

ADOPTED 2012 BUDGET

DEPT: MILWAUKEE COUNTY HISTORICAL SOCIETY

UNIT NO. 1908
FUND: General - 0001

| BUDGET SUMMARY | | | |
|---------------------------|--------------------|--------------------|--------------------|
| | 2010 Actual | 2011 Budget | 2012 Budget |
| County Historical Society | \$ 242,550 | \$ 242,550 | \$ 206,167 |

MISSION

The Milwaukee County Historical Society (MCHS) 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 MCHS will continue to 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. The MCHS has hired a new Executive Director with a reputation for innovative programming and the ability to make history relevant to the community as a whole. The new Director's ability to integrate history in the lives of the county resident should lead to increase membership and awareness of MCHS offerings.

OVERVIEW OF OPERATION

The MCHS's total operating budget for 2011 is \$759,323 with \$553,156 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 MCHS's program activities.

Facility Restoration: During 2009 and 2010, the MCHS completed Phase III and began Phase IV.

Museum Houses: In addition to all three of the period homes operated by the MCHS being open to the public during 2009 and into 2010, the Society again offered expanded programming 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 were a series of special events hosted by the Farm, including the Fourth Annual Folk Art Show and Sale which attracted over 500 visitors; the 27th Annual Harvest of Arts and Crafts, which brought in over 4,000 visitors and 130 exhibitors; and the 6th Annual Civil War Encampment, which attracted roughly 100 re-enactors and an audience of over 700 guests, among them 200 students who attended a special Friday "School Day." In order to raise additional visibility, Trimborn Farm is hosting a series of summer concerts, workshops and drop-in programs to raise revenue but also to offer programming to the public that is at the core of its mission.

The MCHS spends the County's contribution as follows:

Facility Restoration:

During 2010 and 2011, the MCHS finished Phase IV and celebrated the overall completion of the five-year renovation. Phase IV was aimed at the restoration of the open spaces both on the first floor and mezzanine levels. Work to connect the existing HVAC system, installed in the Historical Center's south end during Phase III, to the rest of the facility was completed on schedule. New lighting and utilities were installed in the basement

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level, created a climate controlled environment for collection storage that ensures the safety of artifacts and archival materials. All components of the project were on schedule and completed in October of 2010 in accordance with the capital budget allocated under the public/private partnership established between the MCHS and Milwaukee County.

Outcomes:

The Society continues to fulfill its mission by providing programming to its membership and the public. In April 2011, an opening reception was held to promote, *Faith Family Festa: Milwaukee's Italians*, an exhibition chronicling the experience of Milwaukee's Italian community. The reception was well attended by over 200 people.

With new facilities, the research library continues to be a critical component to the MCHS's overall mission. The library is fully functional, and its entire collection is accessible by MCHS members and the public. During 2010, the library serviced 898 patrons, compared to 412 already tallied for the 2011 calendar year by June 2011. Additionally, 1,735 email and research inquiries were taken for 2010, compared with 758 already for 2011. Curatorial staffs from both divisions continue to extend their outreach, by presenting 22 lectures to various local groups and organizations.

Looking forward to 2012, the Society aims to expand its selection of lectures, offering behind the scenes tours, including additional collection content online, and creating vibrant exhibitions that attract new audiences.

Collections:

As a resource of Milwaukee County history, the Society continues to offer unique archival resources and artifacts for research to its members and scholars. Naturalizations and Coroner's Inquests continue to be vital assets within the research library collections for genealogists and other researchers to access. In 2012, the library staff will continue its digitization project in an effort to make its collections more accessible to researchers outside the Milwaukee area. Following the archive's lead, the artifact division hopes to have over 200 objects available for research both on the Society website and at the Historical Center. The MCHS accepted new accessions for its Research Library and 11 new accessions for the artifact division during 2010 and 2011. Key collections donated to the Research Library include rare Civil War-era materials and Wisconsin Ice & Coal Company records. The Artifact Division received a generous donation of Thorsten Lindberg artwork, religious artifacts from Milwaukee's Italian community, and uniforms from Milwaukee's World War II veterans.

The primary focus of the research library was to create online access, thereby allowing the archives to reach a wider audience. In early 2010, the primary focus of the MCHS curatorial staff was to develop the *FAITH FAMILY FESTA* exhibit and to process new collections to make them available for researchers. During 2010 and 2011, the Curator of Collections maximized volunteer and intern labor in returning critical collections to the Historical Center from off-site storage following the completion of the Historical Center's renovation. In 2011, the Society's deaccession program continues, with 100 objects gaining approval for removal from the permanent collection.

