

WISCONSIN
HISTORICAL
SOCIETY

Collecting, Preserving and Sharing Stories Since 1846

Biennial Report 2009-2011

wisconsinhistory.org

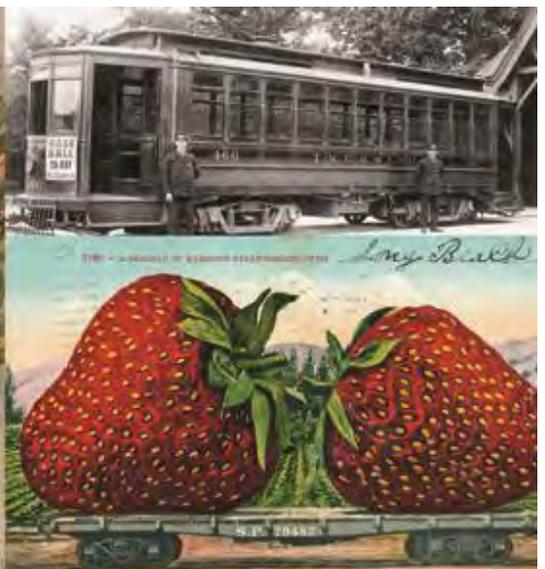
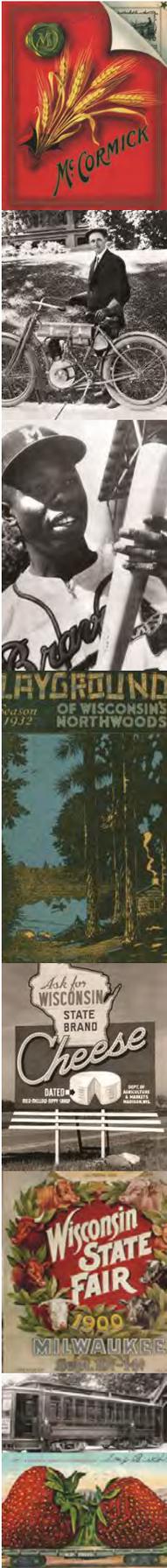


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Overview



STATEWIDE PROGRAMS AND LOCATIONS



LEGEND

-  **Society Headquarters**
 816 State St.
 Madison, WI 53706
 General Information: (608) 264-6400
 LIBRARY (608) 264-6534
 ARCHIVES (608) 264-6460
 Regular Hours:
 8AM - 9PM Monday-Thursday
 8AM - 5PM Friday and Saturday
-  **Wisconsin Historical Foundation**
 (608) 261-9364
-  **Historic Sites and Museums**
 - Circus World**
 550 Water St., Baraboo, WI
 (866) 693-1500
 - First Capitol**
 County Hwy. G, Belmont, WI
 (608) 987-2122
 - H.H. Bennett Studio**
 215 Broadway, Wisconsin Dells, WI
 (608) 253-3523
 - Madeline Island Museum**
 226 Col. Woods Ave., La Pointe, WI
 (715) 747-2415
 - Old World Wisconsin**
 W372 S9727 Hwy. 67, Eagle, WI
 (262) 594-6301
 - Pendarvis**
 114 Shake Rag St., Mineral Point, WI
 (608) 987-2122
 - Reed School**
 U.S. Hwy. 10 & Cardinal Ave., Neillsville, WI
 (608) 253-3523

- Stonefield**
 12195 Hwy. VV, Cassville, WI
 (608) 725-5210
- Villa Louis**
 521 N. Villa Louis Rd., Prairie du Chien, WI
 (608) 326-2721
- Wade House**
 W7824 Center St., Greenbush, WI
 (920) 526-3271
- Wisconsin Historical Museum**
 30 N. Carroll St.
 Madison, WI 53703
 (608) 264-6555
 Hours: 9AM-4PM Tuesday-Saturday
wisconsinhistory.org/museum
 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 In Use**
-  **National Register Listings**

Wisconsin Historical Society Strategic Framework

MISSION

*The Wisconsin Historical Society helps people connect to the past
by collecting, preserving and sharing stories.*

VISION

We will work toward a future in which all individuals, families, communities and institutions actively use history to understand their own stories and the world around them, and to pass their heritage on to succeeding generations.

Guiding Principles

1. To reach out and partner with the broadest possible public
2. To present and promote sound and authentic history
3. To share our riches of staff, collections and services in ways that captivate and respect our many audiences
4. To collect and safeguard evidence of our diverse heritage according to the highest standards of stewardship

STRATEGIC AREAS

1. Strengthen audience connections
2. Build and preserve accessible, world-class collections
3. Increase support for the Society
4. Ensure the Society is a great place to work

11-11

Wisconsin Historical Society Business Overview

Organization

1. Formed as a membership organization in 1846 and chartered by the Legislature in 1853
2. Governed by a 36-member Board of Curators, with 24 elected by the membership
3. Organized into four divisions and Director's Office (which includes Information Technology and Public Information)
 - a. Administrative Services
 - b. Historic Preservation-Public History
 - c. Library-Archives
 - d. Museums-Historic Sites
4. Wisconsin Historical Foundation — fundraising and membership support
5. Circus World Museum Foundation — operates Circus World
6. Historic Preservation Review Board and the Burial Sites Review Board
7. Friends groups

Staffing Resources

1. Permanent and project positions — 142.54 full-time equivalent positions
2. Limited-term employees — majority at the historic sites
3. Volunteers — about 250,000 hours annually (i.e. the equivalent of another 120 FTE positions)

Financial Resources

1. Operations Funding

| | <u>2009 – 2011</u> | |
|---------------------------------|---------------------|---------------|
| a. State tax revenues | \$11,698,360 | 57.0% |
| b. Earned revenues | \$3,421,931 | 16.7% |
| c. Revenues from other agencies | \$2,872,366 | 14.0% |
| d. Federal revenues | \$1,094,848 | 5.4% |
| e. Gift revenues | \$1,008,855 | 4.9% |
| f. Endowment earnings | <u>\$413,546</u> | <u>2.0%</u> |
| | <u>\$20,509,906</u> | <u>100.0%</u> |
2. Facilities Funding Sources
 - a. Building Commission monies
 - b. Division of State Facilities monies
 - c. Gift monies
 - d. Agency cash

Facilities

1. The Society owns and operates 11 historic sites and museums located throughout the state and owns (but does not operate) Circus World Museum. It is operated by Circus World Museum Foundation under a lease-management agreement with the Society.

