



WISCONSIN
HISTORICAL
SOCIETY

2021-2023 Capital Budget Talking Points

History Museum Project

Thank you and your colleagues for supporting the Wisconsin History Museum!

- **2021-2023 Budget** included \$4,000,000 of building trust funds to assist with project planning, development, design, site selection, and land and property acquisition.

Details:

- As you know, a new museum will address critical problems with the current museum involving public safety, inadequate space for exhibits and visitors (sometimes forcing school groups to be turned away), failing technology and facility maintenance issues that will cost millions. This museum will serve as the central hub for statewide history and national education and outreach.
- The Wisconsin Historical Society has secured a site to build a 100,000 gross-square-foot museum that would allow WHS to expand its current footprint on the Capital Square in Madison.
- The museum project is estimated to cost \$120 million. The Wisconsin Historical Foundation has raised \$35 million for the construction and undertaken a campaign to raise \$20 million for programming. The state enumerated \$70 million for construction in the last biennial budget. The new museum project will allow the Wisconsin Historical Society to:
 - Accommodate twice as many students each school year.
 - Reach students and local history organizations in all 72 counties with distance learning technology.
 - Enhance local history partnerships through changing galleries and traveling exhibits.
 - Offer the much needed space to display the Society's largest artifacts.

Old World Wisconsin

Thank you and your colleagues for \$8,321,000 of general fund-supported borrowing to be matched with \$6,000,000 of gifts, grants, and other receipts to complete the Old World Entrance Experience masterplan. The project includes the following components:

Collecting, Preserving and Sharing Stories Since 1846

816 State Street Madison, Wisconsin 53706

wisconsinhistory.org

- **2021-2023 Budget** included \$8,321,000 of general fund-supported borrowing to be matched with \$6,000,000 of gifts, grants, and other receipts for Old World Wisconsin
- The relocation and restoration of the Wittnebel Tavern. A gift funded component, the Tavern will augment the brewery and beer garden experience and enhance earned revenue and rental capacity on site.
- Infrastructure Improvements. Old World Wisconsin site infrastructure has been largely untouched since the site was developed in 1976. Critical issues related to water quality, sanitation, connectivity, and electricity must be addressed in order for the site to effectively operate into the 21st century.
- Renovation of existing structures. The iconic, signature, and historic Clausing and Ramsey Barns will be renovated and their use integrated into the re-envisioned guest experience.
- Visitor Services. A new ticketing and retail structure will bring add essential 21st-century guest amenities while increasing revenue opportunities on site.

Details:

- In 2011, a tornado destroyed hundreds of trees at Old World Wisconsin, forever changing the guest entrance experience.
- In 2014, pre-planning efforts were initiated to reimagine the visitor experience with a goal to improve guest amenities, update failing infrastructure, and increase revenue generating functions.
- In 2017, \$1.65 million GIFTS was enumerated for the brewery experience at Old World Wisconsin, a component of the new guest experience plan.
- In 2019, the Society completed the A/E selection for the Brewery and completion of the OWW entrance experience master plan.
- In August 2020, the State Building Commission increased the budget and authorized construction of the Old World Brewery and Beer Garden project.
- In September, the Old World Entrance Experience masterplan was completed.
- In December 2020, the State Building Commission increased the Brewery and Beer Garden project again, due to identified infrastructure costs.