



6th Annual History Advocacy Day in Wisconsin
Wednesday, March 22nd, 2023

Agenda

Christian Øverland, The Ruth and Hartley Barker Director & CEO
Kate Easton, Director of Government Relations

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| 9:15 – 9:25 a.m. | Welcome from the Wisconsin Historical Society |
| 9:25 – 9:45 a.m. | Engaging your legislator <ul style="list-style-type: none">• Review of essential talking points and written materials for your legislative visits• Refer to materials available at wisconsinhistory.org/advocates |
| 9:45 a.m. – Noon | Meetings with your local legislators |
| Noon – 1:00 p.m. | Volunteer's Lunch & Learn Session <ul style="list-style-type: none">• A special presentation on the Mendota Canoes from Jim Skibo, State Archaeologist |
| 1:00 – 3:00 p.m. | Meetings with your local legislators |
| 3:00 – 4:30pm | Afternoon Reception |

THANK YOU!

www.wisconsinhistory.org/advocates



History Day February 23, 2022

Legislative Advocacy 101

Tell the legislator or staff member who you are and where you live. Explain why the Wisconsin Historical Society and your local history affiliate are important to you.

Example: How do they improve your quality of life, foster civic engagement in your community, build community ties, and provide lifelong learning opportunities.

See below for talking point options:

1. Thank the legislator or staff member for their support of the Society and your local history affiliate for the 2021-2023 budget cycle.
 - Capital Budget: (SEE 2021-2023 capital budget document on webpage)
 - ✓ WHS received \$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
 - ✓ \$4,000,000 of building trust funds to assist with project planning, development, design, site selection, and land and property acquisition for the new museum.
 - Biennial Budget: Sustained WHS's operating budget requests
 - American Rescue Plan Act (ARPA) State Recovery Act Dollars:
 - ✓ WHS also received a million dollars from the ARPA State Recovery Act supported by the Governor and legislators for reopening and recovery costs of Museums and statewide Historic Sites.
2. Museum Update
 - Siting the new Madison museum: Document included on webpage
3. Historic Sites Update
 - Back and Better Than Ever: document included on webpage
4. Impact in Legislative Community
 - Local CLG Grants: Document included on webpage
 - Map of district: Document included on webpage
 - Scorecard and 411: Documents included on webpage
5. Why are the Society's state budget priorities important for your community?

Because we are among the nation's oldest, largest, most active state historical societies with world-class collections, the Society is a trusted source of historical information. We are proud to serve a critical role as the preservers and transmitters of cultural heritage from generation to generation.

The Society makes major contributions to Wisconsin's economic, educational and cultural health through innovative initiatives and programs. Our educational programs inform and entertain adults and challenge young people to think critically about their place in history.

Historic preservation improves Wisconsin's quality of life and reinvigorates neighborhoods. Our historic sites, museum, collections, archives and programs promote tourism and provide for comprehensive study, appreciation and enjoyment of North American history.

6. Closing comments

The Society wants Wisconsinites to find themselves as part of the state's story. By immersing the public in the lives of Wisconsin people past and present, we hope to invite people to participate in conversations that connect the past to the most vital issues of the present and future.

Example: "I support the Society and am proud to be a part of our great state's history. By immersing the public in the lives of the Wisconsin people, past and present, our State Historical Society and my organization/or personally hope to spark recognition and curiosity in our history, spurring conversations that connect the past to the most vital issues of the present and future."

Thank you for your time. Do you have any questions?



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.

OWW:

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 masterplan. The project includes the following components:

- **2021 – 2023 Capital 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 Clausen 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.