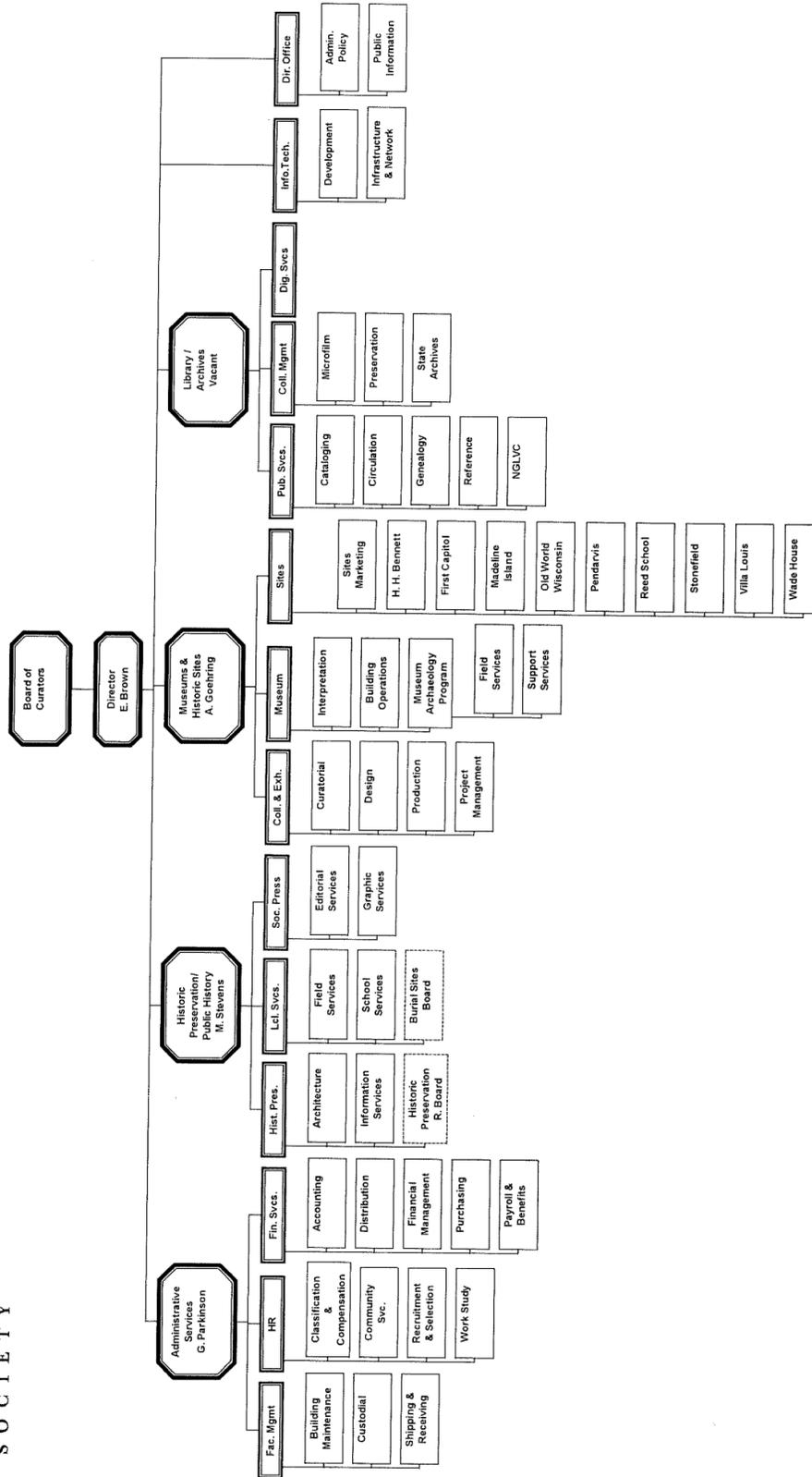
| <u>Museums and Historic Sites</u> | <u>Locations</u> |
|-----------------------------------|------------------|
| Circus World | Baraboo |
| Old World Wisconsin | Eagle |
| Wade House | Greenbush |
| Madeline Island Museum | La Pointe |
| Villa Louis | Prairie du Chien |
| Stonefield | Cassville |
| H. H. Bennett Studio | Wisconsin Dells |
| First Capitol | Belmont |
| Pendarvis | Mineral Point |
| Reed School | Neillsville |
| Wisconsin Historical Museum | Madison |

2. The Society owns two major buildings in Madison — the Headquarters Building and Wisconsin Historical Museum — plus 223 additional buildings located at the statewide historic sites:

| <u>Museums and Historic Sites</u> | <u># of Buildings</u> |
|-----------------------------------|-----------------------|
| Circus World | 41 |
| Old World Wisconsin | 74 |
| Wade House | 11 |
| Madeline Island Museum | 7 |
| Villa Louis | 17 |
| Stonefield | 54 |
| H.H. Bennett Studio | 1 |
| Reed School | 3 |
| First Capitol | 5 |
| Pendarvis | <u>10</u> |
| | 223 |

