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WISCONSIN STATE HISTORIC PRESERVATION OFFICE

Wisconsin Historic Preservation Plan

2016-2025

CONTACT US

Wisconsin State Historic Preservation Office | 608.264.6493

Historic Preservation Plan Steering Committee

John Broihahn
Kimberly Cook
Jen Davel
Joe DeRose
Daina Penkiunas
Amy Wyatt

With significant contributions by State Historic Preservation Office Staff

Felipe Avila
Chip Brown
Mark Buechel
Jim Draeger
Leslie Eisenberg
Amy Rosebrough
Peggy Veregin

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Executive Summary

This plan represents the goals and objectives for historic preservation in Wisconsin from 2016 through 2025. It was developed through the participation of many individuals through surveys and in-depth stakeholder discussions.

Mission

Because historic places are critical to quality of life, we will expedite the preservation of places of enduring value.

Vision

I. DEVELOP AND IMPLEMENT TARGETED EDUCATIONAL OPPORTUNITIES

- Promote historic preservation to outside groups through attendance and presentations at trade and other group conferences
- Prepare targeted educational materials on select topics and for specialty groups
- Partner with units of government and state and federal agencies to prepare educational content regarding compliance responsibilities

II. INCREASE AWARENESS AND SUPPORT OF THE VALUE OF HISTORIC PRESERVATION

- Develop a statewide preservation marketing strategy with unified themes and consistent messaging
- Increase networking opportunities
- Establish mentor programs to provide peer to peer training
- Collect historic preservation success stories from communities across the state
- Create and distribute district summaries to state and federal legislators
- Create and distribute an annual summary on the impact of historic preservation

III. INCREASE FUNDING SOURCES FOR HISTORIC PRESERVATION

- Increase resources for SHPO through state and federal agency financial partnerships
- Promote existing historic preservation funding sources to new audiences

IV. CULTIVATE PARTNERSHIPS TO ADVANCE HISTORIC PRESERVATION GOALS

- Partner with communities and underrepresented groups to identify, document, and designate properties
- Support and strengthen local and statewide preservation organizations
- Continue partnership with Wisconsin Public Television and Wisconsin Public Radio
- Continue partnership established with National Oceanic and Atmospheric Administration and Lake Michigan coastal communities fostered by the National Marine Sanctuary designation process

V. SUPPORT AND EXPAND DIGITAL DATA AND ACCESS

- Partner with constituencies to develop E-106
- Expand and promote the Wisconsin Historical Society's local history listserv to the preservation community
- Improve GIS services and partnerships
- Expand use of social media and provide training to partners in its use
- Create online content on statewide tax credit data



Introduction from the State Historic Preservation Officer

Wisconsin's Heritage Preserved

As we pass the milestone of the 50th anniversary of the watershed National Historic Preservation Act of 1966, we look both back to the past and ahead to the future. We build on the strengths of those who have worked before us to preserve Wisconsin's heritage, and we plan for those who will follow us.

People preserve. At its core, historic preservation is about people. People take action to preserve archaeological sites and protect human burials. People own, invest in, and steward their historic homes, businesses and institutions. People celebrate our history as a means to shape our future. The economic engine that historic preservationists stoke as they reinvest in our heritage is vital to the success of our cities and rural areas. Each act builds our community and is a gift to the future.

In the past 10 years, Wisconsin can count many successes. Large and important projects include the rescue of the Milwaukee Soldiers Home where vacant and underutilized buildings will be returned to the service of veterans while preserving America's best remaining historic veterans' campus. On the state level, the preservation of 17 hand operated locks along the Lower Fox River, built mainly in the 1870s, is the work of the Fox River Navigational System Authority, which has restored the system to promote tourism, recreation, and commerce along one of Wisconsin's busiest riverways, providing a model for similar efforts elsewhere. Volunteer commissions in about 100 Wisconsin communities work daily to safeguard irreplaceable historic properties, providing protection to the buildings and sites that tell the stories of their communities.

The State Historic Preservation Office responded to the preservation community's need for educational and networking opportunities by joining with local historical groups to grow our annual conference and by providing more and better educational opportunities that reach beyond the preservation community, including books and associated documentaries.

Historic Preservation is economic revitalization. Without reinvestment in our heritage, we lose those buildings and sites that root us and give our communities their distinctive character. Our vibrant programs of historic preservation tax credits provide financing assistance for reinvestment in owner occupied houses and in vacant and underutilized commercial, industrial, and former public buildings throughout the state.

As we celebrate our successes of the past decade, we must also face a future of uncertainty in a changing political landscape. Concern for property rights, tighter federal, state, and local budgets, a movement that seeks to reduce and simplify taxes and reduce the role of government all affect preservation's future. We must reach out and educate our political leaders in the importance of our heritage and our values. We must become better advocates for historic preservation and more widely celebrate our successes. We must develop more and better tools and fight to retain tools that have proven their effectiveness. People preserve. Join us in working to strengthen the protection and preservation of Wisconsin's heritage as we work to make our history part of our future.

Jim Draeger
State Historic Preservation Officer
Wisconsin Historical Society



Review of Historic Preservation Accomplishments 2006-2015

The beginning of a new planning cycle is an opportunity to evaluate the Wisconsin preservation community's success from 2006-2015 that accomplished the goals and objectives set forth in the previous statewide plan. While the programs highlighted here are just a few examples of what was accomplished, they also represent a snapshot of successful programs that make up the current environment for historic preservation in the state. We plan to build on the foundation of these successes in our plan for 2016-2025 as we set new goals and objectives for the next decade.

Goal 1. Wisconsin must build a strong network of parties interested in historic preservation.

- *Strengthen and expand partnerships between federal, state, local, and tribal governments through training and formal agreements.*
- *Develop a coalition of preservation-minded individuals and organizations that can effectively advocate for preservation policies and work on common projects.*
- *Identify potential partners whose missions affect historic properties and initiate collaborative projects.*

Government Partnerships

In an effort to strengthen our partnerships with other government agencies, the SHPO has 18 programmatic agreements in place with 11 state and federal agencies. Wisconsin also has a total of 69 Certified Local Governments, having added 21 CLGs in the past ten years. SHPO staff serves on behalf of the Wisconsin Historical Society director on the Fox River Navigational System Authority Board and the State Capitol and Executive Residence Board; staff members also serve as liaisons to the Wisconsin Association of Historic Preservation Commissions and the state Main Street program.

One example of interagency cooperation and partnership is the work that the State Historic Preservation Office has done with other agencies at the Milwaukee Soldiers Home. This is America's oldest federal hospital built in 1867 to serve Civil War veterans and now known as the as the Clement J. Zablocki VA Medical Center. As the facility adapted to changing medical practices and new technology, the original campus buildings became vacant and underutilized, suffering from decades of deferred maintenance that eventually resulted in a partial roof collapse of Old Main, its landmark building. The SHPO stepped forward to work with a coalition of preservationists, veterans' organizations, lawmakers, and the Veterans Administration to protect and preserve the historic core of the 400 acre complex which is America's most intact historic Veterans Administration property. Today through a series of interagency agreements, preservationists, veterans' groups, private developers, and hospital administrators have united to bring these historic buildings back to the service of veterans. Notable projects include exterior repair of Ward Memorial Hall and the modernization for continued use of historic hospital buildings.

The complex's most iconic building, Old Main, will soon be fully restored and occupied for veteran housing and services after a 30 year vacancy. Private development is made possible by the use of Historic Tax Credits administered by the SHPO and an Enhanced Use Lease made possible by our congressional delegation. This lease will also rehabilitate and occupy five other campus buildings for veteran use. Upon completion of this larger project, the historic campus core will again be vibrant, occupied, and actively used by our veteran population.

The Zablocki VA Medical Center recognizes the unique and extraordinary history of the Soldier's Home and is actively working with the SHPO in a model effort to rehabilitate and reuse the historic properties on their campus, potentially providing an answer to other Department of Veterans Affairs facilities nationwide.

Historic Preservation Commissions and WAHPC

There are currently 150 historic preservation commissions in Wisconsin with approximately 100 active commissions. The SHPO considers a commission active if they meet regularly. Of these active commissions, 69 are currently Certified Local Governments. The Wisconsin Association of Historic Preservation Commissions is a statewide, private non-profit that has 41 commissions as members and hosts an annual conference for networking and education and publishes a newsletter. In the last ten years, local commissions have become more involved in local projects and are being recognized for the expertise they can offer the community.

Wisconsin Historical Society Affiliates

The Wisconsin Historical Society (Society) has an affiliate program with 392 local museums, archives, and historical societies as members. The affiliates are also organized by the Wisconsin Council for Local History, a statewide advisory group that includes all the affiliates, organized into ten regions, each of which partners with the Society to host a regional meeting every summer. The Society offers organizational and educational assistance to local affiliates who in turn share in the mission and responsibility of preserving Wisconsin's heritage. Many of these affiliates own or operate historic buildings and are actively involved in preserving the documents, artifacts, and places that tell a local community's history. The Society has two field representatives who provide educational programming and technical assistance on a broad array of issues ranging from archival best practices and exhibit preparation to historic preservation questions. The affiliates participate in a local history listserv along with SHPO staff where they can ask questions and share solutions.

Maritime Preservation and Archaeology

Since its inception, the Society's Maritime Preservation and Archaeology Program has flourished because of its commitment to research in the water and in the archives; the application of cutting edge technologies; and the nurturing of close relationships with interested volunteers and avocational archaeologists; and a deep commitment to public outreach and education. The program has nurtured long lasting partnerships with the Wisconsin Underwater Archaeological Association, University of Wisconsin Sea Grant Institute, East Carolina University Maritime Studies Program, Wisconsin's Coastal Management Program, and nearly 100 other organizations, agencies, and educational institutions.

In 2007, the Wisconsin Historical Society created a State Agency Working Group with the Department of Natural Resources, Department of Tourism, Department of Administration's Wisconsin Coastal Management Program, Public Service Commission, and the Board of Commissioners of Public Lands to investigate the designation of a national marine sanctuary with the National Oceanic and Atmospheric Administration (NOAA). The state agencies were joined by a diverse coalition of organizations and individuals at local, state, and national levels including the coastal communities of Two Rivers, Manitowoc, Sheboygan, and Port Washington, local historical societies, businesses, museums, and environmental, recreational, conservation, fishing, tourism, and educational groups. The efforts of this working group culminated in the Lake Michigan Wisconsin National Marine Sanctuary nomination in December 2014. President Obama announced on October 5, 2015 that NOAA will move forward with the designation.

The proposed sanctuary is an 875 square mile area of Lake Michigan extending from Port Washington north to Two Rivers that encompasses an exceptional grouping of 122 submerged maritime heritage resources of nationally significant shipwrecks. Currently 37 of the shipwrecks are known and 18 of those are listed in the National Register of Historic Places, including two of Wisconsin's oldest known shipwrecks. The sanctuary will bring together a large group of stakeholders to preserve these unparalleled resources, increase research and educational opportunities about the region's maritime history, and boost the recreational and tourism economies.

Wisconsin Archaeological Community

The Wisconsin Archeological Survey is an organization of professional archaeologists that supports archaeological research, conservation and preservation of resources, dissemination of research, and publishes the *Guidelines for Public Archeology in Wisconsin*. Its members monitor trends and changes in archaeological techniques, methods, and theory. The organization serves as a mentoring environment for students and provides small matching grants to The Archaeological Conservancy and other Wisconsin land trusts to purchase and preserve archaeological sites. Wisconsin is fortunate to have state laws that provide property tax exemptions for landowners willing to place protective covenants on significant archaeological sites. This helps Wisconsin land trusts actively pursue land purchases or purchasing protective covenants for prehistoric and historic Native American sites and historic cultural landscapes.

The Fox River Navigational Authority

The SHPO has assisted and advised on the restoration of 17 hand operated locks and in the adaptive reuse of lock tender houses along the Lower Fox River. The Fox River Navigational System Authority was authorized in 2004 for the U.S. Army Corps of Engineers to transfer the system to the State of Wisconsin. The mission of the Authority is to restore, maintain and improve the lock system while promoting tourism, recreational, and commercial uses in partnership with the non-profit Fox-Wisconsin Heritage Parkway and Friend of the Fox groups.

This irreplaceable 1870s lock system will be operational in 2017 for the first time since 1983 allowing the public and businesses access to the historic transportation assets of the riverway. In a public/private/nonprofit partnership, the lock keepers' houses are being adaptively reused for offices, coffee shops, and lodging.

Goal 2. Wisconsin must have a strong educational structure for historic preservation.

- *Develop and implement basic instructional information for property owners.*
- *Develop and implement specialized training for members of associations and professional groups.*
- *Develop targeted content to be presented at events sponsored by partners.*

Annual Local History and Historic Preservation Conference

The SHPO and the Society's Programs and Outreach Division, in partnership with the Wisconsin Council for Local History, produce an annual conference which connects volunteers and professionals from historic preservation and local historical organizations. The annual conference is generally sponsored by the Wisconsin Association of Historic Preservation Commissions and the Wisconsin Trust for Historic Preservation. Participation has grown from fewer than 100 attendees in 2007 to 417 at the 2016 conference. We have observed great progress among local leaders and volunteers as we provide the resources and training each group needs, while exposing them to a broader range of topics. The value of networking also cannot be overstated as participants make new contacts, meet Wisconsin SHPO staff, share experiences and successes, and find new ways to work together to preserve their community's diverse historic resources. The conference began after observations by Wisconsin Historical Society staff that these two audiences have numerous overlapping areas of interest and could benefit from some of the same educational opportunities and to network with one another. Many of the attendees fulfill dual roles in their communities, for example, serving on the board of a local historical society as well as the local historic preservation commission. The conference provides educational sessions on historic preservation issues as well as archives and collections management and non-profit issues such as fundraising, membership, and board development. The conference takes place each fall and the schedule and registration information are posted each summer at wisconsinhistory.org/conference.

Preservation Professionals

In addition to the annual conference, the SHPO provides ongoing training for Wisconsin preservation professionals. For many years, we have hosted an annual training for National Register consultants to discuss new areas of research and how to successfully and efficiently navigate the nomination process. In 2015, we held our first workshop for professional archaeologists practicing in Wisconsin to discuss survey and data collection, the roles and responsibilities in state and federal compliance processes, and laws and regulations for conducting archaeological survey or testing within burial sites. For over 20 years, we have partnered with the Federal Highway Administration and Wisconsin Department of Transportation to provide training for consultants working on project related surveys and agency determinations of eligibility. Early 2017 will mark the launch of new training for those working on historic preservation tax credit projects. We will continue to work with preservation professionals to identify training topics for future workshops to assist them in their work and to promote positive preservation outcomes in the areas of research and survey.

