



WISCONSIN
HISTORICAL
SOCIETY



2024

Working hard for Wisconsin taxpayers and planning an exciting future

Thank you for your support!

For more information contact
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wihist.org/LegislatorsGuide

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

Who We Are

The Wisconsin Historical Society is the state's memory and premier storyteller. We make major contributions to Wisconsin's economic, educational and cultural health, and are stewards of a nationally recognized historical collection. We have a national impact through innovative initiatives and programs.

Our Value

Our programs, historic sites, museums, and world-renowned collections, library 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.



WISCONSIN HISTORY CENTER: Building America's Next Great History Attraction

- **100% design** of the history center approved and authorization to construct granted by the State Building Commission.
- Surpassed **\$53.2 million in private contributions** toward \$66.5 million goal.
- **Revealed the first architectural renderings** to great public and donor enthusiasm.
- Launched **Scholarly Advisory Committee** comprised of American historians and educators from across the county, including the Smithsonian, to advise storyline development and academic rigor of project.
- **Completed schematic design** and moved into design development phase of exhibition planning, which includes further refining storylines, artifacts, and themes in the center's core galleries.
- **Began site preparation and demolition** in fall 2024 with groundbreaking scheduled for 2025.

Educational Opportunities for All



- **7,608 PK-12 audience members** served at the History Maker Space inside US Bank Plaza on Capitol Square, including **5,972 students** as well as educators, staff and chaperones, through field trip and summer camp programs.
- **44,227 K-12 students** visited our historic sites and museums (23% increase).
- **6,000 students** participated in the National History Day program, with **454** competing in regionals across Wisconsin and **58** qualifying for Nationals.
- **56,814 students** used our 4th-grade state history textbook.
- **44,940 books** sold by the Society Press, including **9,741 student titles & textbooks**.
- **242 people from 4 states and 46 Wisconsin counties** participated in our 17th Annual Local History and Historic Preservation Conference.



Statewide Impact & National/Global Reach

- **220,173 people** visited our 12 historic sites and museums.
- **55,607 people** reached through 32 pop-up events and displays through the first year of the History Makers Tour.
- **193,366 patrons** served by our Library & Archives.
- **11,130 active members** of the Society.
- **551 consultations** provided by outreach staff to local history organizations.
- **229,301 followers** on Society social media channels (13% increase).
- **7.6 million unique visits** to Society websites from across the world.
- **\$59.5 million in value** earned from global media coverage.



Public/Private Investment, Revenue & Jobs

- **\$11.5 million** of the Society's \$35.3 million in total revenue (33%) came from private gifts, endowments, earned and service revenue and \$2.3 million in federal grant awards.
- **\$5.2 million** in total earned revenue includes **\$3.2 million** generated by the historic sites and museums.
- **\$1 million** in retail sales includes **\$909,940** at historic sites and museums.
- The State Historic Preservation Office approved projects that resulted in **\$212.7 million** in income-producing historic rehabilitation work on **255 buildings** in Wisconsin, bringing **\$22.1 million** in federal historic preservation tax credits to the state and creating a projected **3,922 jobs**.
- **\$15.5 million** in private funds raised by the Wisconsin Historical Foundation for the Society.



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, Neillville, 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/library/archives/arcnet



Affiliated Historical Societies



Active Historic Preservation Commissions



Participating National History Day Schools



Fourth-grade Textbook Adopted



National Register Listings



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