WISCONSIN HISTORICAL MARKER APPLICATION FORM

This application is required to obtain approval for official State of Wisconsin historical markers. The Wisconsin Historical Markers Program is administered by the Wisconsin Historical's Local History-Field Services program.

State Register of Historic Places plaques no longer require Wisconsin Historical Society approval. If your home is on the State Register, order State Register plaques directly from SEWAH Studios at 1-888-55-SEWAH .

This application form must be filled out completely. Incomplete or ineligible marker applications will be returned to the applicant within 30 days of receipt by the Society.

The applicant is responsible for:

- **Providing all research documentation & supporting materials for this application.**
- **Funding the historical marker.**
- **Maintaining the historical marker**

Please allow sufficient time for your order.
The marker text requires approval of Wisconsin Historical Society staff. Because there is often a backlog of pending applications and staff is limited, please allow up to 6 months for our staff to review your application. Once approved, the Society will order your marker from SEWAH Studios, where the marker is cast and shipped within 6-12 weeks. We advise you not to schedule a marker dedication ceremony until the marker order has been submitted to SEWAH Studios.

Do not submit payment until invoiced.

All historical markers are manufactured by SEWAH Studios in Marietta, Ohio. Once this application has been approved, the Society will place the order for manufacture of the historical marker. SEWAH will invoice the applicant directly once the ap-plication process is complete. The marker will be delivered directly to the applicant.

Criteria for Historical Marker Topics

Wisconsin historical markers identify, commemorate and honor the important people, places, and events that have contributed to the state's rich heritage. The Wisconsin Historical Markers Program is a vital education tool, informing people about the most significant aspects of Wisconsin's past.

Markers should describe one of the following aspects of Wisconsin's history: history, architecture, culture, archaeology, ethnic associations, geology, natural history, or legends. If your narrative text is about a person in history, we encourage you to include the person’s birth and death dates, a chronology of the important events from the person’s life, and the person’s influence or significant contribution to the national, state or local community. If your narrative text is about an event in history, we encourage you to include the time, date and place of the event, any people or groups associated with event, information on how the event developed, and the event’s influence or significant contribution to the national, state or local community.

While developing your narrative text, we encourage you to document your facts and dates with footnotes. You will be required to develop an annotated bibliography and attach photocopies of your primary and secondary research resources with this application. Avoid words like "first," "oldest," "unique," or "only" unless there is irrefutable documentation. The name of the current owner of the property or the name of any living person cannot be listed in the narrative text. The Society reserves the right to reject a marker application that it deems offensive, either to general good taste or to a specific group of people.

The Society will consider the approval of marker applications if the applications meet any of the following criteria:

- The property is listed in the State or National Register of Historic Places.
- The site is associated with the events that have made a significant contribution to the broad patterns of history.
- The site is associated with the lives of persons no longer living who have made significant contributions to the broad patterns of history and culture.
- The site embodies the distinctive characteristics of a type, style, period or method of construction or architecture; represents the work of a master; or possesses high artistic value.
- The site yields, or is likely to yield, information important in prehistory or history.
- The site is associated with ethnic groups who have made distinctive and significant contributions to history.
- The site embodies the characteristics of the State, representing significant aspects of the physical or natural history of the earth.
- The site is representative of popular stories or myths that, although not verifiable, are significant to history and culture.

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1 - Name of Applicant	
2 - Proposed Title of Marker	

3 - Proposed Location of Marker — Be precise. Photos of the proposed location and a map with the marker location shown, and property parcel number are required for final location approval.

Property Name (if applicable)	
Address	
City, State, Zip	
County	

4 - Owner of Property Upon Which the Marker is to be Erected — Markers may be located on **either public or private lands**. The site selected for the marker must be accessible to the public and visible from a public right-of-way. Provide the name of the property owner below.

☐ Public Property	☐ Private Property
Official's Name:	Property Owner's Name:
Title:	Address:
Institution:	City, State & Zip:
Telephone:	Telephone
Email:	Email:

Written Permissions Required—For markers placed within a public right-of-way, please attach a letter of approval from the appropriate transportation official or governing body that has jurisdiction over that public right-of- way.

If the marker is to be placed on private property not owned by the applicant, please attach a letter of approval from the property owner. The letter should grant permission for the historical marker to be located on their property and permit public access to the marker for as long as the marker stands.

5 - Source of Marker Funding —The applicant is responsible for funding all aspects of the marker, including the purchase, installation, and maintenance costs for the marker. Provide the name of the person or organization that is providing the funds for the marker. Sponsoring organization name can be included at the bottom of marker.