In order to reach a more diverse audience of potential partners, the SHPO presents specialized educational sessions to the Wisconsin Realtors Association and the Wisconsin League of Municipalities.

Webinars

The Wisconsin Historical Society uses webinars to bring the resources of the staff to a broader audience. In addition to many genealogical sessions offered, the SHPO presents sessions on topics such as local historic preservation ordinances, how to become a Certified Local Government (CLG) and apply for CLG funding, and preserving log structures. More information about our webinars can be found on our website at wihist.org/LH-workshops.

Goal 3. Preservation must become a core value for Wisconsinites.

- *Develop a public relations strategy that speaks to the emotional core of preservation and celebrates preservation successes.*
- *Develop and publicize data that demonstrate the economic benefit of historic preservation.*
- *Partner with educators to develop preservation message for schools.*

Media Partnerships Promote Historic Preservation

The Wisconsin Historical Society is home to both the Wisconsin State Historic Preservation Office and the Wisconsin Historical Society Press. In the last ten years, the SHPO partnered with Wisconsin Historical Society Press to publish three books highlighting fascinating types of historic properties found around the state: *Fill'er Up: The Glory Days of Wisconsin Gas Stations*, *Bottoms Up: A Toast to Wisconsin's Historic Bars & Breweries*, and *Wisconsin's Own: Twenty Remarkable Homes*. These books are just three recent examples of the many Wisconsin Historical Society publications that tell the stories of the people and historic places that make Wisconsin unique and help our audience develop an appreciation and passion for history.

The SHPO and the Wisconsin Historical Society Press are partners with Wisconsin Public Television which produced companion documentaries for *Fill'er Up*, *Bottoms Up*, and *Wisconsin's Own* that expanded our reach to even wider audiences. The Wisconsin Historical Society, as an agency, has also helped produce several successful documentaries including Wisconsin Hometown Stories for ten Wisconsin towns, Tribal Histories for three Wisconsin tribes, and Wisconsin War Stories with Wisconsin veterans of WWII, Korea, and Vietnam wars.

The Wisconsin History Tour

In 2014, the Wisconsin Historical Society created the Wisconsin History Tour to bring the resources of the Society to cities throughout the state. The History Tour partners with a local historical society, museum or library to host a free traveling exhibit for one month in the community. For one week during that month, the Society hosts local presentations by Society staff, Wisconsin Historical Society Press authors, as well as local historians and authors. The Wisconsin History Tour is an excellent opportunity to highlight the value and importance of local historic places and how they tell the story of our state. The tour will conclude in 2017 with a yearlong exhibit in the state capitol, marking the centennial of the building's completion.

Historic Tax Credit Studies

A tremendous amount of research in 2014 revealed the success and importance of the federal and state historic preservation tax credit programs administered by the SHPO and the National Park Service. The Historic Preservation Institute at the University of Wisconsin-Milwaukee performed an analysis of the Wisconsin Historic Tax Credit Program and found that the 20% increase in the credit moved Wisconsin from last to first in the Midwest in the economic and job creation categories related to historic tax credits. The report found that the state received immediate tax revenue from the estimated 1,692 construction jobs and 2,370 permanent jobs created in 2014 resulting in over \$20,000,000 in income tax generated for the state as well as increased property tax revenue for local governments. Another interesting finding was that small projects (less than \$1,000,000) far outnumbered larger projects proving that the state tax credit is a valuable tool for reinvestment for smaller communities.

The Milwaukee Preservation Alliance and the National Trust for Historic Preservation produced an additional study on the economic impact of the Federal historic tax credit in Wisconsin. The study found that between 2001-2014, the 154 completed projects created a total of 9,914 jobs and generated \$358,820,500 in household income for Wisconsin residents. The nine signature projects featured in the report demonstrate that a successful project can be the tipping point in a community that inspires other building rehabilitations and revitalizes depressed areas.

Educational Partnerships

There are many universities and colleges across the state that offer programs in history and public history, archaeology, planning, historic preservation, and architecture that are training the next generation of preservationists. The Wisconsin Historical Society has created specialized student programming at our annual Local History and Historic Preservation Conference and offers a discounted student rate to incentivize attendance. The students are able to network with local organizations and create relationships that result in special projects, internships, and future job opportunities. In addition, numerous students from the University of Wisconsin system have volunteered or held summer internships with the SHPO.

The Wisconsin Historical Society is also the statewide coordinator for the National History Day program which is an academic competition for over 10,000 students in Grades 6-12. The students spend months to create projects based on original historic research related to a theme chosen by the national program. This program fosters an interest not just in history but many students choose topics relevant to local or state history that introduces them to local archives as well as the extant historic places that are essential to historical research. For more information about National History Day in Wisconsin, please visit wisconsinhistory.org/NHD.

Goal 4. Wisconsin needs financial stability for preservation activities, ranging from the State Historic Preservation Office to property owners.

- *Provide ongoing information to state and federal officials about preservation accomplishments in their districts and identify ways to involve them.*
- *Implement marketing efforts for existing earned revenue activities and develop new grant and earned revenue activities.*
- *Publicize information about resources available to preserve historic properties and link interested parties to relevant sources.*

Communication with Elected Representatives

The Wisconsin SHPO participates each year in National Historic Preservation Advocacy Week by meeting with every member of the Wisconsin congressional delegation. We use that opportunity to provide our senators and representatives with preservation success stories from their districts, the benefit of preservation to their communities, the economic impact of preservation, and the importance of the work of the State Historic Preservation Office. We also meet regularly with federal legislators in their districts to visit exemplary preservation projects.

The SHPO notifies state and local elected officials when a property is listed in the National Register of Historic Places to keep them aware of the significant historic properties located in their districts.

Fuldner Heritage Fund

A \$500,000 gift from the Jeffris Family Foundation to the Wisconsin Historical Society in 2011 created the Fuldner Heritage Fund. This endowed fund was named in honor of Henry Fuldner, who devoted himself to the preservation of significant Wisconsin properties and served on the Jeffris Family Foundation board for thirty years. The fund supports National Register nominations in small towns and rural areas. This ensures that the State's most significant properties are discovered, documented and made eligible for other preservation benefits. Nominations are drawn from the buildings, sites and structures recorded in the Architecture and History Inventory, properties discovered and documented by SHPO staff, survey reports, and the National Register Questionnaires routinely received by SHPO staff, together with input and suggestions from public contacts. It also provides funding for projects that produce a preservation outcome. To date, projects have included historic districts and individual properties: two commercial historic districts in Delavan (Walworth County), the Nashotah Historic District (Waukesha County), the Plymouth Commercial Historic District (Sheboygan County), the Wyoming Valley School (Iowa County), Downtown Baraboo Historic District (Sauk County), Gunning-Purves Building (Adams County), Camp Wandawega (Walworth County), Devil's Lake State Park (Sauk County), and four centric barns from across the state.

In 2014, the Jeffris Family Foundation via the National Trust for Historic Preservation donated to the Wisconsin Historical Society to supplement the existing Fuldner Heritage Fund with an expanded range of projects. In addition to National Register nominations, the Fund will now support preservation education initiatives, professional studies necessary to develop "bricks and mortar" projects, or meet other critical needs tied to preservation outcomes. The purpose of this additional endowment is to leverage the tools that will promote the preservation of Wisconsin's most significant properties.

State Tax Credit for Historic Homes

The Homeowners' Tax Credit program returns 25% of approved rehabilitation costs in income tax credit for historic homes. In the past ten years, the SHPO has approved 2086 home rehabilitation projects with a total project cost of \$59 million dollars. The average project cost is \$20,000 resulting in a \$5,000 tax credit. While the program generally averages 200 projects per year, there was a marked decrease between 2008 and 2012. The program recovered in the past three years with 304 approved projects in 2014 and 268 approved projects in 2015. Some of the most common homeowner projects are exterior painting, roof replacement, and mechanical and electrical upgrades. Homeowners often express appreciation for this program because it helps reduce the cost of maintaining a historic house. A majority of the applications currently come from Milwaukee and Dane Counties.

State Tax Credit for Income-Producing Historic Buildings

In 1990, Wisconsin created a 5% "piggyback" credit to the 20% federal Historic Rehabilitation Tax Credit to address a known financing gap that was hindering projects. The two credits together create a credit of 25% of certified rehabilitation costs that attracts private investment, stimulates job growth, increases the tax base, reuses vacant and endangered buildings, attracts redevelopment to downtowns and inner cities (especially in economically depressed areas), and revitalizes historic communities. From 2006 through 2013, the SHPO approved 76 income producing projects totaling \$286 million dollars.

In 2014, the Wisconsin "piggyback" was increased to 20% and became "decoupled" from the federal credit. The decoupling allows owners to use the state credit alone in circumstances where they cannot use the federal credit. The amended legislation charged the SHPO with project review and the Wisconsin Economic Development Corporation (WEDC) with awarding the credit in conjunction with the Wisconsin Department of Revenue.

The effect of the credit increase was immediate. In 2014, the SHPO reviewed 41 projects totaling \$272 million dollars. In 2015, the numbers were similar with 42 projects reviewed totaling \$278 million. The increased tax credit has proven effective in bringing rehabilitation activity to new communities across the state including: Ashland, Baraboo, Berlin, Cassville, Dodgeville, East Troy, Eau Claire, Frederic, Janesville, Kaukauna, Kenosha, Green Bay, La Crosse, Manitowoc, Mauston, Mayville, Monroe, Oshkosh, Platteville, Portage, Rice Lake, Sauk City, Schofield, Shawano, Sheboygan, Stevens Point, Sun Prairie, Watertown, and Waukesha.

In 2014, 60% of tax credit projects were buildings that were vacant prior to rehabilitation. Communities across Wisconsin financially benefit from successful rehabilitation of historic building tax credit projects that generate increased property and income tax revenue.

The WEDC states the following regarding the tax credit program: "The goal of this program is to encourage reinvestment into Wisconsin's aging communities. This incentive will provide an important incentive to jump start Wisconsin's main streets, downtowns, and small businesses to support Wisconsin's economy."

The Brewhouse Inn & Suites in Milwaukee was the former Pabst Brewing Company brew house which had been vacant for over 20 years and in poor condition. With the completion of the tax credit project, this building generated \$17,000 in state sales tax and \$108,000 in City room/expo taxes in 2013 as well as \$460,000 in real estate taxes. These tax payments will continue to be returned to the city every year.

The largest Wisconsin project to date is the F. Mayer Boot and Shoe Company building on Milwaukee's near north side. Sixty percent of the large complex of nearly 200,000 square feet of floor space has been vacant for at least 20 years. The increased state credit was enough to bridge the funding gap necessary to finally utilize the upper floors of the building. The \$52,734,000 project will convert the upper floors into 176 rental apartments while the bottom two floors will remain in business use, creating a mixed use development in an economically depressed area of Milwaukee. The construction project alone is expected to create 605 jobs. In addition, 15 permanent rental management and maintenance jobs will be needed for the apartment project. The current assessed value of the property is \$1,851,000. Once the project is completed the estimated assessed value of the property is \$37,800,000.

Smaller projects have big impacts as well. The SHPO facilitated a \$1.1 million dollar tax credit project bringing reinvestment and new life to the Dodgeville community. The project transformed the former Hahn Billiard Hall into a restaurant and allowed local restaurateurs to move their successful barbecue restaurant into a larger building in the downtown. The new restaurant location increased employment from 25 jobs in the old location to 41 jobs today. There were financial benefits to the community as well in 253% increase in property taxes when the rehabilitated building was reassessed.

Goal 5. Citizens and local governments need tools to preserve the state's most threatened cultural resources.

- a. Work with the state legislature to develop tax and other incentives to protect historically significant agricultural properties.*
- b. Through assistance and training programs, provide tools to Wisconsin's local historic preservation commissions and local nonprofit preservation groups in identifying and protecting cultural resources.*
- c. Assist property owners through training in preservation practices and promotion of existing financial incentives.*

Identifying and Preserving Agricultural Properties

The Wisconsin Department of Transportation and the SHPO collaborated to create a historic farmstead survey methodology and eligibility guidelines to help historic preservation consultants document these important properties and better apply the National Register of Historic Places criteria to farmsteads. The SHPO is also in a partnership with the University of Wisconsin Extension through the Wisconsin Barn Preservation Program to provide workshops, technical assistance, and fundraising guidance to support the preservation of agricultural buildings.

Training for Commissions, Nonprofits, and Property Owners

The SHPO, through a Preserve America grant from the National Park Service, completed a multi-year project to create educational web content on a variety of historic preservation topics. This content has been promoted at our statewide annual conference, through our partners the Wisconsin Association of Historic Preservation Commission, and through our Certified Local Government program, through the Wisconsin Historical Society's website, electronic and print newsletters, and through direct communications with stakeholders. These web modules provide free and easily accessible training to local preservationists and can remove the obstacle of registration and travel costs. Moving forward, we plan to use this work as a foundation to continually improve and promote the materials for commission members, advocates, and building owners. We will also use what we have learned to create targeted content for additional partners who have the ability to promote preservation of historic places.

This Historic Preservation Commission Training consists of 65 web articles that serve as training for new members as well as reference material for experienced members. The training covers topics including: History of Historic Preservation, Preservation Laws and Programs, Community Benefits of Preservation, Starting a Commission, Commission Operations, Commission Budgets and Finances, Commission Processes, Commission Design Guidelines, Preservation Commission Design Review, and Community Relationships. This training that is geared toward a specialized audience has received over 1400 web views in the past few years.

The Historic Preservation Advocacy Guide features 111 web articles focused on issues important to local preservation advocacy groups. Topics covered include: organizing, fundraising, communications, and operations for a preservation nonprofit. SHPO preservation staff regularly sends this reference material to local nonprofit groups when preservation issues arise in a community or when a nonprofit group has organizational questions. This training has been viewed over 17,000 times on our website with traffic increasing in almost all topic areas.

