

## HISTORICAL SOCIETY

### GOVERNOR'S BUDGET RECOMMENDATIONS

Source of Funds	FY25 Adjusted Base	FY26 Recommended	% Change Over FY25	FY27 Recommended	% Change Over FY26
GPR	27,318,800	30,778,700	12.7	26,992,200	-12.3
PR-F	2,777,800	2,814,800	1.3	2,708,500	-3.8
PR-S	3,036,300	3,069,500	1.1	3,071,300	0.1
PR-O	2,755,300	3,731,100	35.4	3,891,100	4.3
SEG-O	6,836,300	6,214,700	-9.1	6,401,800	3.0
TOTAL	42,724,500	46,608,800	9.1	43,064,900	-7.6

### FULL-TIME EQUIVALENT POSITION SUMMARY

Source of Funds	FY25 Adjusted Base	FY26 Recommended	FTE Change Over FY25	FY27 Recommended	FTE Change Over FY26
GPR	112.65	112.65	0.00	115.65	3.00
PR-F	15.86	14.86	-1.00	11.86	-3.00
PR-S	18.75	18.75	0.00	18.75	0.00
PR-O	5.20	5.20	0.00	5.20	0.00
SEG-O	32.09	32.09	0.00	32.09	0.00
TOTAL	184.55	183.55	-1.00	183.55	0.00

### AGENCY DESCRIPTION

Founded in 1846, prior to statehood, the society is governed by a board of curators comprised of: 24 individuals elected by the society's members; the Governor or his or her designee; a member of the majority and minority parties from the Senate and Assembly; three members nominated by the Governor and appointed with the advice and consent of the Senate; and four additional ex officio members designated by the society's constitution. The board appoints the director, the administrative head of the agency.

## **Historical Society**

Both a state agency and a membership organization, the society leverages its state support to generate 35 percent of its annual operating budget through earned income, grants, endowments and contributions. Services are delivered through four programmatic divisions:

### ***Division of Library, Archives and Museum Collections***

The society has been collecting history since its founding in 1846, growing from a small manuscript library to one of the preeminent Wisconsin and North American collections in the nation. The holdings, numbering millions of items, include an extraordinary range of artifacts, manuscripts, library holdings, photographs, sound and moving images, maps and atlases, and public records documenting the archaeological past to the present day. The Wisconsin history collections and North American genealogy holdings are unrivaled.

In partnership with the Department of Administration and the Wisconsin Veterans Museum, the society operates a 188,000 square foot State Archive Preservation Facility, providing state-of-the-art environmental and physical security for these important historical and cultural resources.

This collection serves the people of Wisconsin in Madison, and across the State at the society's 12 historic sites and attractions, and at 11 University of Wisconsin campus research centers. In 2027, the new Wisconsin History Center will become the flagship venue for the collection.

### ***Division of Museums and Historic Sites***

The society owns and operates the historic sites, which share stories of Wisconsin's physical and cultural heritage. These sites also promote tourism and economic development. Among the locations is the former Wisconsin Historical Museum, which closed its doors in 2023 to prepare for the construction of the new Wisconsin History Center.

### ***State Historic Preservation Office***

The society's State Historic Preservation Office administers the State Register of Historic Places and Wisconsin's portion of the National Register of Historic Places; certifies building projects for federal and state historic preservation tax credits; reviews federal, state and local government projects for their effect on historic properties; maintains the state's historic buildings, structures and archaeological sites; and administers statutes that protect American Indian and Euro-American burial sites and cemeteries.

### ***Office of Programs and Outreach***

The Office of Programs and Outreach expands the reach of the society's mission, programs and services to all Wisconsinites through four main functions: field services, the Wisconsin Historical Society Press, retail services and event rentals. It also provides technical assistance to nearly 440 affiliated historical societies statewide and assists the general public and researchers on a variety of historic preservation and other history-related issues and projects. The Wisconsin Historical Society Press publishes the *Wisconsin Magazine of History*, books for general readers, and textbooks and curriculum support materials for teachers and children.

## **MISSION**

The society connects people to the past by collecting, preserving and sharing stories.

## Historical Society

### PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES

#### Program 1: History Services

Goal: Expedite the preservation of places of enduring value.

Objective/Activity: Facilitate Wisconsin's historic preservation programs, including private investment in historic properties utilizing the state and federal historic building rehabilitation tax credit programs.

Objective/Activity: Educate Wisconsin residents, property owners and stakeholders on Wisconsin's archaeological, maritime and built environment resources.

Goal: Enhance the understanding of history through reading, listening and learning.

Objective/Activity: Publish and distribute highly valued and widely read Wisconsin Historical Society Press (WHSP) books sold to general audiences.

Objective/Activity: Distribute highly valued WHSP student titles and textbooks to schools and students.

Objective/Activity: Provide transformative history educational experiences for middle school and high school students through the National History Day program.

Objective/Activity: Provide assistance and support to local history affiliate organizations and support to local heritage and community groups through consultations, programming and educational services.

Goal: Acquire, catalog, preserve and share collections that sustain our national reputation and provide egalitarian access to research services for seekers of historical information.

Objective/Activity: Acquire and document history through current collecting policies and collection plans.

Objective/Activity: Provide valued service and unparalleled access to the society's research collection to patrons and visitors.

Objective/Activity: Provide assistance with electronic records to state agencies.