HOW WE SERVE YOUR DISTRICT

Society resources used in Wisconsin's

SENATE DISTRICT 1 ASSEMBLY DISTRICTS 1-3

- Local Affiliates
- Virtual Services
- ◆ School Services



WISCONSIN
HISTORICAL
SOCIETY



Sources:
Wisconsin Historical Society,
ESRI (2021)

7

Organizations represented at the virtual
Wisconsin Local History Conference

20

Local History Affiliates served

11,575

Wisconsin Historical Society
website sessions

18

School districts used the Society's
4th-grade Wisconsin history textbook or
visited a museum virtually

1,931

Students used the Society's
4th-grade Wisconsin history textbook or
visited a museum virtually

SCHOOL SERVICES

Due to the COVID-19 pandemic, in-person school visits and programming at the Society's 12 historic sites and museums were temporarily paused, with National History Day and some other programs pivoting to a virtual format. Most operations and outreach services are expected to return to normal service in 2022. This map shows virtual services (website sessions, Local History and Historic Preservation Conference participation) and school services (textbook use, virtual school visits, virtual National History Day participation) delivered July 1, 2020 – June 30, 2021.



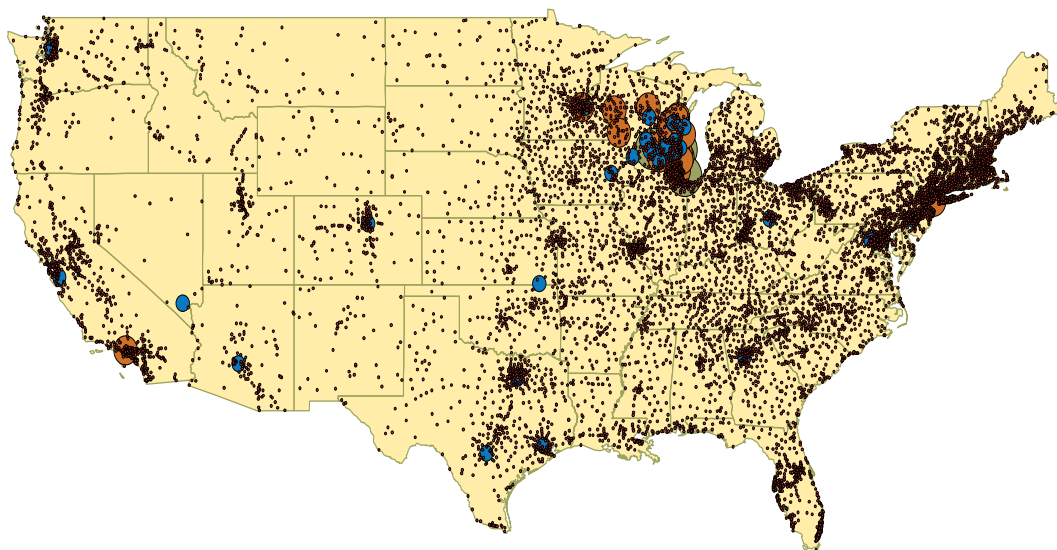
HOW WE SERVE WISCONSIN AND BEYOND



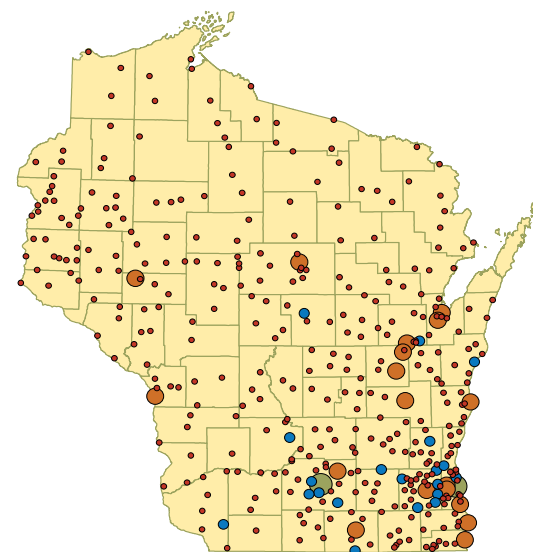
2,404,304

GLOBAL WEBSITE SESSIONS

More than 2 million people from across the world have had a session* on the Wisconsin Historical Society's websites.