The Preserve Your Historic Building guide is 143 web articles that serve as a comprehensive reference material for historic building owners. The concepts in each article are demonstrated through hundreds of photos and illustrations. Topics covered include: building systems, energy efficiency, interior and exterior features, financing. SHPO preservation staff regularly sends this reference material for preservation best practices to property owners through the Federal Historic Preservation Tax Credit and the Wisconsin Historic Preservation Tax Credit. This content was completed in December 2014 and has already garnered 9045 page views on our website with traffic increasing measurably over time.

The Wisconsin Historic Preservation Database

The Wisconsin Historic Preservation Database is a web-based database which contains 144,472 historic building records, 35,058 archaeological site records, 14,808 archaeological surveys, 2491 National Register of Historic Places records, and 11,377 compliance projects. We offer preservation professionals and government agencies subscription access to the online database for cultural resources management. We have taken several steps to digitize useful SHPO data which can help preservation partners and historic property owners understand and preserve historic properties. We have digitized over 200,000 images of historic buildings in the Architecture and History Inventory through our work and with the assistance of a Preserve America Grant. We also have a Geographic Information System with mapped locations for all the properties and survey records in the database. We provide this information through our online database as well as use GIS to analyze historic property data and create maps to illustrate preservation issues.

The Wisconsin Historic Preservation Database (WHPD) is maintained by the SHPO as the official inventory of documented historic properties in Wisconsin. It consists of four interconnected resource databases: the Archaeological Site Inventory (ASI), the Archaeological Reports Inventory (ARI), the Architecture and History Inventory (AHI), and the National Register of Historic Places Database (NR). The ASI, ARI, and AHI are linked to a Geographic Information System (GIS) that displays geographic locations for each record.

In 2009, the National Park Service conducted the National Historic Property Inventory Initiative to evaluate the historic property databases of each state. The Wisconsin SHPO was recognized by an independent consultant commissioned by the National Park Service as a leader in online historic preservation data management. The WHPD met 16 of the 26 best practices identified for digital data management.

The Archaeological Site Inventory (ASI)

The ASI is a database of reported archaeological sites and human burial sites in Wisconsin. The sites currently documented in the database represent an estimated 5% of the total number of sites that may be present in the state. In 1906, Charles E. Brown began the first systematic collection of statewide archaeological and burial sites data with the publication of his first Record of Antiquities. With the passage of the Field Archaeology Act of 1965, Joan Freeman became Wisconsin's first State Archaeologist and the first female state archaeologist in the country. With the passage of the National Historic Preservation Act in 1966 and the Society's designation as the State Historic Preservation Office (SHPO) in the mid-1970s, the number of archaeological investigations increased significantly. The Archeological Resources Protection Act in 1979 introduced a new urgency to the systematic collection of not only archaeological site information, but also the collection of information on buildings, structures, and objects.

The amount of site discovery and documentation increased significantly as the impacts of federal and state legislation began in the late 1970s. In addition to the compliance mandated surveys, SHPO Survey and Planning Grants in the 1970s and the establishment of the Regional Archaeology Program in 1988 funded surveys that became the foundation of the ASI.

The ASI currently documents 35,487 archaeological sites and burial sites. Of these sites, 6,534 are marked cemeteries, 3,277 are Native American mounds/burial sites; 5,795 are Post-contact period archaeological sites, and 23,158 represent campsites, villages, rock art sites, fish weirs, and other locations of human activity. Approximately 788 submerged sites consisting of about 650 shipwrecks and 100 non-shipwreck sites have been identified through extensive research of primary sources. The location of approximately 168 shipwrecks is known. Of these, 52 have been listed on the National Register of Historic Places.

In addition to the 52 shipwrecks, a total of 909 archaeological sites are listed on the National Register of Historic Places. Three have been identified as National Historic Landmarks. At this time, most National Register nominations for archaeological sites are generated by the Society's maritime staff because listing historic shipwrecks adds an additional layer of protection.

Approximately 400 new sites are added to the ASI each year and updates are made to about 1000 site records. Nearly all of the new sites and surveys are related to either federal or state mandated environmental assessment requirements. The exception in recent years has been the large number of site updates and new sites reported by the Menominee Nation as they continue survey and documentation efforts that are redefining what we know about the cultural landscapes of northeastern Wisconsin. SHPO staff record a small number of new sites based upon ongoing research and field work. Very few sites are reported by avocational archaeologists. Maritime historians and divers continue to provide site location information on newly discovered shipwrecks.

Archaeological site data is more comprehensive for the southern two-thirds of the state because the amount of land disturbed by agricultural activities is significantly greater and the higher population density means more people are actively searching for sites. The extensive forest cover in the northern one-third of the state limits conventional archaeological site identification techniques. In addition to these factors, more federal and state compliance projects that require archaeological investigation occur in the southern portion of the state because of the larger population and higher number of development projects.

The southeastern portion of Wisconsin is particularly well known because of the surveys and excavations completed by University of Wisconsin-Milwaukee. Large sections of the Mississippi, Wisconsin, St. Croix, and Chippewa rivers have also been systematically investigated. Site identifications in these drainages have focused on contemporary land surfaces and earlier buried surfaces remain largely uninvestigated.

The upper reaches of the Wisconsin River were investigated in the 1960s by Beloit College through the Wisconsin North Lakes Project. Since that time, the USDA Forest Service surveyed extensive sections of the Chequamegon-Nicolet National Forest. These surveys have been particularly strong in regard to recording late nineteenth and early twentieth century period sites such as logging camps and features, farmsteads, and mining sites.

The Apostle Islands have been surveyed by the National Park Service. Northwestern Wisconsin is less well known with limited surveys focused around the rivers and lakes. Little work has been done away from the lakes and on post-contact sites. This latter comment also applies to the southern 2/3 of the state.

The La Crosse area has been the focus of extensive research by the Mississippi Valley Archaeology Center at the University of Wisconsin-La Crosse. Surveys in this area have focused on pre-contact sites as have a number of river valley drainage surveys in the southwestern portion of the state. Excluding the ongoing systematic surveys and evaluations at Fort McCoy in central Wisconsin has seen very limited surveys and excavations.

Underwater investigations have not been systematically conducted on Wisconsin's rivers and streams. An archival search for information about the Mississippi River revealed that a wide variety of maritime related features may be extant in and along the river. Surveys for shipwrecks on inland lakes and Lake Superior and Lake Michigan are carried out largely by avocational archaeologists. As the locations are reported, the SHPO's maritime archaeology staff document the important wreck sites in detail.

Archaeological Reports Inventory

The Archaeological Report Inventory (ARI) is an annotated bibliography of over 14,000 archaeological reports for surveys, evaluations, and excavations associated with federal and state compliance projects, SHPO Survey and Planning Subgrants, the Regional Archaeology Program surveys, and some work done by independent researchers. The majority of the reports are held in the Wisconsin Historical Society's Archives. The ARI also includes some academic research and some of the reports published in *The Wisconsin Archeologist*. The ARI is not intended to be the complete record of all archaeological reports prepared in the state.

Architecture and History Inventory

The Architecture and History Inventory (AHI) is a database of buildings, structures, and objects that are generally over 50 years of age. The AHI currently contains information on 144,472 properties with over 230,000 images of the properties. Thousands of new records are added each year as properties become historic and previously un-surveyed areas are investigated. The original survey photographs were digitized, in part, through a Preserve America grant administered by the National Park Service. Digital images of previously recorded and newly recorded properties are submitted by historic preservation consultants, property owners, and volunteers. The AHI database is available to the public on our website at wisconsinhistory.org which means that users are constantly accessing the information and photographs and providing the SHPO with additional information for the database. Due to the sensitivity of archaeological data, the ASI and the ARI are only available in the password protected WHPD database to eligible users.

The AHI began as systematic architectural surveys from the mid-1970s through 1980 funded by the passage of the National Historic Preservation Act and the establishment of the SHPO at the Wisconsin Historical Society. Beginning in 1980, intensive surveys were conducted by professional historic preservation consultants through Survey and Planning subgrants. The majority of the surveys are confined to urban areas. Not surprisingly, almost 30% of surveyed properties are in Milwaukee and Dane counties. In fact, if you draw a line southwestward from Brown County to Grant County almost 80% of the inventoried properties lie east of this line. The SHPO allocates 10% of its annual federal funding to Certified Local Governments through subgrants to fund historic property surveys.

Similar to the ASI, many of the current architecture and history surveys are conducted in response to federally funded, licensed, or permitted undertakings that must take into account the effects of the project on historic properties. This means that more areas are identified for survey based on planned projects rather than research oriented investigations. It has long been recognized that, while Wisconsin is a historically rural state, there is less architectural survey coverage in rural areas. However, historic surveys conducted as part of Wisconsin Department of Transportation projects are gradually expanding rural survey coverage. Another advance in rural survey has been the establishment of two county-wide Certified Local Governments in Jefferson and La Crosse counties. Jefferson County recently completed a multi-year project to systematically survey the rural portions of the county using CLG funds. This example of a county CLG using CLG survey funding should be used in the future as a model to promote the identification and preservation of rural resources.

Because CLG funding is the only consistent source of funding available to survey historic buildings in Wisconsin, the SHPO will continue to promote the CLG program in the northwest part of the state. The SHPO staff will visit these areas to provide information about the CLG program, invite units of government to attend webinars and workshops, and continue to make presentations at the local history regional meetings with our local historical society partners. The CLG municipalities of Washburn, Rhineland, River Falls, Menomonie, Neillsville, Marshfield, Waupaca, Viroqua, and Richland Center are all candidates for updated surveys.

National Register of Historic Places Database

The SHPO administers both the National Register and State Register programs in Wisconsin. Both registers include properties that are significant at the national, state or local level and are related to architecture, archaeology, engineering, or culture. Wisconsin has listed 2491 buildings, buildings, sites, districts, structures, and objects that are significant in national, state or local history. Of these listings, 42 are National Historic Landmarks.

The bulk of the National Register nominations are generated through Survey and Planning Subgrants, developers, and homeowners. In 2011, the Division received an endowment to create the Fuldner Heritage Fund that supports the preparation of National Register nominations in communities such as small towns and rural areas that are often not eligible for other funding. The fund ensures that those communities discover and document important properties.



Preservation Challenges

Each new planning cycle is an opportunity to examine trends, ascertain emerging obstacles to historic preservation, and recognize areas where our current efforts are not adequately telling the stories and preserving the places that are important to all citizens of Wisconsin and the nation. Through this planning process and the development of goals and objectives for 2016-2025, we look forward to addressing these evolving issues that will impact historic preservation and historic resources both positively and negatively in the next ten years.

The Legal Landscape

Wisconsin is an historic preservation-friendly state. Since the passage of the National Historic Preservation Act of 1966, the State of Wisconsin, through the Wisconsin Historical Society, has supported initiatives and programs to protect and preserve historic properties. After hiring the first State Historic Preservation Officer in the early 1970s, the office developed steadily through the creation of state classified job positions to include qualified professional architects, archeologists, historians, and architectural historians.

With the development and expansion of the federal preservation programs, in the mid-1980s Wisconsin introduced a number of preservation-related laws, including review processes for state agencies and local units of government paralleling the federal Section 106 review process, a State Archaeology program and the State Archaeologist with permit-granting authority for public lands, and a State Register of Historic Places program modeled on the National Register program. The SHPO has entered into programmatic agreements with many federal and state agencies to streamline the Section 106 and Wisconsin historic preservation review processes. Over time, these state laws have been tested but have continued to receive bipartisan support and validation from state legislators and local elected officials.

Recently, building on its past success, the state implemented legislation to increase the tax credit available to property owners carrying out qualifying historic preservation work on their historic properties. Additionally, the state is working closely with the Wisconsin Historical Society to support the construction of the State Archive Preservation Facility to house the collections of the Wisconsin Historical Society and the Wisconsin Veterans Museum. We are also in the early stages of planning for a new state history museum. All of these state historic preservation programs and projects evidence a robust preservation enthusiasm from private citizens to the governor.

Climate Change and Cultural Resources

The Wisconsin Initiative on Climate Change Impacts was created by the Department of Natural Resources and the University of Wisconsin Nelson Institute for Environmental Studies to study climate change impacts in Wisconsin and develop adaptation strategies. The WICCI released their first report, "Wisconsin's Changing Climate: Impacts and Adaptation," in 2011. This preliminary study developed a high level analysis of changes most likely to occur:

- a 4.9 degree increase in average annual temperatures
- more precipitation with more intense rain and potentially damaging events in spring, winter and fall
- a longer growing season and plant hardiness zones may open up more land to agriculture but will also be in danger of increased summer drought conditions
- property damage and disrupted business from floods, heat waves, and droughts

- polluted runoff damaging lakes and streams
- shorter periods of ice cover on lakes
- increased freeze thaw events
- increased number of high water events

The National Park Service oversees national programs that promote the preservation of cultural resources across the country at the local, state, and federal level. As outlined in the February 2014 memo “Climate Change and Stewardship of Cultural Resources” from Director Jonathan B. Jarvis, the National Park Service is actively investigating the potential impacts of climate change on cultural resources as part of its overall Climate Change Response Strategy for the National Park System and is working to promote techniques that may mitigate those effects. As part of this initiative, the National Park Service asked that State Historic Preservation Offices assess the potential effects of climate change on cultural resources in the statewide historic preservation plan and look for ways to address future challenges.

Historic places, by their very nature rooted in their environments, can almost never be moved to protect them from the effects of climate change. It may be physically impossible to move a historic resource or doing so would separate it from its historical significance in the landscape. For that reason, the National Park Service recommends that preservation stakeholders explore ways to adapt historic resources to respond to climate change and identify methods to mitigate damage in the wake of a disaster. Additionally, the SHPO may need to determine geographic areas that are both vulnerable to climate impacts and that have not been previously surveyed so that our historic property inventory is up to date in advance of a specific disaster or to recognize resources that may be adversely affected by long term changes in climate. Once resources in vulnerable areas have been identified, they can then be evaluated based on their historical significance as well as the level of potential threat. The SHPO and other preservation stakeholders may need to explore these and other adaptation strategies currently recommended by the National Park Service:

- No action, determine need for monitoring
- Deflect or remove environmental stressor
- Modify resource to better withstand environmental stressor
- Movement, either through relocation of a stationary resource or enabling migration of a biotic resource
- Document comprehensively, allow location to be lost
- Document briefly, allow location to be lost
- Interpret the change, as climate change is the heritage of the future

The National Park Service has developed a chart depicting the potential impacts of climate change, the environmental forces involved, and which types of cultural resources may be affected.