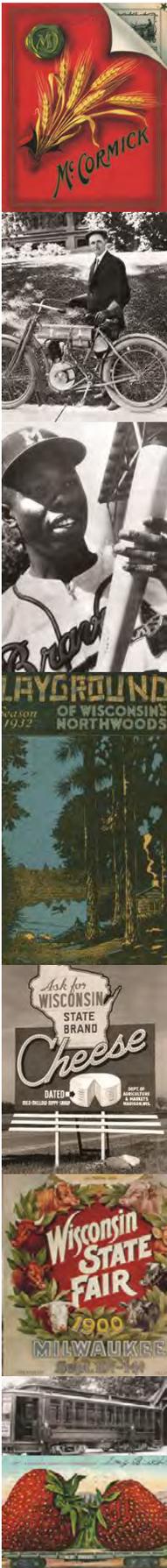
Wisconsin Historical Society Organization Chart

Wisconsin Historical Society



November 12, 2009

Budget



Wisconsin Historical Society
2009-2011 Statutory Budget
Authorized Expenditures and Positions¹

| | <u>2009-2010</u> | | <u>2010-2011</u> |
|---|----------------------|-----------------|------------------------------|
| GPR Funding | 62.4% | | 63.7% |
| Fuel and Utilities | \$ 1,190,100 | | \$ 1,222,300 |
| Debt Service | 2,131,900 | | 2,782,000 |
| Wisconsin Black Historical Society ² | 84,500 | | 84,500 |
| Storage Facility Preparation | 212,000 | | 188,436 |
| Program Operations | <u>9,915,100</u> | (106.15) | <u>9,906,064</u> |
| | \$13,533,600 | | \$14,183,300 |
| | | | |
| Other Funding | 37.6% | | 36.3% |
| Earned Revenues | \$ 3,894,400 | (13.53) | \$ 3,894,400 (13.53) |
| Federal Revenues | 1,216,500 | (6.36) | 1,216,500 (6.36) |
| Gift Revenues | 452,500 | (1.50) | 412,700 (1.50) ³ |
| Transfers from Other Agencies | <u>2,587,900</u> | (15.00) | <u>2,553,000</u> (15.00) |
| | \$ 8,151,300 | | \$ 8,076,600 |
| | | | |
| Totals (All Funding Sources) | \$ 21,684,900 | (142.55) | \$22,259,900 (142.55) |

¹ Positions in parentheses

² Pass-through funds

³ A prior biennium error in gift-funded position authority led to a restoration of 1.0 program revenue position in April 2011

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Wisconsin Historical Society State Funding Sources

1. State Tax Revenues (designated as GPR)

Within this funding source, the state authorizes expenditures of monies for three main Society purposes — general program operations, utilities and debt service. General program operations include monies for personnel (e.g. salaries and fringe benefits for permanent and non-permanent employees) and supplies and services (e.g. travel, telephone, security, etc.) About 85 percent of state tax revenues received by the Society for general program operations are for personnel costs. GPR is separately authorized for (a) utility costs for Society-owned-and-operated buildings (including in the biennium, Circus World Museum) (b) debt service costs for Society building projects financed with bonds backed by state tax revenues and (c) in the second year of the biennium costs to prepare Society collections scheduled for relocation to the Storage Facility.

2. Earned Income Revenues (designated as SEG)

Within this funding source, the state authorizes expenditures of endowment and earned income monies. The Society's endowment income can be unrestricted or restricted as to its use. A Board of Curators policy controls the maximum expendable amounts in each category annually. The Society's sources of earned revenues include monies from admissions, sales and services and Department of Natural Resources monies to cover a portion of the Society's operational costs at the Northern Great Lakes Center in Ashland.

The Society is authorized to expend an estimated SEG total that, in the case of earned revenues, can be exceeded only if more revenues come to the Society than originally estimated.

3. Federal Revenues (designated as PRF)

Within this funding source, the state authorizes expenditures of monies received from federal agencies for ongoing program operations (e.g. the Historic Preservation program) and special projects (e.g. the grant to preserve the H.H. Bennett glass plate negatives). The Society is authorized to expend an estimated PRF total that can be exceeded only if more federal grant monies come to the Society than originally estimated.

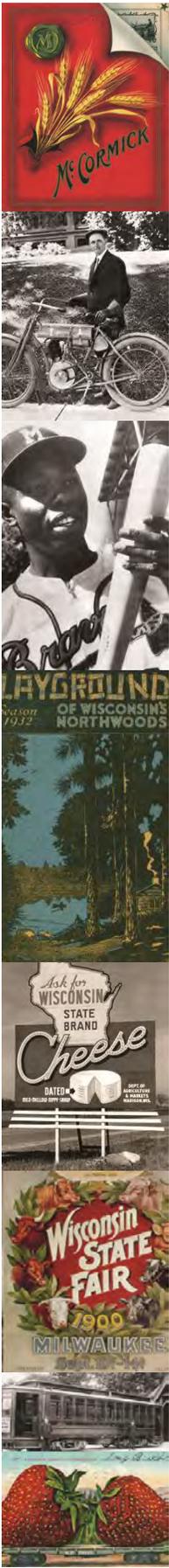
4. Gift Revenues (designated as PRO)

Within this funding source, the state authorizes expenditures of monies received by the Society directly and indirectly (e.g. collected by the Wisconsin Historical Foundation and Friends groups and, subsequently, given to the Society). The Society is authorized to expend an estimated PRO total that can be exceeded only if more gift monies come to the Society than originally estimated.

5. Transfer Revenues (designated as PRS)

Within this funding source, the state authorizes expenditures of monies received from other state agencies. In the state's accounting system, the PRS designation applies to expenditures in the "receiving" organization to differentiate them from expenditures in the "providing" organization. The Society receives PRS monies from (a) the Department of Administration to cover a portion of the Society's operational costs at the Northern Great Lakes Center in Ashland through the Library-Archives Division and of our Burial Sites program through the Historic Preservation-Public History Division, (b) the Wisconsin Department of Transportation for archaeological services for highway projects through the Museum Division and (c) preparation to move collections into the Storage Facility. The Society is authorized to expend an estimated PRS total that can be exceeded only if more transfer monies come to the Society than originally estimated.

