



WISCONSIN  
HISTORICAL  
SOCIETY



2022

# Making tax dollars work for Wisconsin through innovative programs.

Thank you for your support!

For more information contact  
Kate Easton, Legislative Liaison  
(608) 264-6442  
kate.easton@wisconsinhistory.org

Collecting, Preserving, and Sharing Stories Since 1846

[wisconsinhistory.org](http://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.



## Moving Forward & Preparing for the Future

- Surpassed **\$39 million in private contributions** for the Wisconsin history center project. Moved project into its next phase by hiring exhibit design and building architectural firms.
- **Ramped up collection efforts** for the new history center, acquiring items such as a UW letterman sweater worn on the TV show "Happy Days."
- **Began moving artifacts from the museum on Capitol Square** to the State Archive Preservation Facility to prepare the museum for future demolition.
- **Resumed full programming** at all 12 historic sites and museums, attracting **156,770 guests**, including **21,000 K-12 students**.
- **Opened the new Brewhouse** at Old World Wisconsin, attracting **over 1,300 guests** to grand opening events.
- Moved forward on **restoring Circus World's historic Ringling Business Office** to the 1915 era after being awarded a **\$499,999** Save America's Treasures grant from the National Park Service.



## Educational Opportunities for All

- **21,000** K-12 students visited our historic sites and museums.
- **3,526 students** participated in the National History Day program, with **811** competing in regionals across Wisconsin and **52** qualifying for nationals.
- **43,740 students** used our 4th-grade Wisconsin history textbook.
- The Society Press sold **44,738 books**, many printed on Wisconsin paper.
- **31,960 people** attended Society presentations and **15,000** were reached by traveling exhibits.
- **167 Wisconsin communities** and **18 foreign countries** were represented among viewers of our virtual Ojibwe Winter Storytelling Series.
- **50 native youth from 10 tribes** contributed beadwork to an Ojibwe art exhibition at Madeline Island Museum.
- **More than a dozen Ho-Chunk Nation members** visited their ancestors'



## Statewide Impact

- **445 people from 21 states and 55 Wisconsin counties** participated in our virtual 15th Annual Local History and Historic Preservation Conference.
- Staff held **34 tribal engagement sessions** related to the new history center.
- Ended the fiscal year with **11,253 Society members** (3,241 new).
- **152,755 patrons** accessed materials from our Library & Archives.
- **9,600 visits to Area Research Centers** (ARCs) on 12 UW campuses. Over **350 UW System classes** were taught at our headquarters or ARCs, educating more than **7,000 students**.
- Outreach staff provided consultations to **451 local history organizations**.
- Social media followers increased 19% to **171,143**. Our Facebook post on the 1,200-year-old dugout canoe recovery reached **331,668** people.



## Private Investments and Jobs

- The State Historic Preservation Office (SHPO) approved projects that resulted in **\$177.7 million** in income-producing historic rehabilitation work on **453 buildings** in Wisconsin, bringing **\$28.9 million** in federal historic preservation tax credits to the state and creating a projected **2,712 jobs**.
- The **1867 Milwaukee Soldiers Home** (left), rehabilitated over 10 years in part with historic preservation tax credits, received numerous national honors, including the nation's most prestigious for historic preservation. It now provides housing for more than 100 previously homeless veterans.
- The private sector invested **\$162.8 million in rehabilitated historic properties** with the help of Society historic preservation specialists.
- **\$9.7 million** of the Society's \$27.2 million revenue (**36%**) came from private gifts, federal grants, endowments, service revenue and earned revenue.

# 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/library/archives/arcnet](http://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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