Climate Change Impacts for Cultural Resources

Impact	Environmental Forces	Cultural Resources Affected	Rate
Submersion	Sea level rise	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources	Trend
Erosion	Sea level rise, Storm surges	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources	Event/Trend
Inundation	Sea level rise, Storm Surges, Flooding	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources, Museum Collections	Event
Saturation	Sea level rise (rising water tables)	1 st : Archaeological sites, Buildings/Sites, Cultural Landscapes, Ethnographic Resources 2 nd : Museum collections	Trend
Deterioration	Precipitation Variation, Temperature Variation, Wind Variation	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources	Trend and/or event
Dissolution	Temperature Increase (permafrost), Ocean acidification	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources	Trend
Destruction	Flooding, Storm	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources, Museum Collections	Event
Oxidation	Increase atmospheric moisture	Buildings/Sites	Trend
Depletion	Ecosystem changes due to human development	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources	Event/Trend
Conflagration	Fire, Drought, Temperature Extremes	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources, Museum Collections	Event
Desiccation	Temperature Extremes, Drought	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources, Museum Collections	Event/Trend
Invasion	Invasive Species Mold	Archaeology, Buildings/Sites, Cultural Landscapes, Ethnographic Resources, Museum Collections	Trend
Disruption	Loss of Species, Loss of Access, Looting	Ethnographic Resources, Archaeological Sites	Event/Trend

Adapted from the original chart by Marcy Rockman, Climate Change Adaptation Coordinator for Cultural Resources, National Park Service.

Disaster and Resiliency Planning

In response to immediate environmental disasters related to weather events or human activity, the Wisconsin Historical Society has coordinated with the Wisconsin Department of Military Affairs, Division of Emergency Management to define the Wisconsin SHPO's support role in the recovery process immediately following a natural or man-made disaster. The Wisconsin SHPO will:

- Review state recovery activities in accordance with statutes protecting cultural and historic resources
- Identify previously undiscovered cultural and historic resources in affected areas

- Assist with appropriate treatment of inadvertent discovery of human remains through ground disturbing activity associated with clean-up
- Advise on proper treatment options or strategies to avoid, minimize, or mitigate damage caused by disaster or post-disaster activities.

The Wisconsin SHPO will also provide the following support during a long-term recovery and mitigation project:

- Provide historic preservation assistance.
- Review and concur with proposed mitigation projects to meet Section 106 requirements.
- Maintain an inventory of historic structures.
- Provide technical assistance for projects involving historic structures.

Potential Climate Change Impacts to Archaeological Resources

The archaeological community in Wisconsin and across the nation has been researching the potential effects of climate change on archaeological resources.

- Greater variations in water levels: Rising water levels are causing significant shoreline erosion that is damaging both pre-contact Native American sites and historic maritime structures and shipwrecks. Many of the shipwrecks have been buried and therefore protected from invasive species infestations, storm damage, looting, and inadvertent visitor damage but are now being exposed by erosion. The erosion of shoreline is also affecting water quality that impacts public education and outreach efforts.
- Increase in storm impacts: The increase in storm intensity and occurrence has resulted in increased sediment movement. This has caused erosional damage to inland sites including pre-contact sites to saw mills, dams, and crib and dock structures. These storms have exposed some shipwrecks as well as dock and crib structures along the Lake Superior and Lake Michigan coastlines. The increased intensity and duration of the storms is causing additional damage to maritime structures and shipwrecks that have been exposed for extended periods.
- Invasive species impacts: Research has shown that layers of carbonic acid are forming beneath invasive mussels causing lower pH levels. Anecdotal evidence suggests that quagga mussels growing on metal shipwrecks are increasing the wrecks' rate of deterioration. The growth of mussels may also be damaging wooden vessels and obscuring important features. The same factors are affecting other underwater related maritime features and the scattered artifacts associated with early coastal communities. In addition, the blankets of mussels are negatively impacting education, outreach, and recreational diving.
- Water quality issues: While the increase in water clarity has increased visibility and improved the environment for archaeological site documentation and recreational diver visits, large algal blooms are limiting access to some sites. Increased runoff and the threat of environmentally damaging runoff and spills are also of concern. Any significant changes in water chemistry will also result in damage to shipwrecks.

Potential Climate Change Impacts to Historic Buildings and Structures

Wisconsin's historic built environment may be affected by reduced ice cover, changing lake levels, increased wind strength, higher wave levels, and shoreline and bluff erosion. These impacts are of concern in the 15 counties that border Lake Superior and Lake Michigan. There are 38 cities located on these shores including four of Wisconsin's

largest cities: Milwaukee, Green Bay, Racine, and Kenosha. While the effects of climate change may be more dramatic along the Great Lakes shoreline, we will need to be prepared for flooding and erosion to affect historic properties on inland lakes, rivers and streams.

Historic buildings and structures may be in danger from the effects of climate change but they can also be a part of the solution to greater environmental sustainability. A popular phrase in historic preservation was coined by architect Carl Elefante that “the greenest building is the one that is already built.” The National Trust for Historic Preservation recently completed a study titled “The Greenest Building: Quantifying the Environmental Value of Building Reuse” where they found that reusing a historic building results in an immediate carbon savings over new construction and that retrofitting buildings to operate more efficiently results in the highest reduction of carbon emissions over time. The SHPO at the annual Local History and Historic Preservation conference has hosted educational sessions to help historic building owners understand that preservation in itself can be an act of environmental stewardship by conserving the materials and embodied energy already present in an historic building. At our 2015 conference we hosted National Park Service staff to discuss and promote the Secretary of the Interior’s guidelines for improving energy efficiency and sustainable technology while respecting a building’s historic integrity. We also feature educational content on our website about best practices for improving energy efficiency in historic buildings while retaining historic materials and character. While our stakeholders have expressed some concern that environmental initiatives can pose a threat to the preservation and rehabilitation of some historic buildings, we believe that through continuous education and advocacy for those methods that maximize both sustainability and preservation that we can make a contribution to environmental stewardship while achieving our goals of preserving historic buildings.

Underrepresented Communities

Wisconsin’s Population Demographics

As of the 2010 federal census, Wisconsin had a total recorded population of 5,686,986. Of the top five most populous counties in the state, four are located in the southern third (Milwaukee, Dane, Waukesha, and Racine Counties), with Milwaukee containing the largest percentage, at 17%. Statewide, Wisconsin saw a 6% increase in population in the last ten years, which falls roughly in the middle when compared with the other Midwestern states. When considering the counties individually, populations over the last twenty years have either remained stagnant or decreased. Notable exceptions include St. Croix and Chippewa Counties, which saw steady population growth over the last few decades. St. Croix County undoubtedly benefitted from its geographic proximity to the St. Paul/Minneapolis metropolitan area. Chippewa County may lack major cities but contains a thriving business sector.

The ethnic heritage of Wisconsin is predominantly German, at 42.3%; the next closest is Irish at 11.3%. Seventy-one percent of Wisconsin residents were born in the state, a much higher percentage than the nationwide average of 58.7%. In 2010, a total of 359,148 (6%) residents identified themselves as African American and 336,056 (6%) self-identified as Hispanic or Latino. Approximately 2% of the population identified themselves as Asian (129,234 individuals) and another 2% (104,317 individuals) chose more than one racial or ethnic category. Only 1% of the population (54,526 individuals) identified themselves as American Indian.

According to the 2010 census data, 86.9% of the residences in Wisconsin are occupied with 68% owner occupied. When grouped by decade of construction, the largest percentage of houses in the state were built prior to 1939, at 20.9%. Finally, 45.6% of residents moved into their house between 2000 and 2009. When considered together,

this data identifies a large potential audience for outreach and education on historic preservation issues - those who have recently moved into a historic home.

In our survey, we asked respondents to choose up to three groups whose history and resources had not been previously well documented in Wisconsin's history. The respondents expressed almost equal appreciation and desire to learn more and preserve the history of these traditionally underrepresented groups:

Answer Options	Response Percent	Response Count
Asian	36.6%	378
African American	34.3%	354
Hispanic or Latino	37.7%	389
Lesbian, Gay, Bisexual, and Transgender (LGBT)	24.5%	253
Native American	27.8%	287
Rural communities	38.3%	396
Women	32.4%	335
Other (please specify)	9.2%	95
	<i>answered</i>	1033
	<i>skipped</i>	31

Which of the following groups are not well documented in understanding the broad history of our state?

African American Resources

Throughout their experience in Wisconsin, African Americans have concentrated in urban areas, most notably in Milwaukee, where in 1890 one fourth of all of Wisconsin's African Americans lived. In 1930, 7,773 of Wisconsin's total African American population of 10,739 resided in Milwaukee.

A simple look at the Architecture and History Inventory of historic buildings shows that African Americans resources are vastly underrepresented. Of the approximately 20,000 surveyed historic buildings in Milwaukee, fewer than 50 have been identified to have historic African American connections, and of these only ten listed or determined eligible for listing in the National Register of Historic.

African American resources may be underrepresented because most of the survey work conducted in Milwaukee in the 1980s focused on the original occupants of buildings and not the subsequent residents. Many of Milwaukee's current African-American neighborhoods were originally settled by German immigrants. It wasn't until the demand for wartime labor in 1916-1917 that these neighborhoods started to transition. It is only very recently that more information has become available about the later African American residents who resettled these neighborhoods. Additional survey work needs to be done in Madison, Janesville, Beloit, and Racine which historically had larger populations of African Americans. Despite the historic concentration of African Americans in urban centers, the history of rural African American settlements should not be ignored. A 1959 survey of families in rural Wisconsin identified African American families in 29 counties with a concentration in Vernon and Grant counties. A comprehensive survey that examines important social movements such as abolition, the Great Migration, voting rights, civil rights, as well as wartime labor shortages and segregation needs to be conducted and community leaders and activists need to be documented to identify those places that represent these crucial people and events in our state's history.

The SHPO is currently exploring projects and developing partnerships that will promote the recognition and preservation of African American resources. We are well positioned as part of the Wisconsin Historical Society to work in collaboration with other Society projects such as an oral history pilot project in Milwaukee that trains high school and college students from the African American community to interview their elders specifically about plant closings and deindustrialization. The SHPO will use these interviews to identify notable African Americans in the Milwaukee community as well as important cultural resources in Milwaukee. It is believed that this project will ignite an interest in history among the students and provide a list of properties for the SHPO to nominate to the National Register of Historic Places in the upcoming years.

Hispanic American Resources

Hispanic Americans have a long history in Wisconsin dating back to the eighteenth century period of exploration and trade prior to statehood. Historically, Mexican immigrants have made up the largest portion of Hispanic American immigrants beginning during the outbreak of the Mexican Revolution in 1910 and increasing through the 1950s in response to industrial and agricultural labor shortages in the state. The second largest population of Spanish speakers came from Puerto Rico during the 1940s to pursue industrial work in Milwaukee, Kenosha, and Racine counties. The Emergency Farm Labor Program or Bracero Treaty addressed wartime labor shortages by allowing farmers to hire workers from other countries for agricultural labor from 1943-1964 with Wisconsin farmers hiring laborers from British Honduras, Mexico, Jamaica, and the Bahamas. Wisconsin's diverse Hispanic population also includes a smaller but significant number of immigrants and political refugees from Cuba, Columbia, El Salvador, and Nicaragua. As the Hispanic population increased, leaders in the community and in state government became concerned about major problems in equality of employment, education, housing, health and social services, police relations, and the lack of infrastructure and opportunity for recreation. These concerns led to an investigation and report produced in 1971 titled "Report to the Governor: Governor's Investigating Committee on Problems of Wisconsin's Spanish Speaking Communities" that recommended ways to improve those situations and the working relationships between the government and the Hispanic community.

The history of Hispanic American immigration and settlement needs to be more fully explored in Wisconsin. For rural Hispanic settlements, the entire state should be surveyed with emphasis on the 51 counties that historically housed canneries to identify homes, churches, schools, migrant housing and properties associated with the Bracero program, farm labor, immigrant aid or social reform organizations.

Hmong American Resources

Wisconsin is home to the third largest Hmong population in the country with large communities located in the cities of La Crosse, Sheboygan, Green Bay, Wausau, and Milwaukee. The Hmong were recruited by the United States military during the Vietnam War as guerrilla fighters leaving them vulnerable in 1975 during the military's withdrawal. The U.S. Catholic Conference and Lutheran Immigration and Refugee Services worked to bring Hmong refugees to Wisconsin. In the next decade, historic resources associated with Hmong refugees will reach 50 years, giving us the opportunity to survey, document, and recognize these resources as they relate to a pivotal moment in our state's history.

Native American Resources

Wisconsin has eleven federally recognized tribes: Bad River Band of Lake Superior Chippewa, Ho-Chunk Nation, Lac Courte Oreilles Band of Lake Superior Chippewa, Lac du Flambeau Band of Lake Superior Chippewa, Menominee Tribe of Wisconsin, Oneida Nation, Forest County Potawatomi, Red Cliff Band of Lake Superior Chippewa, St. Croix Chippewa, Sokaogon Chippewa (Mole Lake), and Stockbridge-Munsee. Nine of these tribes have Tribal Historic Preservation Officers who have assumed some or all of the functions of State Historic Preservation Officers on Tribal lands. The SHPO works closely with the 11 federally-recognized Native American Tribes and Nations in the state. Relationships with the Tribes have developed positively through the decades, since passage of the National Historic Preservation Act. We maintain a very high level of mutual trust and respect, often depending on each other through Section 106 consultation, legislative support, funding initiatives and other preservation-related program activities. SHPO staff and Tribal representatives meet regularly to discuss historic preservation topics and to share ideas and strategies. Nine of the Tribes have NPS-certified THPO status, the remaining two are likely to gain such status in 2016. The Wisconsin tribes do tremendous work to preserve the history, culture, and traditions of the people who have lived in Wisconsin and the Great Lakes Region for thousands of years. Each tribe has its own unique history and customs that are being maintained for future generations through language learning and preservation programs, collecting oral histories, operating cultural centers and museums, holding pow wows and annual gatherings, and preserving traditional subsistence customs such as harvesting wild rice and sturgeon.