2,209,295 UNITED STATES WEBSITE SESSIONS



1,033,025 WISCONSIN WEBSITE SESSIONS

SESSIONS ON THE WISCONSIN HISTORICAL SOCIETY'S WEBSITE



*Did you know? A session is a period of time that a user is active on a website or app. If a user is inactive for 30 minutes or more, future activity is recorded as a new session.



2021 SCORECARD

Collecting, Preserving, and
Sharing Stories Since 1846
wisconsinhistory.org

IMPACT ON WISCONSIN

In 2021, the Wisconsin Historical Society made major contributions to Wisconsin's economic, educational, and cultural health through innovative initiatives and programs.

EDUCATION

- **6,698 K-12 students** engaged at numerous historic sites and museums
- **3,562 students** participated in virtual National History Day (NHD)
- **52 students** qualified for the NHD national finals
- **40,918 books** sold by the Society Press, many printed on Wisconsin paper
- **41,740 students** used the Society's 4th-grade Wisconsin history textbook
- **445 attendees** participated in the 2021 virtual local history conference
- **10,603 attendees** participated in multiple Society presentations across the state
- **23,638 overall audience** reached by traveling exhibits across 15 communities

PRIVATE INVESTMENT & JOBS

- **478 buildings rehabilitated** using tax credit programs
- **2,209 jobs** created by construction projects
- **\$127 million** income-producing historic rehabilitation work in Wisconsin
- **\$24.6 million** federal historic preservation tax credits awarded to the state
- **\$143.4 million** invested in rehabilitated historic properties

STATEWIDE IMPACT

- **More than \$4 million** of the Society's \$22.9 million budget – over 18% – was supported by gifts, grants, and earned income in Fiscal Year 2021
- **30,585 visitors** at our 12 Wisconsin historic sites and museums
- **9,880 active members** of the Wisconsin Historical Society
- **19,238 patrons** served by Library & Archives
- **A network of 422 affiliated local historical and community organizations** advised and supported by the Society
- **13 new titles and 7 audiobooks** published by the Society Press
- **More than \$600,000** in Society Press book sales
- **6,395+ attendees** at virtual and in-person programming promoting the Society Press

For more information contact
Kate Easton, Legislative Liaison
(608) 264-6442



2021

Making tax dollars work for Wisconsin through innovative programs.

Thank you for your support!

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Kate Easton, Legislative Liaison
(608) 264-6442

Collecting, Preserving, and Sharing Stories Since 1846
wisconsinhistory.org

Who We Are

The Wisconsin Historical Society is the state's memory and premier storyteller. Though we are a small state agency, we make major contributions to Wisconsin's economic, educational, and cultural health through innovative initiatives and programs.

Our Value

Our programs, historic sites, museums, collections, and archives inform and entertain while also challenging the public to think critically about their place in history. We promote Wisconsin tourism and our historic preservation program reinvigorates neighborhoods. We believe that increasing the public's knowledge of history has profound societal, cultural, and economic benefit.



Meeting the Moment, Preparing for the Future

- Collected history as it happened during the 2021 fiscal year, acquiring **25 manuscript collections** and **872 objects**, as well as **140 submissions** to our COVID-19 Journal Project (now **over 400** total).
- **53** Society staff members shared their expertise by accepting temporary job reassignments to help other state agencies (DHS, DWD) respond to demand for services during the height of the pandemic.
- Surpassed our target of **\$30 million raised** in private contributions for a new state history museum and secured real estate for a final site on Capitol Square, keeping us on our timeline to open the museum in 2026.
- **Reopened all 12 historic sites and museums** across the state for in-person visits in summer 2021 thanks to **\$1 million** in Recovery Act funding.
- Reached **\$2.6 million in private gifts**, allowing Phase I of the New Arrivals entry project at Old World Wisconsin to move forward with the construction of a new brewing building and relocation of a 1906 tavern to the historic site.



