



WISCONSIN  
HISTORICAL  
SOCIETY

# 2023 SCORECARD

Collecting, Preserving, and  
Sharing Stories Since 1846

[wisconsinhistory.org](http://wisconsinhistory.org)

# IMPACT ON WISCONSIN

In 2023, the Wisconsin Historical Society made major contributions to Wisconsin's economic, educational, and cultural health through innovative initiatives and programs.

## EDUCATION HIGHLIGHTS

- **53,896 students** used the Society's 4th-grade Wisconsin history textbook (23% increase)
- **3,500 students** participated in National History Day, with **58 national qualifiers**
- **34,209 K-12 students** were inspired by history at our 12 historic sites & museums (63% increase)
- **17,675 student titles & textbooks** sold by the Wisconsin Historical Society Press (147% increase)
- **2,818 students from 60 schools** visited the new History Maker Space at US Bank Plaza (in four months)
- **4,174 people** were served by programming at the new History Maker Space at US Bank Plaza
- **51,775 books** sold by the Society Press (14% increase), many printed on Wisconsin paper

## STATEWIDE SERVICE & NATIONAL REACH

- **226,601 people** visited our 12 historic sites and museums (45% increase)
- **199,914 combined followers** on all Society's social media channels (17% increase)
- **6.0 million unique visits** (page views) among all Society websites ([wisconsinhistory.org](http://wisconsinhistory.org))
- **175,982 patrons** served by the Society's Library & Archives
- **11,748 active members** of the Wisconsin Historical Society (2,985 new members)
- **348 attendees** (from 53 counties & 16 states) participated in the Society's local history conference
- **60,635 people** reached by traveling exhibitions; **17,952** participated in Society presentations
- **473 consultations** held by outreach staff to support affiliated local history organizations
- **185 local governments** served via in-person consultations with Society staff

## PRIVATE INVESTMENT, JOBS & RETURN ON INVESTMENT

- **\$11.0 million** of the Society's \$28.7 million in revenue (38%) came from private gifts, endowments, earned revenue, service revenue and \$2.0 million in federal grant awards
- **6,170 projected jobs** created by construction projects related to historic tax credit programs
- **\$354.5 million** invested in rehabilitated historic properties across Wisconsin
- **\$57.6 million** awarded in federal historic preservation tax credits
- **254 buildings** rehabilitated using tax credit programs
- **35% design** of Wisconsin History Center approved by the State Building Commission
- **\$4.6 million** in private funds raised for the Society by the Wisconsin Historical Foundation (WHF)
- **\$1.8 million** in private funds raised by WHF for the Wisconsin History Center (**\$40.9 million** total)
- **\$4.4 million** in earned revenue from WHS admissions, retail sales and other services (19% increase)
- **\$1.8 million** in earned revenue from retail sales at WHS online store and gift shops (21% increase)
- **\$1.1 million** in Society Press book sales (68% increase), thanks in part to **12 new titles** published

*\*Note: Percentage increases referenced are over FY22*