

COUNTY EXECUTIVE'S 2010 BUDGET

DEPT: MILWAUKEE COUNTY HISTORICAL SOCIETY

UNIT NO. 1908

FUND: General - 0001

BUDGET SUMMARY			
	2008 Actual	2009 Budget	2010 Budget
County Historical Society	\$ 242,550	\$ 242,550	\$ 242,550

MISSION

The Milwaukee County Historical Society was founded in 1935 to collect, preserve and make available materials relating to the history of Milwaukee County. Through a broad program, the Society seeks to promote a greater appreciation of the community's rich heritage and a better understanding of present-day challenges and advantages. The Society's library and museum collections, exhibitions and activities serve a variety of constituencies including scholars, students, genealogists, local businesses and organizations and Milwaukee County residents and visitors.

OBJECTIVES

The Milwaukee County Historical Society will develop and utilize various alternative strategies in order to continue providing researchers with access to archival resources and the general public with an active program of exhibitions and special events during completion of Phase III of the Society's Building Restoration.

OVERVIEW OF OPERATION

The Historical Society's total operating budget for 2010 amounts to \$774,550 with \$532,000 coming from non-County funds. Sources include gifts, grants, membership fees (individual and corporate), bequests, investments, sales and receipts from public programs.

Following are examples of some of the Historical Society's program activities.

Facility Restoration: During 2008 and 2009, the Historical Society completed Phase III of its Capital Restoration Project with the goal of making the Research Library and Administrative Offices more functional and efficient. Work included the reinforcement of the south mezzanine beneath the Research Library, the restoration of the ornamental plaster ceiling above the Library, the installation of the first phase of a new HVAC system which will eventually serve the entire building, and the upgrading of the Society's administrative offices. The Society staff relocated the Research Library and Administrative Offices to temporary quarters at 2202 W. Clybourn Street in order that archival collections might remain accessible to the community during construction. All components of the project were completed by June 2009 in accordance with the capital budget allocated under the public/private partnership established between the Society and Milwaukee County.

Filming of 'Public Enemies': For a period of four months, from late February through the end of June, 2008, the Milwaukee County Historical Society was closed to the public while film crews from Universal Pictures recreated the original configuration of the Second Ward Savings Bank for the filming of a robbery scene in the motion picture "Public Enemies." In addition to paying the Historical Society a location fee of \$85,000, the film crew restored eight scagliola columns, removed the Uihlein Gallery, and assisted in demolition work planned as part of the Society's building restoration project, saving the organization an additional \$125,000 in capital construction costs. The filming also generated invaluable publicity for the Historical Society, raising the organization's profile considerably among area residents.

Outcomes: Because the Historical Center was closed for eight months during 2008 as a result of the filming of "Public Enemies" and the completion of Phase III building restoration, the Society utilized two strategies to continue providing services and to maintain visibility. First, the Society relocated the Research Library in

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order to maintain service to researchers during filming and construction. Second, the Society and the Friends offered a wide range of off-site programs and traveling exhibits to compensate for closure of the Center.

As a result of these measures, Library usage fell about one third, from 3,645 in 2007 to 2,449 in 2008, as compared with museum visitation which declined from 10,036 in 2007 to 1,458 in 2008. In comparison, attendance at off-site programs, the number of which more than doubled from 29 to 59 between 2007 and 2008, increased from 1,275 to 2,004. This number would be further enhanced by attendance at traveling exhibits if the off-site venues had been able to record and provide such information.

Website usage declined for the first time in several years due to down time associated with a full upgrade of the site. Attendance at Trimborn Farm programs fell somewhat after exceptional attendance in 2007.

Diversity: For the fifth consecutive year, the Historical Society was successful in mounting programs highlighting cultural diversity in Milwaukee County. In August 2008, the Society partnered with the Milwaukee Brewers, County Parks, and the Negro League Hall of Fame and Players Association to install a historic marker commemorating the Milwaukee Bears 1926 Negro League team at Clinton Rose Park.