Reports



Wisconsin Historical Society
Review of Performance and Operations
Historic Preservation-Public History

Historic Preservation Program

In 2009-2011 the historic preservation program:

- ✓ Reviewed 2,881 new government projects for potential effects on significant historic and prehistoric resources.
- ✓ Processed 56 National Register of Historic Places nominations across 26 counties, resulting in the listing of resources as varied as farmsteads, boathouses, historic scenic parkways, and shipwrecks.
- ✓ Qualified more than 519 buildings for state and federal income tax credits.
- ✓ Certified \$40,253,226 of new investment in historic preservation projects in Wisconsin and certified \$8,050,645 in federal tax credits that will return to Wisconsin taxpayers.
- ✓ Approved 13 income-producing projects with investments totaling \$22,589,700 in FY10 and another seven income-producing projects with certified investment of \$17,663,526 in FY11.
- ✓ Certified 185 residential projects totaling \$4,591,647 in investment in FY10 and 172 residential projects with \$3,845,589 in FY11.
- ✓ Recorded 4,864 new historic buildings and 725 new archaeological sites in our historic property database, updated 4,247 existing archaeological records, and cataloged 56 burial sites, providing these special places the maximum protection available.
- ✓ Posted more than 195,000 digital images to an online historic building database as part of the Society's effort to make more collections available online.
- ✓ Received a \$250,000 Preserve America grant to create online training materials for historic preservation commissions, historic homeowners, owners of historic commercial buildings, and local preservation advocacy groups.
- ✓ Awarded \$188,280 in historic preservation grants to 14 local governments.
- ✓ Offered training seminars and workshops to preservationists in partnerships with the National Park Service, the National Alliance of Historic Preservation Commissions, the Wisconsin Department of Transportation, the National Trust for Historic Preservation, and the National Preservation Institute.

Also designated by the federal government as the State Historic Preservation Office, the Division of Historic Preservation-Public History's historic preservation program:

- administers Wisconsin's portion of the National Register of Historic Places in partnership with the National Park Service.
- manages the State Register of Historic Places.
- nominates places of architectural, historic, and archaeological significance to the registers, reviews federal, state and local projects for their effect on historic and archaeological properties.
- certifies historic building rehabilitation projects for state and federal income tax credits, archaeological sites for property tax exemptions, and historic buildings as eligible for the state historic building code.
- identifies and promotes underwater archaeological sites, administers the historical markers program, and administers the state's burial sites preservation program.

Wisconsin Historical Society
Review of Performance and Operations
Historic Preservation-Public History

School Program

In 2009-2011, the school program:

- ✓ Helped educate more than 31,000 fourth graders who use the Society's fourth-grade Wisconsin history textbook, *Wisconsin: Our State, Our Story*.
- ✓ Created enhanced digital version of the *Wisconsin: Our State, Our Story (Student Activity Guide)*, with additional lessons and images.
- ✓ Developed two digital monthly newsletters for teachers to learn more about the Society's education-related resources: *Educator Update e-newsletter* and the *National History Day e-newsletter*, reaching 1,897 educators.
- ✓ Reached 17,700 students in the biennium through the National History Day program, with 114 schools participating annually across the state.
- ✓ Provided history curriculum packets to 1,100 teachers at no cost to districts. A digital version of these materials, provided on CD, reduces cost while allowing a greater variety of materials. Resources include a variety of additional materials, student guides, and classroom-ready PowerPoint presentations to support teachers participating in National History Day.
- ✓ Hosted workshops throughout the state for teachers, presenting general Society resource presentations at conferences as well as content-driven presentations and workshops about National History Day directed at students and teachers.
- ✓ Developed expanded webinars, reaching teachers who would otherwise be unable to travel to a workshop.
- ✓ Provided interactive classroom presentations for students participating in National History Day, making 60 visits and reaching 5,184 total students.
- ✓ Worked with a statewide network of community and UW campus partners to coordinate regional and state National History Day competitions, providing opportunities for 4,480 students to engage in academic competition as well as more than 1,000 volunteer opportunities.
- ✓ Had 100 students represent Wisconsin at the National History Day national contest. 15 of those students placed in the top 14 in the nation in their category, including one second-place junior individual performance.

The Division of Historic Preservation-Public History's school program:

- offers instructional materials and programs to schools and teachers through its School Services program.
- assists teachers and school districts in teaching of Wisconsin history.
- coordinates the National History Day program in Wisconsin.
- provides year-round support services, interactive classroom presentations and teacher workshops to promote high-quality history education for the state's middle and high school students.

Local Assistance Program

In 2009-2011, the local assistance program:

- ✓ Expanded the scope of the annual Local History and Historic Preservation Conferences, resulting in increased attendance and participation, with two-day attendance of 473 in 2009 and 558 in 2010.
- ✓ Continued its partnership with the Wisconsin Federation of Museums and offered five joint workshops each year, drawing a statewide audience of more than 200 local history volunteers and museum professionals.
- ✓ Maintained an email listserve and social media sites which allow local societies to share event and program news, solicit advice and seek technical assistance.
- ✓ Held 10 regional meetings each year to facilitate networking and training opportunities at the regional level, offering specific training in fundraising and volunteer management.
- ✓ Administered the Wisconsin State Historic Markers program and worked with local applicants to erect more than a dozen new state historic markers.
- ✓ Awarded 36 mini-grants (maximum award of \$700) to local organizations seeking to improve collections care and management.
- ✓ Partnered with the Department of History at the University of Wisconsin-Eau Claire to help place public history students in internships at 13 local museums and historic preservation organizations throughout the state.
- ✓ Partnered with Wisconsin Public Television to help produce *Wisconsin Hometown Stories*.

The Division of Historic Preservation-Public History's field services program:

- serves groups and individuals interested in preserving Wisconsin's history and heritage.
- aids local history and historic preservation organizations throughout the state.
- provides assistance and technical information, on-site visits, and training programs.
- offers its outreach services to northern and southern regions of the state from offices located in Eau Claire and Madison.

