



WISCONSIN
HISTORICAL
SOCIETY

Collecting, Preserving
and Sharing Stories
Since 1846

2015 SCORECARD

IMPACT ON WISCONSIN

In 2015, the Wisconsin Historical Society made major contributions to Wisconsin's economic, educational and cultural health through innovative initiatives. This demonstrates the Society's entrepreneurial ability to earn 40 percent of its \$25.1 million annual budget through gifts, grants and earned income. Recent successes include:

MUSEUMS & HISTORIC SITES

- **Attracted over 311,000 visitors** to Society's 12 museums and historic sites, including 48,000 school children, reflecting a 7% increase in earned revenue at nearly \$2,400,000
- **Engaged 23,680 schoolchildren** through Wisconsin Historical Museum tours booked a full year in advance, taking students through thousands of years of Wisconsin history
- **Increased attendance at Sites**, including a 31% increase at the Wade House and Wesley W. Jung Carriage Museum in Greenbush
- **Celebrated important milestones** with the 150th Anniversary of the HH Bennett Studio in Wisconsin Dells, and the 10th anniversary of the Petersen Family's gift of Lake Geneva's Black Point Estate and Gardens to the State of Wisconsin, and **introduced new exhibits** such as "Villa Louis Presents: Wisconsin Women of Style" featuring gowns of the late 19th century at Villa Louis in Prairie du Chien

LIBRARY-ARCHIVES

- **Received three major federal grants** totaling \$459,000 that will result in convenient digital access to historic Wisconsin newspapers, develop workflows for the management of state electronic records, and provide archival workshops and training for local governments and historical societies
- **Served 337,014 visitors to Library-Archives** in Madison and 13 statewide Area Research Centers
- **Acquired by State mandate** 408 cubic feet of **historical manuscripts** and 1,154 cubic feet of **government records** of long-term value
- Digitized manuscripts, rare books, maps and other historical documents on www.wisconsinhistory.org, which was viewed more than 2.5 million times

WISCONSIN HISTORY TOUR

- **Displayed the Wisconsin History Tour exhibit in seven Wisconsin communities**; Milwaukee, Green Bay, Appleton, Eau Claire, Superior, Waukesha, and Kenosha – at venues that saw traffic of 180,000 community members
- **Offered free history-related programs** to 3,551 participants at public libraries and local historical societies

NATIONAL HISTORY DAY

- **Led 10,000 students from 150 schools** across the state through the National History Day program, with 48 projects moving on to the national level
- **Engaged over 750 community volunteers** in National History Day competitions at the local, regional, and national level

HISTORIC PRESERVATION

- **Facilitated \$284.7 million in construction and 5,176 jobs** by approving 266 historic rehabilitation projects for homeowners and another 41 projects for historic income-producing properties through the Society's Historic Preservation Tax Credit programs
- **Awarded \$100,000 in federal Certified Local Government (CLG) grants to nine communities** across the state to fund community surveys and National Register nominations.

WISCONSIN HISTORICAL SOCIETY PRESS

- **Published 15 new books, 6 reprints, and 17 e-books conversions**
- **Hosted 327 book-related events**, reaching nearly every corner of the state
- **Sold over 46,000 books**, many printed in Wisconsin on Wisconsin paper, with sales totaling nearly \$700,000
- **Educated more than 40,000 students** across the state with the Society's textbook for the 4th grade, *Wisconsin: Our State, Our Story*, in English and Spanish