



2021

Making tax dollars work for Wisconsin through innovative programs.

Thank you for your support!

For more information contact
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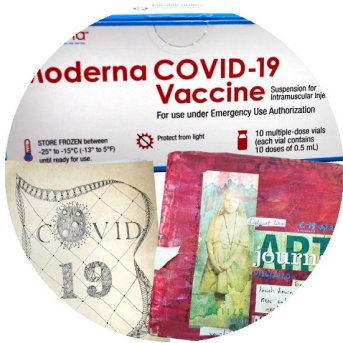
Collecting, Preserving, and Sharing Stories Since 1846
wisconsinhistory.org

Who We Are

The Wisconsin Historical Society is the state's memory and premier storyteller. Though we are a small state agency, we make major contributions to Wisconsin's economic, educational, and cultural health through innovative initiatives and programs.

Our Value

Our programs, historic sites, museums, collections, and archives inform and entertain while also challenging the public to think critically about their place in history. We promote Wisconsin tourism and our historic preservation program reinvigorates neighborhoods. We believe that increasing the public's knowledge of history has profound societal, cultural, and economic benefit.



Meeting the Moment, Preparing for the Future

- Collected history as it happened during the 2021 fiscal year, acquiring **25 manuscript collections** and **872 objects**, as well as **140 submissions** to our COVID-19 Journal Project (now **over 400** total).
- **53** Society staff members shared their expertise by accepting temporary job reassignments to help other state agencies (DHS, DWD) respond to demand for services during the height of the pandemic.
- Surpassed our target of **\$30 million raised** in private contributions for a new state history museum and secured real estate for a final site on Capitol Square, keeping us on our timeline to open the museum in 2026.
- **Reopened all 12 historic sites and museums** across the state for in-person visits in summer 2021 thanks to **\$1 million** in Recovery Act funding.
- Reached **\$2.6 million in private gifts**, allowing Phase I of the New Arrivals entry project at Old World Wisconsin to move forward with the construction of a new brewing building and relocation of a 1906 tavern to the historic site.



Education

- Despite the pandemic, **3,526 students** participated in the National History Day program, with **52** qualifying for the National competition and **seven** finishing in the Top 10 or winning special awards.
- The Society enjoyed significant growth in digital engagement. Total followers on social media platforms reached **47,632**, including a **25% increase** on Facebook. One post on the anniversary of the Peshtigo fire reached **151,452** people and was shared over **1,400** times.
- **41,740 students** used our 4th-grade Wisconsin history textbook.
- The Society Press sold **40,918 books**, many printed on Wisconsin paper, and published **13 new titles** and **7 audiobooks**.
- Society Press virtual and in-person programs attracted **6,395 attendees**.
- **382 people from 19 states and 53 Wisconsin counties** participated in our 14th Annual Local History and Historic Preservation Conference, including 49% first-time attendees. The virtual event featured **32 sessions**.



Statewide Impact

- Before fully reopening in-person, Society historic sites created new programs for safe engagement, such as the *Family Fun Drive* at Old World Wisconsin, which drew **4,000 drive-thru guests** in fall 2020 and spring 2021.
- The Society ended the fiscal year with **9,880 members** (2,289 new).
- Library & Archives Division provided access to historic books, newspapers, documents, and other materials to more than **19,238 patrons**.
- Advised and supported a network of **425 affiliated local history and community organizations**.
- The **962-square-mile** Wisconsin Shipwreck Coast in Lake Michigan, researched and mapped by Society archaeologists, was designated the **15th national marine sanctuary**, paving the way for educational programming and economic impact for communities through tourism.



Private Investments and Jobs

- Over **\$4 million** of the Society's \$22.9 million budget – **more than 18%** – was supported by gifts, grants and earned income in Fiscal Year 2021.
- The State Historic Preservation Office approved projects that resulted in **\$127 million in income-producing historic rehabilitation work** in Wisconsin, bringing **\$24.6 million in federal historic preservation tax credits** to the state and creating **2,117 jobs**. A total of **478 buildings** were rehabilitated.
- The private sector invested **\$143 million in rehabilitated historic properties** with the help of Society historic preservation specialists.

Statewide Programs & Locations

LEGEND



SOCIETY HEADQUARTERS
816 State Street, Madison, WI
General Information: 608.264.6400
Library: 608.264.6534
Archives: 608.264.6460

Wisconsin Historical Foundation
608.261.9364



HISTORIC SITES & MUSEUMS
Black Point Estate & Gardens
W4270 Southland Road, Lake Geneva, WI
262.248.1888

Circus World
550 Water Street, Baraboo, WI
866.693.1500

First Capitol
19101 County Hwy. G, Belmont, WI
608.987.2122

H.H. Bennett Studio & Museum
215 Broadway, Wisconsin Dells, WI
608.253.3523

Madeline Island Museum
226 Col. Woods Avenue, La Pointe, WI
715.747.2415

Old World Wisconsin
W372 S9727 Hwy. 67, Eagle, WI
262.594.6301

Pendarvis
114 Shakerag Street, Mineral Point, WI
608.987.2122

Reed School
U.S. Hwy. 10 & Cardinal Avenue, Neillsville, WI
608.253.3523

Stonefield
12195 Hwy. VV, Cassville, WI
608.725.5210

Villa Louis
521 N. Villa Louis Road, Prairie du Chien, WI
608.326.3271

Wade House
W7965 State Hwy. 23, Greenbush, WI
920.526.3271

Wisconsin Historical Museum
30 N. Carroll Street, Madison, WI
608.264.6555
Museum Store: 888.999.1669



Area Research Centers
wisconsinhistory.org/libraryarchives/arcnet



Affiliated Historical Societies



Active Historic Preservation Commissions



Participating National History Day Schools



Fourth-grade Textbook Adopted



National Register Listings



**WISCONSIN
HISTORICAL
SOCIETY**