Wisconsin Historical Society
Review of Performance and Operations
Historic Preservation-Public History

Wisconsin Historical Society Press

In 2009-2011, the Wisconsin Historical Society Press:

- ✓ Published 23 new books and five e-books for general and young readers.
- ✓ Increased book sales to a combined 76,405 units for fiscal years 2010-11, a steady increase over 65,107 units for fiscal years 2008-09.
- ✓ Created essential external partnerships for development of content and promotion, including:
 - *People of the Sturgeon: Wisconsin's Love Affair with an Ancient Fish* — partnership with the Department of Natural Resources, University of Wisconsin-Milwaukee's WATER Institute, University of Wisconsin-Madison's Sea Grant, and Sturgeon for Tomorrow.
 - *Wisconsin Vietnam War Stories* — partnership with Wisconsin Public Television and the Department of Veterans Affairs.
 - *Wisconsin's Own: Twenty Remarkable Homes* — funded by the Jeffris Family Foundation of Janesville.
 - *A Nation within a Nation: Voices of the Oneidas in Wisconsin* — partnership with the Oneida Tribe of Indians of Wisconsin.
 - *Cindy Bentley: Spirit of a Champion* — partnership with the Special Olympics of Wisconsin and Wisconsin's Board for People with Developmental Disabilities.
 - *Creating Dairyland* — partnership with the Wisconsin Milk Marketing Board.
- ✓ Won 40 regional and national awards in fiscal years 2010-11, including:
 - *Wisconsin's Own*, American Association for State and Local History Award of Merit.
 - *Dr. Kate: Angel on Snowshoes*, ForeWord Book of the Year Award.
 - *Gaylord Nelson: Champion for Our Earth*, Next Generation Indie Book Awards winner.
 - *Frank Lloyd Wright and His American Architecture*, National Indie Excellence Award.
- ✓ Published eight issues of the popular *Wisconsin Magazine of History*, which won the 2010 Leadership Award of Merit from the American Association of State and Local History.
- ✓ Partnered with Wisconsin Public Television and the Department of Veterans Affairs in holding LZ Lambeau in Green Bay for Vietnam veterans.

The Division of Historic Preservation-Public History operates the Wisconsin Historical Society Press. The Press:

- produces the quarterly *Wisconsin Magazine of History*.
- publishes books on Wisconsin history and culture for both a general and school audience

Museums and Historic Sites Highlights

In 2009-2011:

- ✓ Wisconsin's Museums and Historic Sites established an active presence on social media platforms including Facebook, Twitter and YouTube and an email newsletter list with 10,000 subscribers.

Wisconsin Historical Museum:

- ✓ More than 5,000 visitors were served through the Wisconsin Historical Museum's programs, special events and outreach initiatives, increasing public participation in museum programming. Outreach programs served all ages throughout the state, including senior citizens who could not leave assisted living facilities. Visitors could select from numerous programs: demonstrations, workshops, "Taste Traditions" dinner events, "History Sandwiched In" public lunch lectures, with hands-on activities and demonstrations for children and families offered throughout the year.
- ✓ Ten museum exhibits opened during this biennium with enormous interest from local media and the press including *Gaylord Nelson and Earth Day: The Making of the Modern Environmental Movement*; *Zoom! Whiz! Wow! A High-Speed History of Madison's Soap Box Derby*; *Civil War Memories & Mementos*; and a traveling exhibit from the Abraham Lincoln Presidential Library and Museum titled *Abraham Lincoln: Self-Made in America*. Near the end of the biennium, the museum received a grant from the Dane County Cultural Affairs Commission to host a diverse series of programs related to the *Civil War Memories & Mementos* exhibit, which focused on life on the homefront. The enormously popular exhibit, *Odd Wisconsin*, was updated with new museum collections and ran for the entire biennium in the Radell Gallery.
- ✓ Museum staff worked with all 11 Native Nations and Tribes in Wisconsin to continue repatriation efforts related to the Native American Graves Protection and Repatriation Act. Museum staff worked with representatives from the Forest County Potawatomi to develop an exhibit on Chief Simon Kahquatos, which first traveled to the national Gathering of the Potawatomi Nation in August 2010 in Oklahoma. This is now on exhibit at the Potawatomi Museum and Cultural Center in Crandon, Wisconsin. Two other museum exhibits focused on Native Nations, *Images of the Ho-Chunk* and *Bandolier Bags of the Western Great Lakes*.

The Division of Museums and Historic Sites provides year-round public outreach and seasonal interpretive, living-history programs at 10 state-owned museums and historic sites. An 11th location, Circus World, is operated by the Circus World Museum Foundation.

- During the biennium paid attendance at the 11 museums and historic sites totaled 427,253, and total attendance (i.e. all activities at the sites) totaled 644,991.
- Paid and unpaid attendance rose by 6.3 percent in 2009 and fell by 1.3 percent during 2010.
- Earned revenue increased by 4 percent in 2009 and declined by 6.5 percent during 2010.
- Old World Wisconsin was forced to close for five weeks during the peak of the 2010 season, resulting in a negative impact on the division's attendance and revenue for that year.

Museums and Historic Sites Highlights (continued)

Old World Wisconsin:

- ✓ Old World Wisconsin capitalized on attention in the year after the 2010 tornado to create a One-Year-Later media/community event in June 2011, which generated in excess of \$60K in total local market publicity value in TV alone. State and local leaders lent support to the event, as did residents of Eagle.
- ✓ In June 2011 the Wisconsin Historical Society Press published *Putting Down Roots: Gardening Insights from Wisconsin's Early Settlers*, culminating two years of research and writing by the site's historical gardener, Marcia Carmichael, and other museum curators. The project launched a series of media and book-signing events.
- ✓ A draft of a new master plan for Old World Wisconsin was completed near the end of the biennium. The plan will be implemented over the next six biennia. One major building project enumerated in the plan, the construction of an Interpreter Training Facility, was completed in this biennium.
- ✓ In October 2009 Old World Wisconsin brought management of the Halloween Dinner Theater experience in house to improve quality and increase demand. The revitalized production was so well-received that ticket sales almost doubled, and in 2010 the number of shows/seats was increased by almost 50 percent and once again, sold out, making this a signature, in-demand event for the site.