Funder's Name:	Telephone:
Address:	City, State & Zip:

6 - Maintenance of Marker—Provide the name of the organization responsible for long-term maintenance and repair of the historical marker below. The organization should be either a private non-profit or a governmental entity willing and able to assume the **long-term maintenance** of this marker.

Name:	Telephone:
Address:	City, State & Zip:

7 - Research Sources for Narrative Text—Below please list an annotated bibliography that details the primary and secondary research sources cited to support the historic facts included in your narrative text.

Attach photocopies of all supporting documents with this application. Applications without supporting documents cannot be processed. The Society reserves the right to have a marker removed if additional research finds your marker text to be incorrect.

8 - Historical Markers Price List - Official State of Wisconsin historical markers are made of cast aluminum and have raised cream-colored letters on a brown background. All wall-mounted markers have one side. All post-mounted markers have two sides. NOTE: The estimated cost for posts for a city marker (also known as "History on a Stick") is included in the quoted price below. The estimated cost for posts for the larger two-post marker is extra and not included in the estimated price below. Please check with SEWAH Studios directly to determine the cost of posts. Keep in mind that all the costs below are estimates and can change at any time. We strongly recommend that you contact SEWAH directly to ensure you know what the price will be on any marker you decide to order.

Select the appropriate model for your marker from the list below	**Size** Height x Width	**Model**	**Details**	**Total Character Count** (Characters counts must include spaces between sentences.)	**Price ***
○ A	16” x 24”	Small City Marker	5/8” lettering, wall mounted	320	$660
○ B	16” x 24”	Small City Marker	5/8” lettering, post mounted, same text each side	320	$890
○ C	36” x 24”	City Marker	1” lettering, wall mounted	396 11 lines, 36 spaces each	$1570
○ D	36” x 24”	City Marker	5/8” lettering, wall mounted	848 16 lines, 53 spaces each	$1690
○ E	36” x 24”	City Marker	1” lettering, post mounted, same text each side	396 11 lines, 36 spaces each	$1780
○ F	36” x 24”	City Marker	5/8” lettering, post mounted, same text each side	848 16 lines, 53 spaces each	$1900
○ G	36” x 24”	City Marker	1” lettering, post mounted, different text each side	792 11 lines, 36 spaces each 396 characters per side	$2030
○ H	36” x 24”	City Marker	5/8” lettering, post mounted, different text each side	1696 16 lines, 53 spaces each 848 characters per side	$2090
○ I	72” x 54”	Two-Post Marker	1 ½” lettering, post mounted (mounting available for $750 additional)	1196 26 lines, 46 spaces each	$4980
○ J	72” x 54”	Two-Post Marker	1” lettering, post mounted (mounting available for $750 additional)	2006 34 lines, 59 spaces each	$5430

* Price includes shipping. Prices last updated July 2020. Prices subject to change at any time. Verify all pricing with SEWAH Studios at 1-888-55-SEWAH.

Other costs:

Post for highway/city markers: $325 each
Posts for 72 x 54 with pyramidal cap: $750 pair

Refurbish city/highway markers: $800 (includes round trip shipping)

Refurbish 2-post markers: $1200 (includes round trip shipping)

9 - Suggested marker narrative text—Type or print your suggested marker narrative text below. Attach additional sheets as necessary. In addition to submitting this application, the Society requests that this narrative text be submitted via email as a Microsoft Word document attachment. All text is subject to editing by the Wisconsin Historical Society.

10 – Application submitted by	
Name	
Organization	
Address	
City, State, Zip	
Telephone	
Email	

I have verified that the above information is accurate and correct to the best of my knowledge. I will fund and maintain the marker, or I am authorized to commit the person or organization named in Section 5 to fund the marker, and I am authorized to commit the person or organization named in Section 6 to the maintenance of the marker. I understand the legal obligations of marker applicants under Wisconsin Statutes.

Applicant signature: _____ Date: _____

11– Billing address (SEWAH Studios will direct bill marker applicants)	
Name	
Organization	
Address	
City, State, Zip	

12—Shipping address if different from billing address. Commercial addresses open during regular business hours are preferred.	
Name	
Organization	
Address	
City, State, Zip	

13—Submit digital images- Once the marker has been installed, the applicant must submit three high-resolution digital images (preferably jpegs) of the marker to the Wisconsin Historical Society.

Send applications to:

Wisconsin Historical Society
State Historical Markers Program, Rm 454
816 State Street Madison, WI 53706

Email your narrative text to fitzie.heimdahl@wisconsinhistory.org

The Society will review and approve applications that meet the requirements under Wisconsin Statute s. HS 4.06. An application will be approved or disapproved within 180 days of receipt by the Society. Marker installation will be the responsibility of the applicant. Markers will be shipped and invoiced directly from the marker manufacturer to the applicant.