Collections: The Historical Society accepted 57 new accessions for its Research Library and 39 new accessions for its Museum Collection during 2008. These included an oil portrait and personal effects of County Judge Lawrence Halsey, the personal effects of Harry Bradley, and the Coroner's Records from the Medical Examiner's Office for the years 1960 – 1969. The primary focus of the collections staff during 2008 was the re-shelving of artifacts and documents in storage and the conversion of collection records to the Past Perfect software system.

Publications. During 2008, the Historical Society reprinted John Gurda's *The Making of Milwaukee*, first published in 1999. This Third Edition of 5,500 volumes brings the total number of hard-bound copies in circulation to over 27,000 – an exceptional figure for a work of local history.

Public Programming: The Society and its Friends organization continue to sponsor public programs on a variety of topics. During 2008, the Society hosted its 55th Annual Recognition Banquet at the Milwaukee Athletic Club, drawing nearly 300 people and presenting awards to 33 individuals and groups.

The Society also mounted a special exhibition for the Centennial of the Milwaukee County Parks System, which remains on display at Boerner Botanical Gardens following initial presentation at the Historical Center. Other traveling exhibitions were presented while the Society was closed for construction at the Shorewood Public Library, Marquette University's Raynor Library, MSOE's Grohmann Museum, and the new Milwaukee Intermodal Station.

The Friends of the Milwaukee County Historical Society continued their expanded programming schedule during 2008, presenting a number of special events. Among these were tours of the Oriental Theater, the Pabst Mansion and Conrad Schmitt Studios, and an Hispanic Ethnic Dinner at the United Community Center. For the sixth consecutive year, the Friends donated more than \$10,000 in program revenue to the Society.

County Landmarks: Since 1976, the Historical Society has operated, under County ordinance, a landmark recognition program for areas of Milwaukee County outside the City of Milwaukee. Over 100 sites have been designated as landmarks throughout the history of the program. During 2008, the Landmark Committee added three properties to its list of County Landmarks including the Little Red Store in Wauwatosa, the South Shore Park Pavilion in Bay View, and the Shorewood Department of Public Works Administration Buildings.

Museum Houses: In addition to all three of the period homes operated by the Historical Society being open to the public during 2008, the Society again offered expanded programming at Trimborn Farm in Greendale. The Society was able to attract significant numbers of school children, adults, and seniors for guided tours throughout the year. Especially successful were a series of special events hosted by the Farm, including the

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Third Annual Folk Art Show and Sale which attracted over 500 visitors; the 4th Annual Vintage Base Ball Tournament, which drew several hundred participants and their families; the 26th Annual Harvest of Arts and Crafts, which brought in over 4,500 visitors; and the 5th Annual Civil War Encampment, which attracted roughly 125 re-enactors and an audience of over 800 guests, among them 200 students who attended a special Friday "School Day."

BUDGET HIGHLIGHTS

- The 2010 contribution to the Historical Society remains at the 2009 level of \$242,550.

The County Historical Society spends the County's contribution as follows:

	2008 Actual	2009 Budget	2010 Budget
<u>Expenditures</u>			
Personal Services	\$ 191,227	\$ 191,227	\$ 191,227
Space and Utilities	46,288	44,788	44,788
Office and Administrative Supplies	5,035	6,535	6,535
Total Expenditures	\$ 242,550	\$ 242,550	\$ 242,550

ACTIVITY AND STATISTICAL SUMMARY				
	2006 Actual	2007 Actual	2008 Budget	2009 Budget
Meetings/Public Programs	13	10	12	12
Organizational Members	1,337	1,260	1,700	1,700
Research Requests:	4,083	3,645	4,000	4,000
Library - In Person	1,337	945	1,333	1,333
Telephone	1,514	1,576	1,333	1,333
Mail/E-mail	1,232	1,124	1,334	1,334
Public Attendance	36,692	32,976	20,000	20,000
Guided Tours:				
Historical Center	68	44	40	40
Period Homes	56	31	100	100
Accessions:				
Library	122	98	130	130
Museum	35	63	60	60
Pages of Publication	542	232	150	150
Staff Program Presentations	30	29	50	50
Slide Shows/Media Appearances	12	11	15	15
Website Visits	239,335	242,549	300,000	350,000