



WISCONSIN
HISTORICAL
SOCIETY



2023

Making tax dollars work for Wisconsin and planning for an exciting future.

Thank you for your support!

For more information contact
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wihist.org/LegislatorsGuide

Collecting, Preserving, and Sharing Stories Since 1846

wisconsinhistory.org

Who We Are

The Wisconsin Historical Society is the state's memory and premier storyteller. We make major contributions to Wisconsin's economic, educational and cultural health, and are stewards of a nationally recognized historical collection. We have a national impact through innovative initiatives and programs.

Our Value

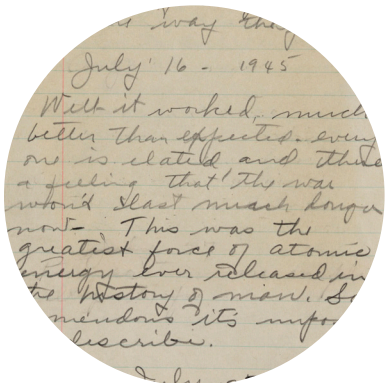
Our programs, historic sites, museums, and world-renowned collections, library and archives inform and entertain while also challenging the public to think critically about their place in history. We promote Wisconsin tourism and our historic preservation program reinvigorates neighborhoods. We believe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



WISCONSIN HISTORY CENTER: Building America's Next Great History Attraction

- **35% design** of the history center approved by the State Building Commission.
- **\$112 million** in funding included in the 2023-2025 biennial state budget after approval by the Joint Committee on Finance, Legislature, and Gov. Tony Evers.
- Surpassed **\$40 million in private contributions** (\$1.8 million in FY23).
- **Revealed the first architectural renderings** to great public and donor enthusiasm.
- **Held over 50 consultations with over 700 people** across the state and established several advisory councils (including Native Nations, Disability Community, and PK-12 Educators) to ensure a wide range of perspectives are included in planning.
- **Moved over 2,500 artifacts** from the Wisconsin Historical Museum and transferred them to the State Archive Preservation Facility to pave the way for demolition of the old museum and construction of the new history center.
- **Completed blocking and massing** of the building and worked with the City of Madison and other stakeholders to refine the design and gain support.

Educational Opportunities for All



“Well it worked, much better than expected and everyone is elated and there’s a feeling that the war won’t last much longer now.”

— July 16, 1945 journal entry by Bertha Schultz, of Los Alamos, N.M., on the Trinity nuclear bomb test. Her journal and rare photos of the explosion by Jack Aeby were added to the Society’s North American history collection.



- **4,174 guests** served by the new History Maker Space inside US Bank Plaza on Capitol Square in its first four months, allowing public and school group programming to continue throughout the Wisconsin History Center.
- **34,209 K-12 students** visited our historic sites and museums (63% increase).
- **3,500 students** participated in the National History Day program, with **756** competing in regionals across Wisconsin and **58** qualifying for Nationals.
- **53,896 students** used our 4th-grade state history textbook (23% increase).
- **51,775 books** sold by the Society Press (14% increase).
- **60,635 people** reached by traveling exhibits; 17,952 attended presentations.
- **348 people from 16 states and 53 Wisconsin counties** participated in our 16th Annual Local History and Historic Preservation Conference.
- **17,675 student titles & textbooks** sold by the Society Press (147% increase).

Statewide Impact & National/Global Reach

- **226,601 people** visited our 12 historic sites and museums (45% increase).
- **546 objects** acquired for collections, including items of national significance such as photos and a 1945 journal from the Trinity nuclear bomb test (*left*).
- **175,982 patrons** served by our Library & Archives.
- **11,748 members** of the Society (2,985 new this year).
- **473 consultations** provided by outreach staff to local history organizations.
- **199,914 followers** on Society social media channels (17% increase).
- **7.6 million worldwide users** reached by social media posts (with a May 6, 2023 post about the history of smelt reaching 1.2 million).
- **6.0 million unique visits** to Society websites from across the world.
- **\$69.7 million in value** earned from global media coverage.

Public/Private Investment, Revenue & Jobs

- **\$11.0 million** of the Society’s \$28.7 million in total revenue (38%) came from private gifts, endowments, earned and service revenue, and federal grants.
- **\$4.2 million** in total earned revenue includes **\$2.8 million** generated by the historic sites and museums.
- **\$1.8 million** in retail sales includes **\$839,714** at historic sites and museums.
- **\$2.75 million** federal grant award will help build a new guest services center at Old World Wisconsin (*lower right picture on the cover*).
- The State Historic Preservation Office approved projects that resulted in **\$346 million** in income-producing historic rehabilitation work on **254 buildings** in Wisconsin, bringing **\$57.6 million** in federal historic preservation tax credits to the state and creating a projected **6,170 jobs**.
- **\$4.6 million** in private funds raised by the Wisconsin Historical Foundation.

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, Neillville, WI
608.253.3523

Stonefield
12195 Hwy. VV, Cassville, WI
608.725.5210

Villa Louis
521 N. Villa Louis Road, Prairie du Chien, WI
608.326.2721

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

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



Area Research Centers
wisconsinhistory.org/libraryarchives/arcnet



Affiliated Historical Societies



Active Historic Preservation Commissions



Participating National History Day Schools



Fourth-grade Textbook Adopted



National Register Listings



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