Education

- Despite the pandemic, **3,526 students** participated in the National History Day program, with **52** qualifying for the National competition and **seven** finishing in the Top 10 or winning special awards.
- The Society enjoyed significant growth in digital engagement. Total followers on social media platforms reached **47,632**, including a **25% increase** on Facebook. One post on the anniversary of the Peshtigo fire reached **151,452** people and was shared over **1,400** times.
- **41,740 students** used our 4th-grade Wisconsin history textbook.
- The Society Press sold **40,918 books**, many printed on Wisconsin paper, and published **13 new titles** and **7 audiobooks**.
- Society Press virtual and in-person programs attracted **6,395 attendees**.
- **382 people from 19 states and 53 Wisconsin counties** participated in our 14th Annual Local History and Historic Preservation Conference, including 49% first-time attendees. The virtual event featured **32 sessions**.



Statewide Impact

- Before fully reopening in-person, Society historic sites created new programs for safe engagement, such as the *Family Fun Drive* at Old World Wisconsin, which drew **4,000 drive-thru guests** in fall 2020 and spring 2021.
- The Society ended the fiscal year with **9,880 members** (2,289 new).
- Library & Archives Division provided access to historic books, newspapers, documents, and other materials to more than **19,238 patrons**.
- Advised and supported a network of **425 affiliated local history and community organizations**.
- The **962-square-mile** Wisconsin Shipwreck Coast in Lake Michigan, researched and mapped by Society archaeologists, was designated the **15th national marine sanctuary**, paving the way for educational programming and economic impact for communities through tourism.



Private Investments and Jobs

- Over **\$4 million** of the Society's \$22.9 million budget – **more than 18%** – was supported by gifts, grants and earned income in Fiscal Year 2021.
- The State Historic Preservation Office approved projects that resulted in **\$127 million in income-producing historic rehabilitation work** in Wisconsin, bringing **\$24.6 million in federal historic preservation tax credits** to the state and creating **2,117 jobs**. A total of **478 buildings** were rehabilitated.
- The private sector invested **\$143 million in rehabilitated historic properties** with the help of Society historic preservation specialists.

Statewide Programs & Locations

LEGEND



SOCIETY HEADQUARTERS
816 State Street, Madison, WI
General Information: 608.264.6400
Library: 608.264.6534
Archives: 608.264.6460

Wisconsin Historical Foundation
608.261.9364



HISTORIC SITES & MUSEUMS
Black Point Estate & Gardens
W4270 Southland Road, Lake Geneva, WI
262.248.1888

Circus World
550 Water Street, Baraboo, WI
866.693.1500

First Capitol
19101 County Hwy. G, Belmont, WI
608.987.2122

H.H. Bennett Studio & Museum
215 Broadway, Wisconsin Dells, WI
608.253.3523

Madeline Island Museum
226 Col. Woods Avenue, La Pointe, WI
715.747.2415

Old World Wisconsin
W372 S9727 Hwy. 67, Eagle, WI
262.594.6301

Pendarvis
114 Shakerag Street, Mineral Point, WI
608.987.2122

Reed School
U.S. Hwy. 10 & Cardinal Avenue, Neillsville, WI
608.253.3523

Stonefield
12195 Hwy. VV, Cassville, WI
608.725.5210

Villa Louis
521 N. Villa Louis Road, Prairie du Chien, WI
608.326.2721

Wade House
W7965 State Hwy. 23, Greenbush, WI
920.526.3271

Wisconsin Historical Museum
30 N. Carroll Street, Madison, WI
608.264.6555
Museum Store: 888.999.1669



Area Research Centers
wisconsinhistory.org/libraryarchives/arcnet



Affiliated Historical Societies



Active Historic Preservation Commissions



Participating National History Day Schools



Fourth-grade Textbook Adopted



National Register Listings



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