 191,227
Space and Utilities	46,288	44,788	44,788
Office and Administrative Supplies	5,035	6,535	6,535
Total Expenditures	\$ 242,550	\$ 242,550	\$ 242,550

**ADOPTED 2011 BUDGET**

**DEPT:** MILWAUKEE COUNTY HISTORICAL SOCIETY

**UNIT NO.** 1908

**FUND:** General - 0001

	2007 Actual	2008 Actual	2009 Actual	2010 Budget
Meetings/Public Programs	10	14	12	13
Organizational Members	1,260	1,398	1,459	1,500
Research Requests:	3,645	2,501	2,126	3,000
Library - In Person	945	573*	390*	500
Telephone	1,576	1,231	1,053	1,200
Mail/E-mail	1,124	697	683	1,100
Public Attendance	32,976	29,451	9,433	15,000
Guided Tours:				
Historical Center	44	38	15	20
Period Homes	31	41	45	50
Accessions:				
Library	98	57	83	50
Museum	63	47	27	20
Pages of Publication	232	287	132	300
Staff Program Presentations	29	25	18	20
Slide Shows/Media Appearances	11	16	10	15
Website Visits	242,549	256,789	242,374	280,000

\*In person visits to the Research Library were reduced due to re-location and setup of the library and an alternate location during construction.