Wade House:

- ✓ During 2011 the architectural, site and exhibit plans for the new Visitor Center and Wesley W. Jung Carriage Museum at Wade House were completed. The new facility will provide an orientation to the historic site, an immersive, interactive interpretation of the site's horse-drawn vehicles, and programmatic space for adult and child learners.
- ✓ The reproduction Wade House stagecoach made its off-site debut during 2009 in various parades.
- ✓ Heritage breed Java chickens — once typical on mid-19th-century Midwestern farmsteads — were introduced at Wade House, housed in a reproduction chicken coop.

- Continued targeted marketing to school groups and programming offered for fourth graders resulted in a school group increase of 3.1 percent over the biennium.
- School tour attendance at the Wisconsin Historical Museum was particularly successful, serving 57,428.
- School tours at the Wisconsin Historical Museum were up 7 percent from the last biennium and represent 37 percent of the museum's attendance.
- Children received 101,433 educational instruction hours in Wisconsin history, representing an impressive 15-percent increase in student participation and interaction with the museum's program offerings.
- School groups came from more than 60 Wisconsin counties.

Museums and Historic Sites Highlights (continued)

H.H. Bennett Studio:

- ✓ A new exhibit, *Tourism in the Dells 1937-1968*, featuring photographs from the Bennett Studio went on exhibit in 2010.
- ✓ July 2009 *Antiques Road Show* came to the Bennett Studio and filmed a segment on Bennett's "rafting" series for inclusion in one of the three Madison Road Show productions.

Reed School:

- ✓ A 35.5-acre tract of land immediately behind the school was obtained in 2010 with funding from the Gordon and Helen Smith Foundation.
- ✓ A new documentary, *Country School: One Room — One Nation*, includes scenes of the interpretive program at Reed School.

Pendarvis:

- ✓ A new self-guided tour was developed along with new outdoor interpretive stations.
- ✓ The museum store moved into the renovated Visitor Center, and the old museum store space was converted into a new Education Center.

Stonefield:

- ✓ In 2010 a new MP3 audio tour of the village was created, bringing history to life for visitors with internet-enabled devices. The audio tour features the stories of all the buildings in the village with period music and authentic sounds of the early 20th century.
- ✓ Accessible ramps and railings were installed in the village.

Villa Louis:

- ✓ Almost 30 items received conservation treatment using funding from the Jeffris Family Foundation of Janesville, including four items original to the house never before exhibited. This group includes a pair of beautiful mahogany saber-leg chairs circa 1830-1840, an unusually elaborate circa-1890 gilded mirror original to the Villa Louis parlor, a circa-1890 Venetian calling-card stand in the figure of a Moor and the impressive 1885 cast-iron kitchen sink.
- ✓ A new hands-on cooking program was developed and successfully implemented called *Supper with the Villa Louis Servants*.

- State general purpose revenue accounted for only 47.6 percent of the division's operating costs. Earned revenue, gifts and grants, and endowment earnings accounted for the remainder.

- During the biennium admission donations to the Wisconsin Historical Museum were up 6 percent.

- Madison-based curatorial staff provided in-person access to more than 5,700 objects for researchers and other constituents in 111 visits and presentations

- Staff also provided collections information to hundreds of patrons via phone and email.

Museums and Historic Sites Highlights (continued)

Madeline Island Museum:

- ✓ Staff assisted in planning and presenting the first island Anishinaabeg Gathering, held in September 2009. Over 600 people attended the gathering, representing all 19 bands of the Ojibwe tribe as well as the Potawatomi, Menominee and Odawa tribes. The goal of the gathering was to bring together people of all backgrounds for whom the island is an important cultural, historical and sacred place.
- ✓ A two-part, two-year exhibit titled *Art Traditions of the Anishinaabeg*, featured work by contemporary Ojibwe artists alongside historical objects from the museum's collections. More than 20 Ojibwe artists loaned works to the exhibit and more than 22,000 people viewed the exhibit. In concert with the exhibit, the museum presented Ojibwe artists-in-residence weekend programs during both 2010 and 2011.

Circus World:

- ✓ Circus World provided 15 circus wagons from its collection to Fox 2000 studio in 2010 for the film, *Water for Elephants*, which was based on the book written by Sara Gruen.
- ✓ With 33 chefs, brewers and vintners serving a record-breaking crowd of 610 people, Circus of Chefs...The Gala 2011 was a huge success, raising \$210,000 for the Circus World Museum Foundation Inc.
- ✓ In 2011 more than 65,500 people came through the main entrance at Circus World.

Museum Archaeology Program:

- ✓ Staff provided services to the Wisconsin Departments of Transportation and Natural Resources to aid in compliance with federal and state historic preservation laws. Archaeologists conducted research for over 1,000 projects in 56 counties and studied more than 140 archaeological sites and historic structures.
- ✓ Public programs by staff reached 1,300 people in public and academic venues and shared recent discoveries concerning the early history of Wisconsin. Wisconsin Public Television recorded the presentations at the Wisconsin Historical Museum and aired these presentations on The Wisconsin Channel.
- ✓ Staff completed a major excavation at Pamperin Park North, a site located within the reservation of the Oneida Indian Tribe of Wisconsin, resulting in the discovery of the remains of a 1000-year-old house and numerous other features. Objects include ancient pottery and chipped stone tools as well as more recent items such as an English gunflint and an iconographic "Jesuit" finger ring. This site has provided evidence of community life spanning 3,000 years.

The Division of Museums and Historic Sites continues to manage an active loan program.

- The loan program loaned 1,950 objects to 77 offices or institutions during the biennium.
- Loans were made for the purpose of analysis, conservation, reproduction, staff presentations and exhibition by other museums.
- Two-thirds of the loans were to offices in the state Capitol. These loans involved 176 objects, including paintings and framed reproduction photographs.
- The division also accepted 25 incoming loans involving 118 objects, mostly for exhibition.