In our online survey, the public and preservation stakeholders were asked to identify the three most important types of historic properties to them. Forty-one percent of individuals chose "Cemeteries, Native American mounds, and other human burials" and 40% chose "Archaeological Sites" as the most important types of properties. A second question asked how the respondent would prioritize the preservation of properties and again these two categories received 41% and 40% respectively. This data demonstrates that there is a significant appreciation among the public for these resources and an enthusiasm to work toward their preservation. The SHPO, the tribes, and other preservation stakeholders should capitalize on this interest in Native American culture to educate citizens and enlist their help in preserving these resources.

Women's Resources

There is still much work to be done to identify, document, and preserve properties associated with Wisconsin women who have been leaders in their professions or have made a significant contribution to the history of their community, the state, or the nation. In addition to the stories of individual women, we need a statewide survey to identify places associated with the major institutions and organizations of women's social and political movements such as the Temperance and Suffrage movements.



Public Involvement

Our outreach to stakeholders and the general public to develop the statewide plan for 2016-2025 began with the release of an online survey in November 2014. We promoted the survey through our website and asked our partners to distribute the survey link to their members and colleagues. We were very pleased to collect 1063 responses from November 2014 through August 2015, up from 500 responses to our last statewide plan survey in 2004. Invitations went to local historical societies, preservation groups and organizations, local government, private developers, state and federal agency representatives, tribal representatives, students, and members of the public. When asked to identify their primary role in preservation, 30% (304 respondents) identified themselves as volunteers. The next largest category was "Historic Preservation Professional" at 20% (203 responses).

Results of the survey identified overwhelming concern for Cemeteries, Mounds, and Burial Sites. Of the total number of people who responded, 439 individuals (41.3%) chose this category as a priority. The next closest category was Archaeological Sites, with 431 individuals (40.6%). Publicly Owned Buildings (e.g. City halls, courthouses, and schools) received the most votes in the architecture category with 373 votes (35.1%). The issue of funding came out on top in both Threats to Historic Preservation and as the most requested tool required to carry out these preservation initiatives. When asked to identify areas of opportunity, 44.1% (450 people) of the respondents identified Historic Preservation Planning and City Ordinances as their number one choice. Heritage Tourism was a very close second with 43.8% (447 people).

Question 1. Personally, which three types of historic buildings and sites are most important to you? (Please choose up to three.)

Answer Options	Response Percent	Response Count
Cemeteries, Native American mounds, and other human burials	40.3%	429
Archaeological sites (e.g., rock art, habitation sites, lime kilns, etc.)	37.3%	397
Commercial buildings and downtowns	33.0%	351
Publicly owned buildings (e.g., city halls, courthouses, schools)	30.5%	325
Private residences	25.2%	268
Agricultural buildings (e.g., barns, farmsteads, silos, etc.)	22.6%	240
Traditional ethnic buildings (e.g., log, half-timber, stone buildings)	22.4%	238
Parks, gardens, and other landscapes	17.6%	187
Submerged (underwater) archaeological sites	13.3%	141
Religious buildings (e.g., churches, synagogues, convents)	11.5%	122
Bridges, tunnels, and other feats of engineering	10.5%	112
Post World War II and Mid-century buildings	7.0%	74
Vacation or recreation buildings (e.g., lodges, resorts, boathouses)	5.6%	60

Industrial buildings	5.1%	54
Statuary or outdoor sculpture (including folk art sites)	4.2%	45
Other (please specify)	3.5%	37
Transportation buildings	3.0%	32

Question 2. Given limited time and money, what three types of historic properties should be the state's preservation priority? (Please choose up to three.)

Answer Options	Response Percent	Response Count
Cemeteries, Native American mounds, and other human burials	41.3%	439
Archaeological sites (e.g., rock art, habitation sites, lime kilns, etc.)	40.5%	431
Publicly owned buildings (e.g., city halls, courthouses, schools)	35.1%	373
Commercial buildings and downtowns	34.0%	362
Traditional ethnic buildings (e.g., log, half-timber, stone buildings)	24.6%	262
Agricultural buildings (e.g., barns, farmsteads, silos, etc.)	21.4%	228
Private residences	17.0%	181
Parks, gardens, and other landscapes	16.4%	174
Submerged (underwater) archaeological sites	13.6%	145
Bridges, tunnels, and other feats of engineering	10.5%	112
Religious buildings (e.g., churches, synagogues, convents)	9.2%	98
Post World War II and Mid-century buildings	6.4%	68
Vacation or recreation buildings (e.g., lodges, resorts, boathouses)	3.7%	39
Other (please specify)	3.6%	38
Industrial buildings	3.4%	36
Statuary or outdoor sculpture (including folk art sites)	3.3%	35
Transportation buildings	2.7%	29

Question 3. Which of the following groups are not well documented in understanding the broad history of our state? (Please choose up to three.)

Answer Options	Response Percent	Response Count
Asian	36.6%	378
African American	34.3%	354
Hispanic or Latino	37.7%	389
Lesbian, Gay, Bisexual, and Transgender (LGBT)	24.5%	253
Native American	27.8%	287
Rural communities	38.3%	396

Women	32.4%	335
Other (please specify)	9.2%	95
	<i>answered</i>	1033
	<i>skipped</i>	31

Question 4. What are the major threats to historic properties? (Please choose up to three.)

Answer Options	Response Percent	Response Count
Lack of funding for preservation	54.4%	562
Lack of awareness of benefits of preservation	41.3%	427
Neglect or inappropriate treatment of properties	33.3%	344
Downtown redevelopment	30.2%	312
Lack of public interest	27.2%	281
Lack of government interest	21.1%	218
Sprawl	18.0%	186
Misinformation about preservation or regulations	17.2%	178
Economy	17.1%	177
Natural resources extraction (e.g., mining, logging)	8.1%	84
Vandalism	5.8%	60
Agricultural use	4.7%	49
Transportation projects	4.7%	49
Natural disasters and climate change	2.9%	30
Other (please specify)	2.2%	23
Technological upgrades to buildings	1.6%	17
Energy conservation programs	1.0%	10
Utility development	1.0%	10
	<i>answered</i>	1033
	<i>skipped</i>	31

Question 5. What are the top three opportunities for promoting preservation in Wisconsin? (Please choose up to three.)

Answer Options	Response Percent	Response Count
Historic preservation planning and ordinances at the local level	44.2%	451
Heritage tourism	43.8%	447
Partnerships with conservation, environmental, or sustainability groups	35.2%	359
Promote historic tax credits	32.9%	336
Identify historic properties	26.2%	268
K-12 outreach	22.5%	230
Strong local non-profits	19.0%	194
Historical markers, signs, and plaques	18.5%	189
Nominate properties to the State and National Registers of Historic	15.3%	156

Places		
Workshops and seminars	12.8%	131
Realtor education	9.7%	99
Create underwater archaeological preserves	8.6%	88
Other (please specify)	2.4%	25
	<i>answered</i>	1021
	<i>skipped</i>	43

Question 6. What tools do you need to support preservation? (Please choose up to three.)

Answer Options	Response Percent	Response Count
Conferences, presentations, events, workshops, webinars	42.3%	432
Directory of preservation trades contractors	15.5%	158
Funding	71.2%	727
K-12 curriculum	19.0%	194
Preservation easements and covenants	21.6%	221
Preservation listserv or other type of online community	13.4%	137
Professional studies and reports	16.5%	168
Publications	14.6%	149
Training in hands-on preservation techniques	37.4%	382
Web content	16.7%	170
Other (please specify)	5.1%	52
	<i>answered</i>	1021
	<i>skipped</i>	43

Question 7. How would you rate the value of the Wisconsin Historical Society?

Answer Options	Response Percent	Response Count
Excellent	38.7%	373
Very good	44.8%	432
Good	12.9%	124
Fair	3.3%	32
Poor	0.3%	3
	<i>answered question</i>	964
	<i>skipped question</i>	100

Question 8. How likely are you to visit or use any of the following Wisconsin Historical Society resources in the next 12 months?

Answer Options	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely	Response Count
Wisconsin History Tour	118	188	339	251	75	971
Wisconsin Historic Sites	295	359	238	84	20	996
Library and Archives	300	220	271	143	41	975
Museum	252	309	277	124	27	989
Historic Preservation	280	282	256	125	31	974
Society Press Publications	206	252	285	173	55	971
Wisconsin Magazine of History	312	218	225	185	47	987
Columns	240	199	231	223	76	969
Genealogy	128	140	219	331	152	970
Web Site	489	280	156	48	18	991
<i>answered question</i>						1012
<i>skipped question</i>						52

Question 9. What is your primary role in historic preservation?

Answer Options	Response Percent	Response Count
Volunteer	30.2%	304
Historic preservation professional	20.2%	203
State, Federal, or Tribal official or employee	12.0%	121
Historic property owner	11.9%	120
Local government official, employee, or commission member	10.9%	110
Other (please specify)	10.5%	106
Student	3.1%	31
Developer/contractor	1.1%	11
	<i>answered</i>	1006
	<i>skipped</i>	58

Question 10. What is your zip code?

This map illustrates the distribution of survey responses by zip code that covered regions across the state.

Question 11. Please use this space if you would like to provide additional information about any of your survey answers.

Survey participants had the opportunity in Question 11 to elaborate on their answers or to raise issues not addressed in the survey. The need for many different types of education was most often cited in the free response field. Stakeholders believe that property owners need more information about the importance of the historic buildings and archaeological sites that they own and how they can preserve them. Others were interested in K-12 education to develop an appreciation of historic places in younger generations. The primary focus was on education at the local level because of the power of local governments and local property owners to preserve or destroy historic properties. This was bolstered by an identified need for more technical assistance, mentorship, and funding of local preservation groups and historical societies. It was specifically noted that smaller towns are less likely to have access to architects, developers, and contractors that are experienced in preservation best practices as well as limited access to materials. One potential solution suggested by many is the need for a statewide list of qualified preservation professionals. There is some tension in that some feel that an economic argument for preservation is important while others felt that we should encourage an appreciation of these resources beyond their potential to be an economic asset. Another topic of contention was that preservation should be an integral part of the environmental sustainability movement while others felt that many energy efficiency initiatives are a threat to a building's historic integrity.

In addition to the online survey, we incorporated a ten year plan discussion into events where staff meet with stakeholders on a regular basis.

2014 Local History and Historic Preservation Conference

At this conference, we introduced the need for and the process to develop a new ten year plan. We set up a "Big Ideas" board where participants could post a big idea for preservation that they would like to see accomplished by 2025. The need for increased education was most frequently cited ranging from youth and undergraduate programs to educating local and state government on the benefits of historic preservation. There was also the desire for the historic preservation community to become more diverse, fully embrace new technologies in the field, organize more local grass-roots campaigns, and to develop a framework for preserving mid-century modern resources.

Preservation Professionals

In November 2014, we held a discussion session during our annual training for the professional consultants who prepare National Register of Historic Places nominations. As they are often involved in field and archival research and have extensive knowledge of the Architecture and History Inventory, we asked what they believed were the gaps in our general knowledge of Wisconsin history and in our properties database as they stand today. The consultants agreed that rural areas and unincorporated communities still need more research attention. Others observed that the large scale surveys from the 1970s are increasingly obsolete as we try to catch up to post-1930s resources that were not surveyed at that time. There were specific requests for SHPO guidance on how to research and survey mid-century resources including schools, suburban offices and retail properties. In terms of diversity, the consultants agreed that more research is needed to identify historic properties related to Wisconsin's African American, Hmong, and Latino communities. Participants also expressed concern that certain more recent cultural and historical movements needed to be addressed such as the historic properties that represent the social

movements of the 1960s and 1970s, including the women's movement and sites associated with lesbian, gay, bisexual, and transgender history.

When the group was asked to assess current threats and weaknesses in historic preservation, there was a long discussion about abandoned industrial complexes that can be a burden on a small community. There was also concern about energy efficiency standards and LEED designations that do not take into account historic preservation best practices. Another issue raised was that, outside of major municipalities, there are very few active historic preservation commissions that can lead the charge for historic preservation at the local level.

The group also discussed the upcoming 50th anniversary of the National Historic Preservation Act. As they reflected on the impact of the legislation, there was concern that there are still too many lingering misconceptions about listing in the National Register of Historic Places. One idea offered to address this problem was the development of a study that would estimate the economic value of a National Register of Historic Places listing.

Several strengths in historic preservation were identified in this group as the recent increase in the state historic preservation tax credit, a growing interest in urban living, integration of preservation into other industries, the digitization of historic property data that makes it more widely accessible to the public, and the growing sense that preservation is about place and community identity.

Professional Archaeologists

In March 2015, we held a group discussion at our first annual archaeological consultants training open to all archaeologists currently working in Wisconsin. The discussion format was similar to the National Register consultants' meeting in that we discussed the gaps in historic properties knowledge as well as strengths, weaknesses, opportunities, and threats. Threats were identified as lack of funding to identify and preserve sites, proposals that weaken protective legislation, ignorance of established regulations, increased mining activity, selling of public lands, and urban sprawl. The discussion of weaknesses centered around the concerns that a small number of archaeological sites are listed in the National Register of Historic Places, a lack of incentive programs for preserving archaeological sites, and a lack of funding. There were many strengths identified including the increased availability of information online, strong communication and the willingness of state and federal agencies and archaeological consultants to work toward preservation solutions, the community of avocational archaeologists, and the burial sites preservation program. The group viewed opportunities as increased education for state and federal legislators about the importance of preservation; educational materials for K-12 students and Boy Scouts and Girl Scouts; and creating partnerships with environmental groups that are involved in land conservation that can also work to preserve archaeological sites.

Wisconsin Association of Historic Preservation Commissions

At this conference, we discussed the ten year plan development process and asked attendees to write down the biggest threats to historic resources, the best opportunities for the future, and their Big Idea for preservation in 2025. The most cited threat to historic preservation was a lack of funding and the constraints of small, local economies. There was also a lack of education for local property owners and decision makers as well as limited access to contractors and technical knowledge. Demolition and demolition by neglect were also concerns as those at the local level on the front lines of preservation have to face the very real loss of properties in their communities. Even though they were concerned about a current lack of education, the participants overwhelmingly identified local education as

the biggest opportunity and as their Big Idea for the next decade including increased community education, K-12 programs, and using digital tools to make it happen. Others saw opportunity in the Main Street program, increased involvement in tourism initiatives, and linking preservation to local economic development.