Public Programming:

During 2010 and 2011 the Society hosted the 57th and 58th Annual Recognition Banquets at the Pfister Hotel, drawing 300 people at each, and presenting awards to 43 individuals and businesses.

In the summer of 2010, the first annual Old Fashioned Picnic was created to draw a new demographic of visitors to the Historical Center. Utilizing Pere Marquette Park, adjacent to the Historical Center, over 200 people attended the event, viewing collections on exhibition and immersing themselves in new Society programming.

As an off-shoot program of the exhibition *Faith Family Festa: Milwaukee's Italians*, a summer lecture series was created that features experts on topics such as food, women's roles, and Milwaukee's Third Ward.

Exhibitions:

As part of the Society's 75th Anniversary celebration in 2010, the curatorial staff revealed a web exhibition, *Unlocking the Vault: 75 Years, 75 Stories*. This exhibit was completed and made available on the new MCHS

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website beginning in February of 2011. This exhibit showcased the society's 75 most unique and compelling artifacts. With the completion of the Historical Center restoration, the first onsite exhibit opened in April 2011. *FAITH FAMILY FESTA: Milwaukee's Italians* offers a rare opportunity to understand the traditions, triumphs, and hardships of immigrant life for Milwaukee's Italian community. In the first few months of this exhibit, the museum has already received praises from the Italian community. There have been 437 visitors to the exhibit in the short time it has been open. As the Society looks forward in 2012, it aims to unveil additional exhibitions that will tell the story of Milwaukee County's diverse history.

Diversity:

The MCHS was successful again in mounting programs highlighting cultural diversity in Milwaukee County. Through *FAITH FAMILY FESTA: Milwaukee's Italians*, Society staff showcased key cultural artifacts and photographs from the Italian culture. Through the programing, the curatorial staff is emphasizing to other cultural communities the importance of donating their artifacts and photographs to the collections in order to tell the stories of other cultural groups.

County Landmarks:

Since 1976, the MCHS has operated, under County ordinance, a landmark recognition program for areas of Milwaukee County outside the City of Milwaukee. Over 100 sites have been designated as landmarks throughout the history of the program. During 2010, the Landmark Committee added Bucyrus Erie plant complex, The Sheridan House Hotel in Cudahy as well as the County Park System to the list of landmarks. Currently, the nominations under consideration by the Landmarks Committee are General Mitchell Field, GE Bridge and Deville Mansion in West Allis.

BUDGET HIGHLIGHTS

- Due to fiscal constraints the contribution to the MCHS decreases 15 percent from \$242,550 to \$206,167.

| | 2010 Actual | 2011 Budget | 2012 Budget |
|------------------------------------|----------------|----------------|----------------|
| <u>Expenditures</u> | | | |
| Personal Services | \$ 191,227 | \$ 191,227 | \$ 191,227 |
| Space and Utilities | 44,788 | 44,788 | 44,788 |
| Office and Administrative Supplies | 6,535 | 6,535 | 6,535 |
| 2012 County Budget Reduction | | | (36,383) |
| Total Expenditures | \$ 242,550 | \$ 242,550 | \$ 206,167 |

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| | 2008 Actual | 2009 Actual | 2010 Budget | 2011 Budget |
|-------------------------------|----------------|----------------|----------------|----------------|
| Meetings/Public Programs | 14 | 12 | 13 | 28 |
| Organizational Members | 1,398 | 1,459 | 1,500 | 1,600 |
| Research Requests: | 2,501 | 2,126 | 3,000 | 4,000 |
| Library - In Person | 573* | 390* | 500 | 900 |
| Telephone | 1,231 | 1,053 | 1,200 | 1,500 |
| Mail/E-mail | 697 | 683 | 1,100 | 300 |
| Web | | | | 1,300 |
| Public Attendance | 29,451 | 9,433 | 15,000 | 20,000 |
| Guided Tours: | | | | |
| Historical Center | 38 | 15 | 20 | 50 |
| Period Homes | 41 | 45 | 50 | 65 |
| Accessions: | | | | |
| Library | 57 | 83 | 50 | 50 |
| Museum | 47 | 27 | 20 | 26 |
| Pages of Publication | 287 | 132 | 300 | 275 |
| Staff Program Presentations | 25 | 18 | 20 | 40 |
| Slide Shows/Media Appearances | 16 | 10 | 15 | |
| Outreach Appearances | | | | 20 |
| Website Visits | 256,789 | 242,374 | 280,000 | 280,000 |