Museums and Historic Sites Collections

In 2009-2011:

- ✓ In December 2009 the former divisions of Museum and Historic Sites merged into one division, allowing for centralization of collection management responsibilities. The change made way for the consolidation of two staff collections committees into one and standardization of procedures for accessioning and loans. A unified registration system began on July 1, 2010.
- ✓ The merged division's collections number an estimated 655,000 items. About 510,000 of these (including 406,000 archaeological items) are held in Madison, with the remainder distributed among our museums and historic sites throughout the rest of the state.
- ✓ Museum artifacts retain a presence on the Society's website. Currently, website visitors can browse through more than 4,550 objects accessible through eight online collections and 13 online exhibits.
- ✓ The curatorial department assisted in the design of a new off-site Preservation Storage Facility, the completion of a furnishing plan, and the planning of collections storage systems for the facility.
- ✓ Curatorial staff continued to inventory Madison-based collections in preparation for a move to the Preservation Storage Facility. In early 2010 staff completed the inventory and digital photography of 96,000 non-archaeological objects and began the inventory of archaeological materials, 145,000 of which were tallied by the end of the biennium.
- ✓ Curatorial staff continued to document the collections, with 372,250 object records now entered into Argus, a computerized collections database.
- ✓ Curatorial staff inventoried and digitally photographed 4,100 artifacts in storage at the Wesley W. Jung Carriage Museum at Wade House and added the inventory data to Argus.
- ✓ Staff and volunteers preserved 75 percent of the rag rugs in the Pendarvis collections by identifying, labeling, vacuuming, photographing and rolling them onto tubes.

During the biennium the division added more than 8,000 objects to its collections. Several highlights include:

- Clothing and a broom used by Wisconsin curler and Olympic coach Wally Henry (1990s-2000s)
- The first commercial robotic milking machine made by Boumatic LLC of Madison, from a Rio dairy farm (2001)
- A fish-boil kettle used at the Viking Grill in Ellison Bay, made from a washing machine tub manufactured in Ripon (1990)
- Nine painted murals created as a backdrop for agricultural displays at the Wisconsin Centennial Exposition (1948)
- Landscapes of Wisconsin farmsteads painted by folk artists Ernest Hupeden (1903) and Paul Seifert (c. 1885)
- Recording equipment used at Madison's Smart Studios (1990s-2000s) and the first drum kit (c. 1965) used by Viroqua native "Butch" Vig of the rock band Garbage
- Tools and equipment used by Growing Power, Milwaukee's pioneering urban farming operation (2000s)

Library-Archives Overview

The archives:

- ✓ Collects manuscripts and artifacts from private individuals and organizations.
- ✓ Holds the Draper manuscripts, which document early American exploration and settlement.
- ✓ Maintains several collections of national scope, including the mass communications history center, social action collections, and the U.S. labor history collection.
- ✓ Serves as the official depository for important state records.
- ✓ Holds extensive visual and sound records, including more than a million historical photographs, posters, oral history recordings and motion picture films.
- ✓ Operates a network of 13 area research centers located at University of Wisconsin campus libraries throughout the state, at the Northern Great Lakes Visitor Center in Ashland and at the Superior Public Library. This allows members of the network to borrow collections housed in Madison for use by their local patrons.

The library:

- ✓ Serves as the state historical library as well as the U.S. and Canadian history library for the University of Wisconsin-Madison.
- ✓ Holds more than 3.8 million printed and microform items on history, genealogy and related topics in North American history.
- ✓ Maintains a newspaper collection that dates to Colonial days and is second only to the Library of Congress in numbers of issues.
- ✓ Is designated as an official documents depository by the governments of Wisconsin, the United States and Canada.
- ✓ Holds extensive U.S. and Canadian history and genealogical materials.
- ✓ Provides reference and information services in person, over the telephone, through the mail and on the Society's website.
- ✓ Lends most of its materials to users in person and to other libraries throughout the state and the nation through interlibrary loan.

The Division of Library-Archives:

- comprises the Society's major research collections of books, newspapers and periodicals, microforms and manuscripts within a single division.

During the 2009-2011 biennium, the division:

- made its collections easier to find and use.
- served tens of thousands of individuals at its locations in Madison and through a network of Area Research Centers outside of Madison.
- added important materials to both its archives and library holdings.
- continued preservation programs.
- obtained grant funding for work to strengthen collecting and to care for digital materials.

Library-Archives Public Services and Access

In 2009-2011 the Division:

- ✓ Served 158,070 users in person and through correspondence or email from the Madison headquarters and 13 Area Research Centers across the state.
- ✓ Provided information more than 5 million times through visits to Library-Archives Web pages.
- ✓ Gave 108 workshops, tours, and classes at the Madison headquarters.
- ✓ Made its collections easier to find by adding 44,970 new catalog records to the MadCat (library) and ArCat (archives) online catalogs. Preparations for moving selected materials to a new storage facility included properly cataloging 32,178 older books and manuscript collections for the first time.
- ✓ Shared 896 finding aids for archival collections on the Web at <http://digicoll.library.wisc.edu/wiarchives>.
- ✓ Made the full text of 32,250 books available online through the Google Books Project, bringing the total number of Society books digitized there to 75,991. About 10 percent of these are publications issued by Wisconsin state agencies, 1848-2011. All of these books that are not copyright protected are also available free in their entirety through the Hathi Trust and the University of Wisconsin's MadCat catalog.
- ✓ Created a more efficient customer service process at the Madison headquarters by consolidating staff and service points in the library microforms, reference and circulation units.
- ✓ Raised \$62,000 from private donors to improve online access to maps and works published in microfilm sets.
- ✓ Digitized, and published online nearly 69,000 historical documents, including 19,022 historical images.
- ✓ Launched two new digital collections that make original documents available free on the Web. The new Map and Atlas Collection contains more than 700 maps printed since 1513, including thematic maps showing Wisconsin social characteristics and reference maps for classroom use. "Wisconsin in the Civil War" (20,000 pages of letters, diaries, memoirs, photos, etc.) went live on the Web at the start of the Civil War Sesquicentennial in April 2011 for the use of students, teachers, local historians, and everyone else interested in the Civil War.