Wisconsin Department of Transportation Training

At this conference, we discussed the ten year plan development process and also asked attendees to write down threats, opportunities, and Big Ideas. Again, education was the biggest concern with an emphasis on preservation tools and processes. The perceived threats were development pressures, lack of government funding, and inappropriate treatments by property owners. Areas for opportunity were partnering with environmental sustainability initiatives, historic preservation tax credits, and education about threatened and endangered resources.

Statewide Preservation Stakeholder Meeting

In June 2015, we invited 132 of our preservation partners and stakeholders to an all-day discussion at Old World Wisconsin in Eagle, Wisconsin. We had 59 attendees on the day of the meeting. The group of attendees represented an excellent cross section of preservation stakeholders including agency officials, tribes, Certified Local Governments, Main Street, non-profit advocacy groups, architects and developers, archaeologists, and preservation consultants and trades. The SHPO hired Goaltrac and Kidorf Preservation Consulting to facilitate the discussion. We used the online survey results as a baseline to start an expansive discussion of the current preservation environment and goals for the future. The agenda began with a brainstorming of critical issues currently affecting historic preservation. Participants were then invited to collaboratively create and edit new Mission and Vision statements for 2016-2025. After a lunch break, participants had the opportunity to offer ideas in group discussion and submit in writing goals and objectives for the next ten years. The day concluded with a conversation to categorize the status of broad types of resources from threatened to significant and marketable.

Critical Issues

Participants were asked to identify up to six major threats to preservation and prioritize them in order of importance. The facilitators then organized the results and led a discussion of the larger group. The major issue areas identified were funding, education, local preservation, and lobbying.

- **Funding:** A lack of funding was identified at every level and in every aspect of preservation work. Participants were worried about the lack of funding for archaeological sites, identification and evaluation of historic properties, bricks and mortar preservation projects, predevelopment and gap funding, lack of funding sources for private residences, stable funding for organizations, a dearth of grant programs, and no funding for educational programs.
- **Education:** The group seemed to agree that preservation has a compelling case to make to many different audiences to help people understand and value historic resources. People were interested in hands-on workshops throughout the state, helping local officials and communities understand local preservation issues, focus on K-12 education in state and local history and social study curriculum, identifying and educating potential partners outside of traditional preservation stakeholders. An overall theme of instilling an appreciation of historic resources in younger generations was prevalent throughout the day.

- Local Issues: Many cited a disconnect between preservation commissions and local planning commissions, a lack of preservation understanding by local government departments and property owners that leads to lax enforcement of ordinances, local ordinances that need to be revised to meet current standards, and the need to engage rural communities to identify and protect local resources.
- Lobbying/Advocacy Issues: Participants wanted to see more work done to promote cultural diversity in the preservation of resources especially in increasing awareness of Native American culture; environmental factors that are affecting historic resources; the need for a strong statewide advocacy group, the loss of resources as well as the loss of information about resources such as architectural drawings that are not archived; the need to use tax credits and tourism to preserve the archaeological sites and historic buildings that define Wisconsin.

Mission and Vision Brainstorm

After identifying critical issues, the group then had the opportunity to add their own edits to the Mission and Vision statements for the last three Wisconsin preservation plans. Participants were asked to circle words or ideas that resonated with them and to add new phrases. For the Vision statement, the following key phrases were:

- Celebrate special sense of place
- Continuity and association
- Prehistoric
- Rural landscapes to urban neighborhoods
- Quality of life
- Comprehensive program of research and protection
- Future
- Places of enduring value

Key phrases for the Mission statement were:

- Connecting people/Celebrating/Remembering/Honoring
- Enduring value
- Collaboration
- Cultural landscapes
- Future generations
- Advocating
- Lives and values

Goals and Objectives

After lunch, there was a group discussion and an opportunity to write anonymous ideas for Goals and Objectives that would address the Critical Issues identified earlier in the day. The ideas offered during this discussion could be broadly organized into basically the same five themes identified in the Critical Issues discussion: education, collaboration, funding, and local issues.

- **Education:** Most participants seemed to agree that there is a significant amount of work ahead to educate the public to care about historic preservation issues. Many felt it was important to instill a preservation ethic in the young and advocated for integrating historic preservation and historic places into K-12 curriculum. However, there was a similarly strong focus on working with technical schools to integrate preservation practices into trade education as well as integrating historic places into university level history courses.
- **Collaboration:** Many groups were identified as obvious collaborators with whom preservationists need to strengthen partnerships such as Wisconsin Tribes, underrepresented minority and low-income communities, Wisconsin Main Street program, Wisconsin Association of Historic Preservation Commissions, and other state agencies. Others were interested in potential collaborators with overlapping, common interests including environmental groups, the Wisconsin Department of Tourism, and realtors. Specific ideas for how to collaborate included organizing a summit with partners and development of an online community to facilitate collaboration.
- **Funding:** Several participants were interested in identifying funding at the local level for small projects, especially the more difficult to fund bricks and mortar projects. Some solutions to address that issue were finding more charitable foundations interested in preservation; seeking support from local financial institutions; micro-funding venues; and creation of revolving loan funds. Others were interested in the possibility of partnering with state and federal agencies that may have funds available for which creative preservation projects could qualify.
- **Local:** Participants saw areas for improvement and opportunity at the local level. Many asked for increased education for local historic preservation commissions, development of new model preservation ordinances, and a coordinated effort to locally designate more properties currently listed in the National Register of Historic Places. Next, participants would like to see more education for all parts of local government about local, state, and federal historic preservation laws and programs as well as the benefits of historic preservation. It was suggested that local historical societies could learn more about historic preservation in order to become more effective advocates at the local level. There was also a desire to focus on local businesses and property owners to promote the benefits of rehabilitation and restoration of historic properties.

The day long discussion ended with an exercise to identify historic resources on a continuum of Extremely Endangered, Endangered, Threatened, Needs Interpretation, and Marketable. In the categories of endangered and threatened, rural resources and archaeological sites were always among the top two resources cited. Surprisingly, these resources types were also cited as having the greatest potential for marketing historic preservation and the state's heritage. Publicly owned buildings, infrastructure such as bridges and railroads, and small historic commercial districts were also frequently mentioned in these categories.

Extremely Endangered

1. Rural resources including landscapes, residential properties, small towns, and barns
2. Archaeological sites including prehistoric Native American sites, mounds and burials, and specifically sites in areas undergoing significant development pressures
3. Historic schools
4. Publicly owned buildings

5. Armories
6. Brick streets
7. Railroad structures
8. Bridges and water-related infrastructure

Endangered

1. Rural resources including farmsteads, landscapes, rural towns, and vacation resorts.
2. Native American sites including rock art sites, non-burial archaeological sites, and traditional gathering areas
3. Bridges
4. Churches
5. Interiors of buildings because of the focus on the preservation of building exteriors
6. Publicly owned buildings including post offices, schools, and universities
7. Industrial buildings
8. Downtown commercial districts and urban landmarks
9. Historic African American resources

Threatened

1. Rural resources including agricultural buildings and farmsteads
2. Archaeological resources including burial and effigy mounds
3. Small towns, historic commercial districts, historic signage in commercial districts
4. Publicly owned buildings including schools
5. Locks and lock houses
6. Works Progress Administration resources
7. Historic house museums
8. Mid-century modern resources
9. Churches
10. Residential neighborhoods

Needs Interpretation

1. Historic and prehistoric landscapes
2. Burial sites
3. Religious sites
4. Camps and campgrounds

Marketable

1. Downtown commercial districts
2. Historic neighborhoods and homes
3. Rural landscapes and century farms
4. Archaeological sites
5. Adaptive reuse of industrial buildings
6. World heritage nomination of Frank Lloyd Wright architecture

7. Fox Locks
8. Wisconsin State Capitol
9. Wisconsin's industrial history
10. More diverse history and cultural resources



Goals and Objectives for 2016-2025

Following the months of public input, SHPO staff attended a workshop facilitated by Alan Levy of Goaltrac Consulting to analyze the concerns and priorities expressed by our stakeholders. During that session, the staff drafted a new mission and vision for the next decade of preservation and created five broad goals with supporting objectives to work toward. We can accomplish these goals with our preservation partners and through developing new partnerships with preservation allies. Our survey and the many discussions we had with stakeholders over the past year have provided several ideas for specific actions, as documented in the previous section, that we can implement to support these objectives. As we use this plan to guide our work, we believe these objectives to be broad yet nimble enough to experiment and try suggested actions to meet these goals.

Goals and Objectives

I. DEVELOP AND IMPLEMENT TARGETED EDUCATIONAL OPPORTUNITIES

- Promote historic preservation to outside groups through attendance and presentations at trade and other group conferences
- Prepare targeted educational materials on select topics and for specialty groups
- Partner with units of government and State and Federal agencies to prepare educational content regarding compliance responsibilities

In our online survey and in all of our meetings with stakeholders, an issue that was continually cited as an area for improvement was in education. Forty-one percent of respondents to the online survey identified “lack of awareness of benefits of preservation,” 33% cited “neglect or inappropriate treatment of properties,” and 27% lamented “lack of public interest” as impediments to historic preservation. The preservation community needs to broaden our audience and expand our message to partners who have overlapping interests that can help us preserve historic resources with the right educational background. When asked to identify tools needed to support preservation, 42 % of survey participants would like more conferences, presentations, events, workshops and webinars while 37% would also like to see more training in hands-on preservation techniques. The SHPO and the preservation community should work together to present our own educational events and look for opportunities where we can join affiliated groups and trades to teach others about historic preservation.

When stakeholders identified the top three types of resources that are most important to them and were then asked what they felt the top three priorities should be for the preservation movement, the top ten responses were very similar. This data should help the preservation community see which types of properties are of concern and help us focus our educational material on the types of properties that are seen as endangered and important. It will also help us develop strategies for where, how, and to whom we should present that information.

Most Important to You	Top Priority
Cemeteries, Native American mounds, and other human burials	Cemeteries, Native American mounds, and other human burials
Archaeological sites (e.g., rock art, habitation sites, lime kilns, etc.)	Archaeological sites (e.g., rock art, habitation sites, lime kilns, etc.)
Commercial buildings and downtowns	Publicly owned buildings (e.g., city halls, courthouses, schools)
Publicly owned buildings (e.g., city halls, courthouses, schools)	Commercial buildings and downtowns
Private residences	Traditional ethnic buildings (e.g., log, half-timber, stone buildings)
Agricultural buildings (e.g., barns, farmsteads, silos, etc.)	Agricultural buildings (e.g., barns, farmsteads, silos, etc.)
Traditional ethnic buildings (e.g., log, half-timber, stone buildings)	Private residences
Parks, gardens, and other landscapes	Parks, gardens, and other landscapes
Submerged (underwater) archaeological sites	Submerged (underwater) archaeological sites
Religious buildings (e.g., churches, synagogues, convents)	Bridges, tunnels, and other feats of engineering

An additional concern of the community was that at the local level, where decisions are made that have a significant impact to historic resources, local governments and property owners are unaware of the benefits of historic preservation as well as the requirements of historic preservation laws. We will work with our state and federal agency partners to help local governments to understand the relevant local, state, and federal regulations that apply to local projects as well as the tools like historic preservation tax credits and archaeological site property tax exemptions that help us preserve historic resources.

II. INCREASE AWARENESS AND SUPPORT OF THE VALUE OF HISTORIC PRESERVATION

- Develop a statewide preservation marketing strategy with unified themes and consistent messaging
- Increase networking opportunities
- Establish mentor programs to provide peer to peer training
- Collect historic preservation success stories from communities across the state
- Create and distribute district summaries to state and federal legislators
- Create and distribute an annual summary on the impact of historic preservation

Building on the foundation of increased education, we also need to develop methods that will increase awareness of citizens of the value of historic preservation. A positive and consistent message from the preservation community will address the issue that lack of awareness and lack of public and government interest are threats to historic properties. A statewide marketing strategy may include promotion of heritage tourism as identified by 43% of survey respondents as one of the top opportunities for preservation.

In all of our discussions with stakeholders, one of the most requested tools was for more networking opportunities as well as a mentorship program where successful individual or groups could provide leadership and advice to groups who are struggling with the same issues. An additional component of this network and mentoring program will be to collect and distribute stories of preservation successes or case studies that can help struggling groups as well as serve as campaign material to boost awareness.

The SHPO along with our local partners will continue our program of creating district summaries for state and federal legislators to help them understand the impact of historic preservation in their district. We can improve on this program by developing new ways to more widely distribute this data that demonstrates the power and importance of historic preservation. The data and stories collected will then contribute to the new annual impact summary.

III. INCREASE FUNDING SOURCES FOR HISTORIC PRESERVATION

- Increase resources for SHPO through state and federal agency financial partnerships
- Promote existing historic preservation funding sources to new audiences

Funding is viewed as the top threat (54% of respondents) and the most requested tool (71% of respondents) for all stakeholders. In our group discussions, participants specifically asked for help to find and secure funding both for projects and for organizations. In the next few years we will continue to expand training opportunities for preservation organizations and advocates to learn more about fundraising and financing techniques to help them reach their preservation goals.

IV. CULTIVATE PARTNERSHIPS TO ADVANCE HISTORIC PRESERVATION GOALS

- Partner with communities and underrepresented groups to identify, document, and designate properties
- Support and strengthen local and statewide preservation organizations
- Continue partnership with Wisconsin Public Television and Wisconsin Public Radio
- Continue partnership established with NOAA and Lake Michigan coastal communities fostered by the National Marine Sanctuary designation process

In the next ten years, historic preservation in Wisconsin needs to document communities whose history and historic places have not been as well researched, preserved, and honored as they deserve. The National Park Service's "Cultural Resources Action Plan" set a goal to "connect all Americans to their heritage resources in a manner that resonates with their lives, legacies, and dreams, and tells the stories that make up America's diverse national identity." The Wisconsin preservation community can participate in this nationwide initiative by assessing and remedying the gaps in the National Register of Historic Places and in our statewide inventory where underrepresented groups and resource types need to be included and preserved.

The organizations represented throughout our discussions were concerned about funding and support, how to engage local communities, and how to identify and work with new allies. Many suggested actions were offered that should be tested such as summits to create and strengthen partnerships as well as methods such as an online community to facilitate collaboration.

