



WISCONSIN  
HISTORICAL  
SOCIETY



2025

# Working hard for Wisconsin taxpayers and planning an exciting future

Thank you for your support!

For more information contact  
**Kate Easton**  
**Director of Government Relations**  
(608) 264-6442  
kate.easton@wisconsinhistory.org  
wihist.org/LegislatorsGuide

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. 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

- **Hosted the Wisconsin History Center Groundbreaking** in April 2025 and Beam Signing in November 2025 marking significant milestones in the on-track construction schedule.
- **Completed final design** and began writing for the newly developed History Center exhibitions with input from the Native Nations Council, Scholarly Advisory Committee, and community stakeholders and subject matter experts across the state and country.
- **Secured \$2.3 million dollars in one-time state funding** and 6 new positions to support the development and ongoing operations of the History Center.
- Achieved our **\$66.5 million fundraising** goal in private contributions.
- **Kicked off the media development process**, filming 55 unique events and environments with partners across the state of Wisconsin in 2025, with more planned for 2026.



## Educational Opportunities for All



- **90 schools** served at the History Maker Space inside US Bank Plaza on Capitol Square, including **4,306 students** as well as educators, staff and chaperones, through field trip and summer camp programs.
- **32,981 K-12 students** visited our historic sites and museums.
- **6,000 students** participated in the National History Day program, with **953** competing in regionals across Wisconsin and **61** qualifying for Nationals.
- **57,000 students** used our 4th-grade state history textbook.
- **37,918 books** sold by the Society Press, including **8,146 student titles & textbooks**.
- **369 people from 5 states and 47 Wisconsin counties** participated in our 17th Annual Local History and Historic Preservation Conference.



## Statewide Impact & National/Global Reach

- **209,322 people** visited our 12 historic sites and museums.
- **292,829 people** reached through 54 pop-up events and displays during the second year of the History Makers Tour.
- **218,494 patrons** served by our Library & Archives.
- **10,685 active members** of the Society.
- **459 consultations** provided by outreach staff to local history organizations.
- **261,509 followers** on Society social media channels.
- **4.1 million unique visits** to Society websites from across the world.
- **\$265.62 million in value** earned from global media coverage.



## Public/Private Investment, Revenue & Jobs

- **\$11.4 million** of the Society's \$35.5 million in total revenue (32%) came from private gifts, endowments, earned and service revenue and \$2.3 million in federal grant awards.
- **\$4.5 million** in total earned revenue includes **\$3.2 million** generated by the historic sites and museums.
- **\$800,133** in retail sales from the WHS online store and gift shops.
- The State Historic Preservation Office approved projects that resulted in **\$55.5 million** in income-producing historic rehabilitation work on **237 buildings** in Wisconsin, bringing **\$8.8 million** in federal historic preservation tax credits to the state and creating a projected **1,113 jobs**.
- **\$30 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, 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](http://wisconsinhistory.org/libraryarchives/arcnet)



### Affiliated Historical Societies



### Active Historic Preservation Commissions



### Participating National History Day Schools



### Fourth-grade Textbook Adopted



### National Register Listings



WISCONSIN  
HISTORICAL  
SOCIETY