Two capital projects occupied much of the Division of Library-Archives resources this biennium.

- Staff worked closely with museum colleagues, the architectural firm of Engberg Anderson, and The Smith Group to plan and design a state-of-the-art Preservation Storage Facility.
- Staff identified 220,000 linear feet of library materials and 52,000 cubic feet of archival collections in all formats for transfer to the new facility.
- Staff cataloged 32,178 government publications, prepared 23,000 cubic feet of archival collections, barcoded more than 100,000 items, and implemented an online archives circulation system in order to be ready for the actual move of collections during the 2011-13 biennium.
- The division also opened its renovated Library Reading Room in January 2010. The goal of the project was to bring the century-old space up to modern technological standards while still preserving its turn-of-the-20th-century aesthetic appeal.

Library-Archives Acquisitions and Preservation

In 2009-2011 the Division:

- ✓ Added 18,300 new books, pamphlets, government documents, and periodicals as well as and 12,000 microform items. Approximately 60 percent were purchased from publishers and 40 percent received as gifts or transfers from governmental bodies.
- ✓ Added 3,300 cubic feet of government records and private papers, including tens of thousands of photographic prints, negatives, and digital files as well as audiotape, videotape, moving images, and digital equivalents.
- ✓ Treated 1,754 books, pamphlets and archival collections that required conservation work. Staff also sent 4,088 items to be bound by private sector businesses, and created 1,426,238 microfilm images from fragile newspapers and historical records. Conservation staff expanded their ability to treat material in-house and acquired the ability to convert microfilm to digital formats.
- ✓ Acquired the papers of Rep. David Obey and of Wisconsin novelist Ben Logan, added the records of the Roddis Plywood and Veneer Co., and purchased a unique 1816 document from Prairie du Chien (among many other acquisitions).
- ✓ Began to revise the Society's disaster and emergency response plans, implemented electronic record-keeping for exhibition and treatment records, and hired a new staff member to remedy a 20-year backlog of library materials needing repair.

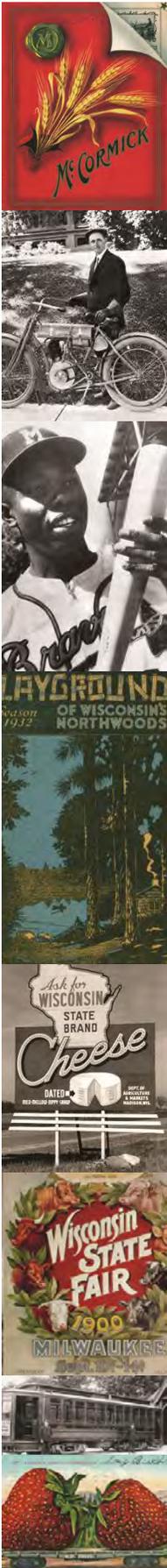
The Division made substantial progress in its ability to acquire, care for and share digital records:

- began to acquire born-digital state government records directly from creating agencies, including 750,000 digital files of the Governor Doyle administration.
- collected digital files of Wisconsin newspapers for 2005-2010 totaling 4.8 million pages.
- joined the Internet Archive consortium to collect digital content directly from websites using the Archive-It data harvesting tool.
- continued work on a multi-state consortium, the Persistent Digital Archives and Library System, to develop methods for the acquisition, management and preservation of born-digital records.
- purchased new commercial digital resources, including Wisconsin digital newspapers, the U. S. Congressional Serial Set, the U.S. Congressional Digital Hearings, African-American and Hispanic newspapers, core genealogical resources such as Ancestry.com, and digital collections on the American West and Black Abolitionists.

Alternative Work Patterns

- ✓ The Wisconsin Historical Society currently has many permanent and part-time employees using flexible-time work schedules. The Society supports the use of these and other alternative work pattern programs, which have been successfully utilized by its staff since 1991. The Alternative Work Patterns policy complies with the requirements of the state Alternative Work Patterns Policy and Procedures Outline.

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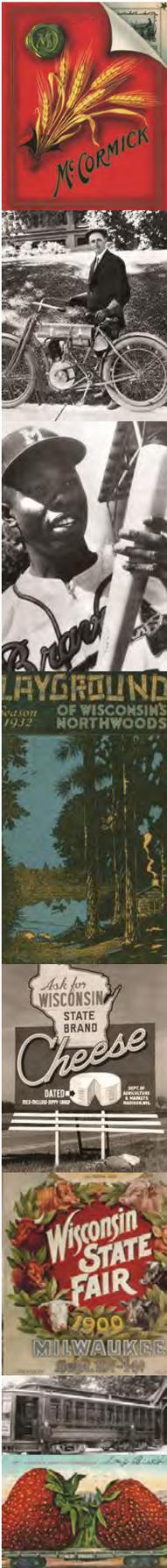
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Board



Wisconsin Historical Society

Board of Curators

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| Dave Anderson | Malone | District Director, 7th Congressional District of Wisconsin |
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| Chloris Lowe Jr. | New Lisbon | Owner, Lowe Consulting |
| Judy Nagel | De Pere | Vice President–Investments, Wells Fargo Advisors LLC |
| William O'Connor | Madison | Attorney, Wheeler, Van Sickle & Anderson SC |
| Jerry Phillips | Bayfield | Owner, Old Rittenhouse Inn |
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| Walter Rugland | Appleton | Retired Executive Vice President, Thrivent Financial for Lutherans |
| Michael Schmudlach | Brooklyn | Owner, Mike Schmudlach Builder |
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| Sam Scinta | Onalaska | Publisher, Fulcrum Publishing |
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| R. William Van Sant | Bayfield | Operating Partner, Stone Arch Capital LLC |

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