The exciting opportunity to work with a large and diverse group of partners to create the Lake Michigan - Wisconsin National Marine Sanctuary is an extraordinary project that will preserve a variety of historic resources, raise awareness and appreciation of maritime history, and increase heritage tourism. The collaboration and partnership created by this project cannot help but lead to partnerships that will inspire and advance other historic preservation

goals. It will also serve as an educational model for building partnerships for projects in other regions or centered on other resources types.

V. SUPPORT AND EXPAND DIGITAL DATA AND ACCESS

- Partner with constituencies to develop E-106
- Expand and promote the Wisconsin Historical Society's local history listserv to the preservation community
- Improve GIS services and partnerships
- Expand use of social media and provide training to partners in its use
- Create online content on statewide tax credit data

The SHPO in conjunction with our state, federal, and tribal partners will work together to implement a fully digital process for agencies to submit digital materials, request SHPO consultation, and track the progress of a project through our online database. We want to create a process that takes advantage of the fact that most project materials are now inherently digital and should be received and processed digitally to make the consultation process more efficient. We also hope to increase transparency and communication by allowing an agency to track the status and responses to their project in real time. Similarly, we plan to improve on the GIS historic property data that we already offer to make it more widely available and useful for our partners.

With limited funds, time, and resources, historic preservation groups need more guidance on efficient and inexpensive ways to use the web and social media to broaden their audiences and broadcast their message. We can help by providing ongoing training in the most appropriate and effective methods for using the digital tools to promote local groups. We also plan to open up the local history listserv to historic preservation groups and advocates so that these groups can share ideas and create new partnerships.

Implementation Timeline for the Plan

The plan will go into effect in 2016 with a campaign to publicize the initiatives set out in these objectives. We will work with stakeholders to explore and identify the specific actions we can take to accomplish these objectives. We are already well positioned to broadcast these goals to our preservation partners through existing communications networks and through venues such as our annual conference. We also plan to use the annual conference each year to present sessions or workshops that will recruit and train partners to implement these initiatives. Targeted workshops, summits, and webinars can also be hosted throughout the year when we recognize opportunities that can take advantage of funding, exciting collaborations arise, or issues develop that need immediate attention.

We will regularly assess how new and established programs are meeting our goals and whether new strategies should be pursued. We can develop a scorecard as part of our annual impact summary that will keep our stakeholders aware of accomplishments and areas that need additional attention or resources. At the midpoint of the planning cycle in 2021, we will ask our stakeholders to help perform a comprehensive assessment of these initiatives to determine whether we need to re-assess our objectives or programs to continue to make progress toward achieving our goals. We will begin research and survey with our stakeholders for development of the next planning cycle when this plan expires in 2025.



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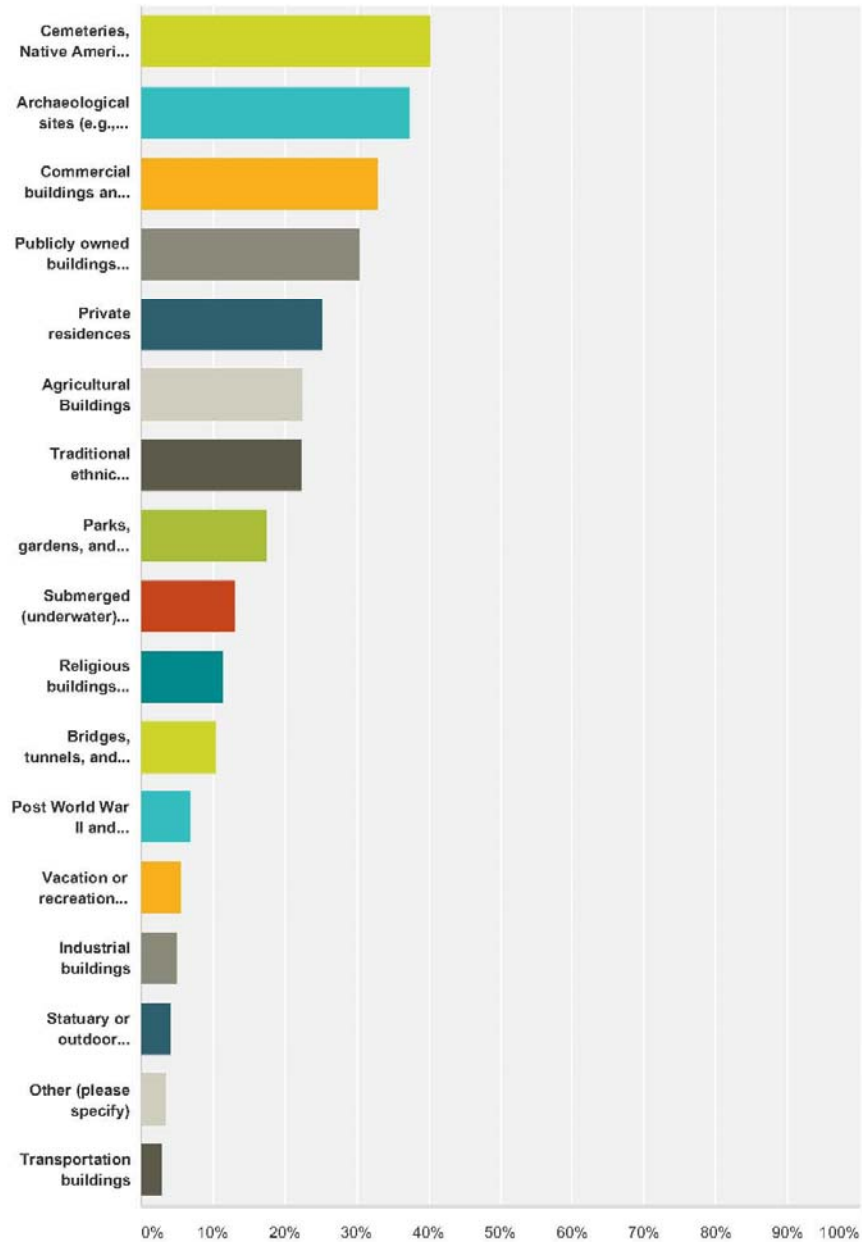
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Appendix A: Survey Results

Q1 Personally, which three types of historic buildings and sites are most important to you? (Please choose up to three.)

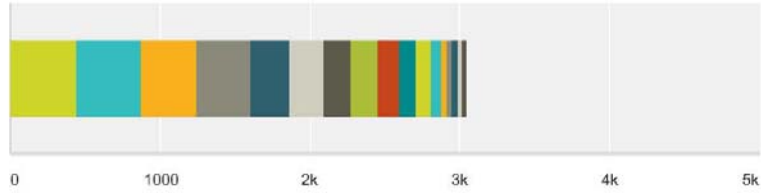
Answered: 1,064 Skipped: 0



Cemeteries, Native American mounds, and other human burials	40.32%	429
Archaeological sites (e.g., rock art, habitation sites, lime kilns, etc.)	37.31%	397
Commercial buildings and downtowns	32.99%	351
Publicly owned buildings (e.g., city halls, courthouses, schools)	30.55%	325
Private residences	25.19%	268
Agricultural Buildings	22.56%	240
Traditional ethnic buildings (e.g., log, half-timber, stone buildings)	22.37%	238
Parks, gardens, and other landscapes	17.58%	187
Submerged (underwater) archaeological sites	13.25%	141
Religious buildings (e.g., churches, synagogues, convents)	11.47%	122
Bridges, tunnels, and other feats of engineering	10.53%	112
Post World War II and Mid-century buildings	6.95%	74
Vacation or recreation buildings (e.g., lodges, resorts, boathouses)	5.64%	60
Industrial buildings	5.08%	54
Statuary or outdoor sculpture (including folk art sites)	4.23%	45
Other (please specify)	3.48%	37
Transportation buildings	3.01%	32
Total Respondents: 1,064		

Q2 Given limited time and money, what three types of historic properties should be the state's preservation priority? (Please choose up to three.)

Answered: 1,064 Skipped: 0



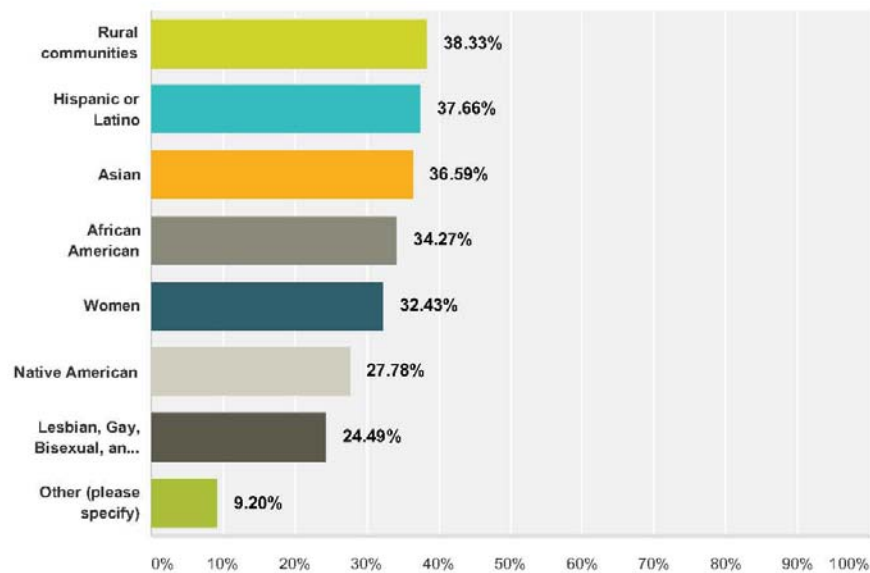
- Cemeteries, Native American mounds, and other human burials
- Archaeological sites (e.g., rock art, habitation sites, lime kilns, etc.)
- Publicly owned buildings (e.g., city halls, courthouses, schools)
- Commercial buildings and downtowns
- Traditional ethnic buildings (e.g., log, half-timber, stone buildings)
- Agricultural buildings (e.g., barns, farmsteads, silos, etc.)
- Private residences
- Parks, gardens, and other landscapes
- Submerged (underwater) archaeological sites
- Bridges, tunnels, and other feats of engineering
- Religious buildings (e.g., churches, synagogues, convents)
- Post World War II and Mid-century buildings
- Vacation or recreation buildings (e.g., lodges, resorts, boathouses)
- Other (please specify)
- Industrial buildings
- Statuary or outdoor sculpture (including folk art sites)
- Transportation buildings

Answer Choices	Responses	
Cemeteries, Native American mounds, and other human burials	41.26%	439
Archaeological sites (e.g., rock art, habitation sites, lime kilns, etc.)	40.51%	431
Publicly owned buildings (e.g., city halls, courthouses, schools)	35.06%	373
Commercial buildings and downtowns	34.02%	362
Traditional ethnic buildings (e.g., log, half-timber, stone buildings)	24.62%	262
Agricultural buildings (e.g., barns, farmsteads, silos, etc.)	21.43%	228
Private residences	17.01%	181
Parks, gardens, and other landscapes	16.35%	174
Submerged (underwater) archaeological sites	13.63%	145
Bridges, tunnels, and other feats of engineering	10.53%	112
Religious buildings (e.g., churches, synagogues, convents)	9.21%	98
Post World War II and Mid-century buildings	6.39%	68

Vacation or recreation buildings (e.g., lodges, resorts, boathouses)	3.67%	39
Other (please specify)	3.57%	38
Industrial buildings	3.38%	36
Statuary or outdoor sculpture (including folk art sites)	3.29%	35
Transportation buildings	2.73%	29
Total Respondents: 1,064		

Q3 Which of the following groups are not well documented in understanding the broad history of our state? (Please choose up to three.)

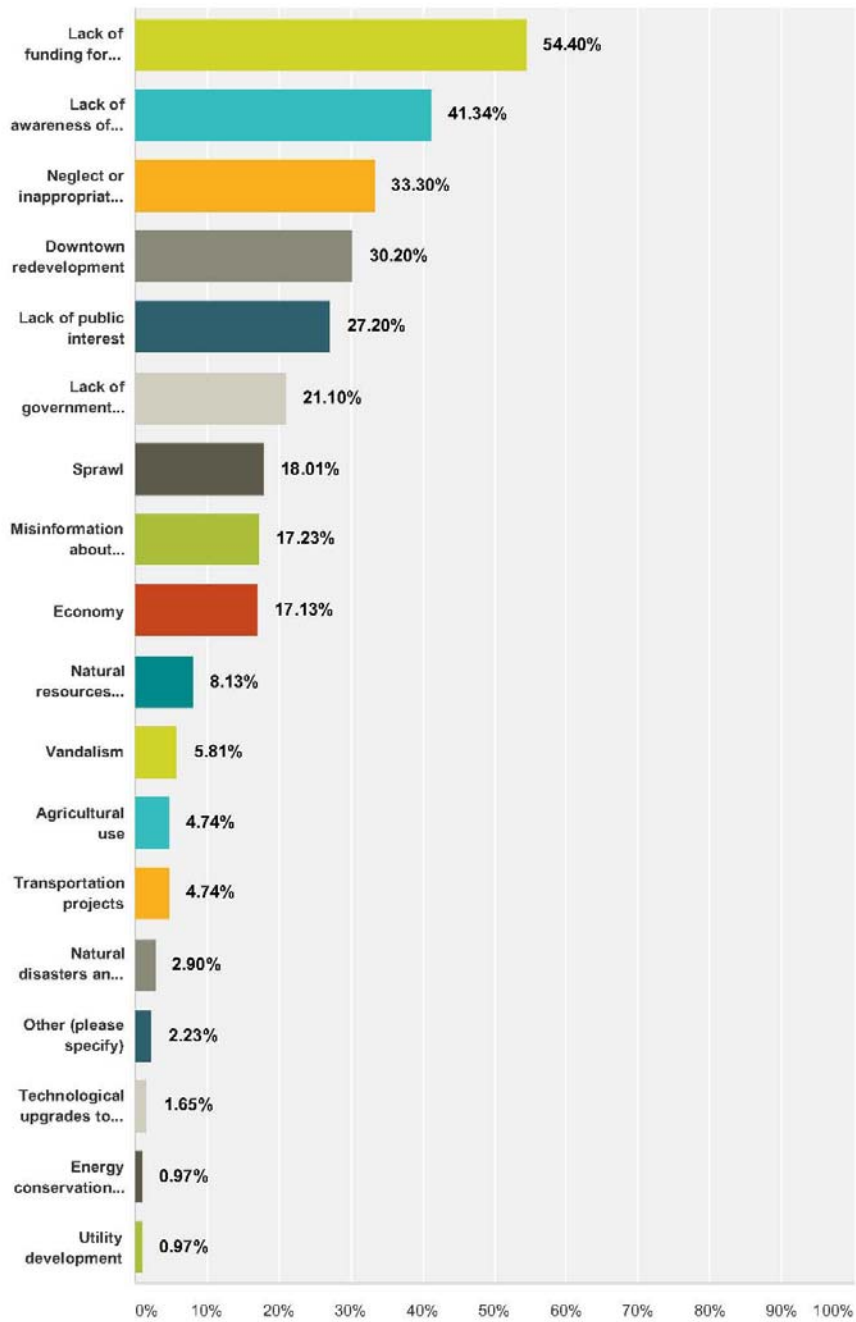
Answered: 1,033 Skipped: 31



Answer Choices	Responses
Rural communities (6)	38.33% 396
Hispanic or Latino (3)	37.66% 389
Asian (1)	36.59% 378
African American (2)	34.27% 354
Women (7)	32.43% 335
Native American (5)	27.78% 287
Lesbian, Gay, Bisexual, and Transgender (LGBT) (4)	24.49% 253
Other (please specify) (8)	9.20% 95
Total Respondents: 1,033	

Q4 What are the major threats to historic properties? (Please choose up to three.)

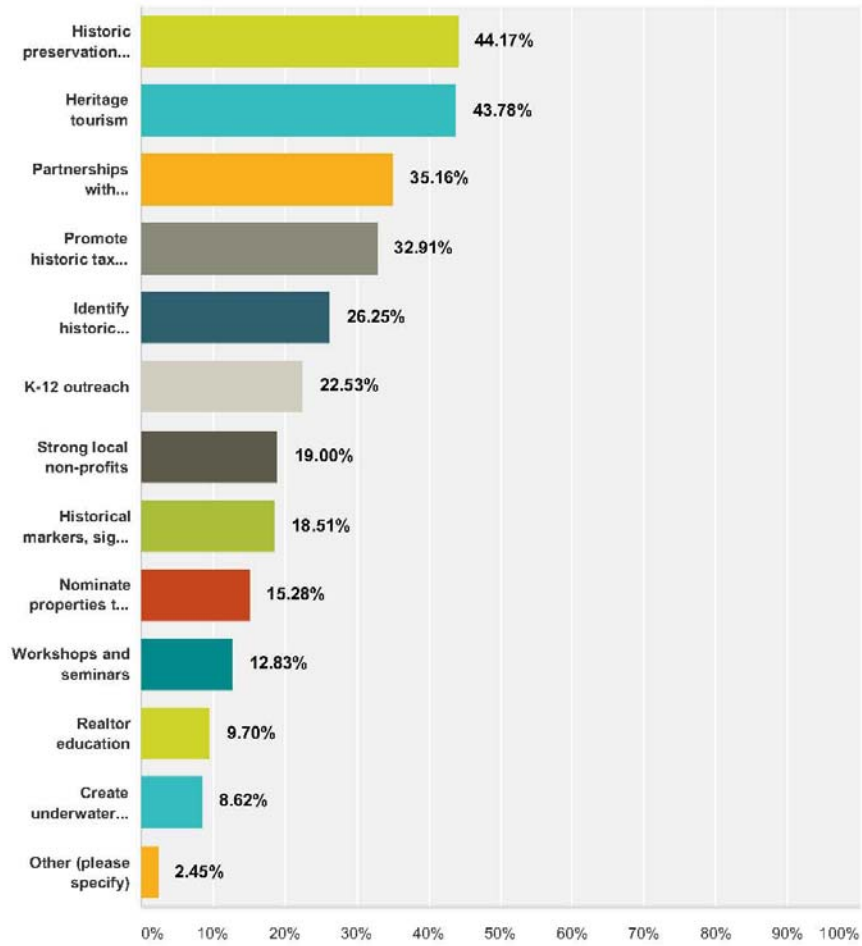
Answered: 1,033 Skipped: 31



Answer Choices	Responses	
Lack of funding for preservation	54.40%	562
Lack of awareness of benefits of preservation	41.34%	427
Neglect or inappropriate treatment of properties	33.30%	344
Downtown redevelopment	30.20%	312
Lack of public interest	27.20%	281
Lack of government interest	21.10%	218
Sprawl	18.01%	186
Misinformation about preservation or regulations	17.23%	178
Economy	17.13%	177
Natural resources extraction (e.g., mining, logging)	8.13%	84
Vandalism	5.81%	60
Agricultural use	4.74%	49
Transportation projects	4.74%	49
Natural disasters and climate change	2.90%	30
Other (please specify)	2.23%	23
Technological upgrades to buildings	1.65%	17
Energy conservation programs	0.97%	10
Utility development	0.97%	10
Total Respondents: 1,033		

**Q5 What are the top three opportunities for promoting preservation in Wisconsin?
(Please choose up to three.)**

Answered: 1,021 Skipped: 43

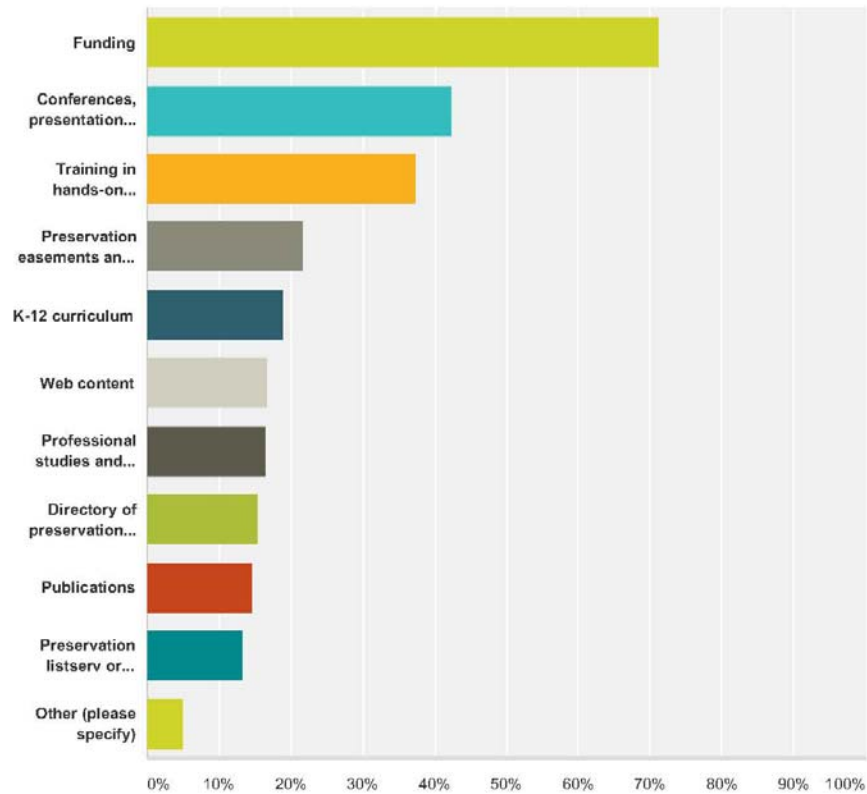


Answer Choices	Responses
Historic preservation planning and ordinances at the local level	44.17% 451
Heritage tourism	43.78% 447
Partnerships with conservation, environmental, or sustainability groups	35.16% 359
Promote historic tax credits	32.91% 336
Identify historic properties	26.25% 268
K-12 outreach	22.53% 230

Strong local non-profits	19.00%	194
Historical markers, signs, and plaques	18.51%	189
Nominate properties to the State and National Registers of Historic Places	15.28%	156
Workshops and seminars	12.83%	131
Realtor education	9.70%	99
Create underwater archaeological preserves	8.62%	88
Other (please specify)	2.45%	25
Total Respondents: 1,021		

Q6 What tools do you need to support preservation? (Please choose up to three.)

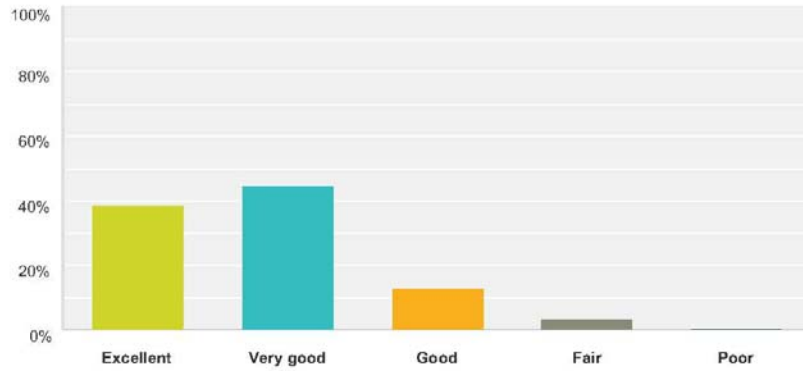
Answered: 1,021 Skipped: 43



Answer Choices	Responses	Count
Funding	71.20%	727
Conferences, presentations, events, workshops, webinars	42.31%	432
Training in hands-on preservation techniques	37.41%	382
Preservation easements and covenants	21.65%	221
K-12 curriculum	19.00%	194
Web content	16.65%	170
Professional studies and reports	16.45%	168
Directory of preservation trades contractors	15.48%	158
Publications	14.59%	149
Preservation listserv or other type of online community	13.42%	137
Other (please specify)	5.09%	52
Total Respondents: 1,021		

Q7 How would you rate the value of the Wisconsin Historical Society?

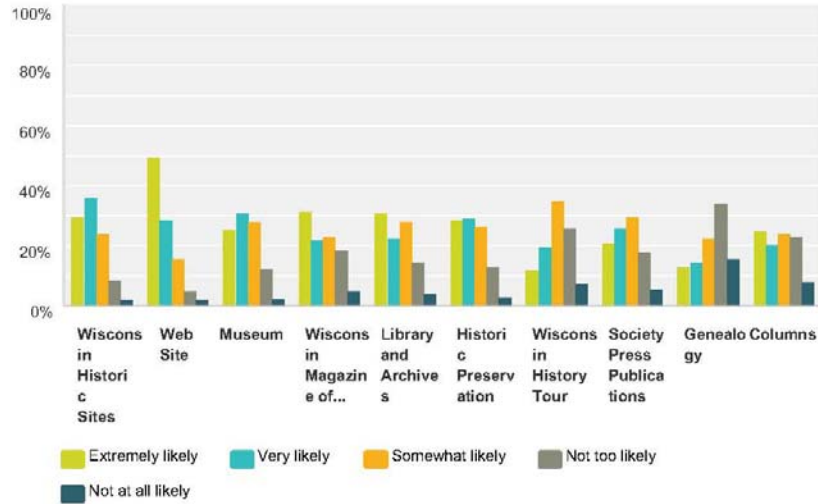
Answered: 964 Skipped: 100



Answer Choices	Responses	
Excellent	38.69%	373
Very good	44.81%	432
Good	12.86%	124
Fair	3.32%	32
Poor	0.31%	3
Total		964

Q8 How likely are you to visit or use any of the following Wisconsin Historical Society resources in the next 12 months?

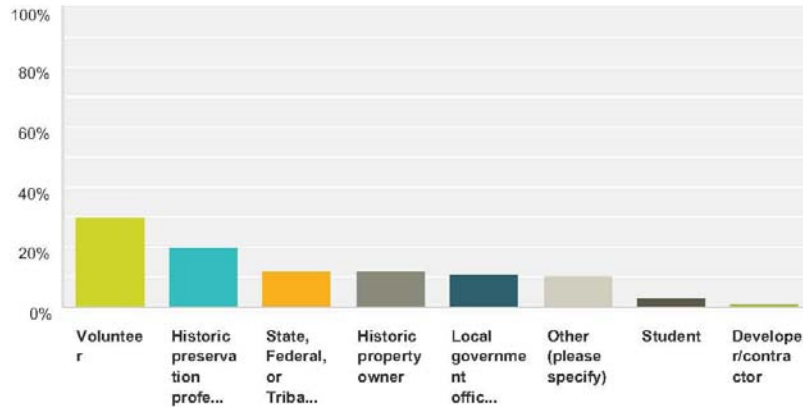
Answered: 1,012 Skipped: 52



	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely	Total
Wisconsin Historic Sites	29.62% 295	36.04% 359	23.90% 238	8.43% 84	2.01% 20	996
Web Site	49.34% 489	28.25% 280	15.74% 156	4.84% 48	1.82% 18	991
Museum	25.48% 252	31.24% 309	28.01% 277	12.54% 124	2.73% 27	989
Wisconsin Magazine of History	31.61% 312	22.09% 218	22.80% 225	18.74% 185	4.76% 47	987
Library and Archives	30.77% 300	22.56% 220	27.79% 271	14.67% 143	4.21% 41	975
Historic Preservation	28.75% 280	28.95% 282	26.28% 256	12.83% 125	3.18% 31	974
Wisconsin History Tour	12.15% 118	19.36% 188	34.91% 339	25.85% 251	7.72% 75	971
Society Press Publications	21.22% 206	25.95% 252	29.35% 285	17.82% 173	5.66% 55	971
Genealogy	13.20% 128	14.43% 140	22.58% 219	34.12% 331	15.67% 152	970
Columns	24.77% 240	20.54% 199	23.84% 231	23.01% 223	7.84% 76	969

Q9 What is your primary role in historic preservation?

Answered: 1,006 Skipped: 58



Answer Choices	Responses
Volunteer	30.22% 304
Historic preservation professional	20.18% 203
State, Federal, or Tribal official or employee	12.03% 121
Historic property owner	11.93% 120
Local government official, employee, or commission member	10.93% 110
Other (please specify)	10.54% 106
Student	3.08% 31
Developer/contractor	1.09% 11
Total	1,006

Q10 What is your zip code?

Answered: 981 Skipped: 83

Q11 Please use this space if you would like to provide additional information about any of your survey answers.

Answered: 156 Skipped: 908