Goal: Use physical environments and artifacts to create immersive and engaging learning experiences.

Objective/Activity: Deliver quality, engaging, entertaining and educational experiences for visitors of all ages that result in lasting and inspirational memories and connections to Wisconsin history.

Objective/Activity: Advance the Old World Wisconsin master plan to improve quality of guest experience.

Objective/Activity: Provide enriching educational experiences for school children that meet Wisconsin instructional standards.

Objective/Activity: Increase safety and security at society facilities and reduce deferred maintenance.

Goal: Replace Wisconsin Historical Museum with a new 21st century museum.

Objective/Activity: Prepare and collect stories for the new museum.

Objective/Activity: Engage citizenship of Wisconsin to develop relevant guest experience.

Objective/Activity: Develop facility and realize capital funding requirements.

**PERFORMANCE MEASURES**

**2023 AND 2024 GOALS AND ACTUALS**

<b>Prog. No.</b>	<b>Performance Measure</b>	<b>Goal 2023</b>	<b>Actual 2023</b>	<b>Goal 2024</b>	<b>Actual 2024</b>
1.	Number of buildings rehabilitated using the rehabilitation tax credit programs.	350	341	350	265
1.	Total tax credit project investment.	\$120 million	\$130,064,191	\$120 million	\$147,962,240
1.	Number of WHSP books sold or distributed through all channels.	42,000	51,775	42,000	44,932
1.	Number of WHSP student titles and textbooks sold and distributed.	4,000	22,238	4,000	9,741
1.	Number of participants in National History Day program.	5,000	3,500	7,500	6,000
1.	Number of local history affiliate consultations.	450	440	450	551
1.	People engaged in new museum development process.	1,000	1,413	1,000	636
1.	Number of collection donations (donor transactions).	300	186	300	170
1.	Number of patrons served through State Archives and North American History Library.	150,000	175,028	150,000	193,366
1.	Number of agencies provided with e-records assistance.	18	33	20	25
1.	Number of local governments served via in-person consultations.	100	171	100	166
1.	All attendance at museums and historic sites (includes K-12).	250,000	226,330	255,000	220,360
1.	K-12 student attendance at museums and historic sites.	60,000	43,933	61,500	44,227
1.	Unique visits to website content. <sup>1</sup>	5,700,000	6,181,149	5,700,000	3,919,834
1.	Total Wisconsin Historical Society members.	12,000	11,532	12,500	11,130
1.	Value of deferred maintenance at Wisconsin Historical Society facilities.	\$6,000,000	\$5,955,300	\$5,000,000	\$6,985,500

Note: Based on fiscal year.

<sup>1</sup>Changed analytics methodology for determining unique visits to website content in FY24. Previously counted pageviews, now counting unique user sessions.

## Historical Society

### 2025, 2026 AND 2027 GOALS

Prog. No.	Performance Measure <sup>1</sup>	Goal 2025	Goal 2026	Goal 2027
1.	Number of buildings rehabilitated using the rehabilitation tax credit programs.	310	310	310
1.	Total tax credit project investment.	\$120 million	\$120 million	\$120 million
1.	Number of WHSP books sold or distributed through all channels.	45,000	45,000	48,000
1.	Number of WHSP student titles and textbooks sold and distributed.	5,000	5,000	8,000
1.	Number of participants in National History Day program.	6,500	7,000	7,500
1.	Number of local history affiliate consultations.	450	500	550
1.	Number of new museum design consultations with community, scholarly, tribal and K-12 educator councils. <sup>2</sup>	32	32	32
1.	Number of collection donations (donor transactions).	190	209	230
1.	Number of patrons served through State Archives and North American History Library.	180,000	180,000	180,000
1.	Number of agencies provided with e-records assistance.	22	24	26
1.	Number of local governments served via in-person consultations.	100	105	110
1.	All attendance at museums and historic sites (includes K-12).	237,000	220,000	230,000
1.	K-12 student attendance at museums and historic sites.	45,000	47,500	50,000
1.	Unique visits to website content.	4,000,000	4,400,000	4,840,000
1.	Total Wisconsin Historical Society members.	12,000	13,500	15,000
1.	Value of deferred maintenance at Wisconsin Historical Society facilities. <sup>3</sup>	\$16,625,400	\$18,743,500	\$16,743,500

Note: Based on fiscal year.

<sup>1</sup>Performance measure and goals have been modified for the upcoming biennium.

<sup>2</sup>The measure was changed from people engaged in the new museum development process to the number of new museum design consultations with the Native Nations Advisory Council (created in collaboration with the Great Lakes Intertribal Council), the Scholarly Committee and the K-12 Educator Council, and planned engagement with community councils.

<sup>3</sup>The value of deferred maintenance is the projected total value of unfunded maintenance projects. The forecast assumes capital funding allotments in 2025-27 is equal to 2023-25.

## **HISTORICAL SOCIETY**

### **GOVERNOR'S BUDGET RECOMMENDATIONS**

#### **RECOMMENDATIONS**

1. Wisconsin History Center
2. Wisconsin Black Historical Society and Museum
3. Security and Safety
4. Northern Great Lakes Visitor Center
5. Reestimates of Revenue for Continuing Appropriations
6. State Operations Adjustments
7. Fuel and Utilities Reestimate
8. Debt Service Reestimate
9. Standard Budget Adjustments

**Historical Society**

**Table 1  
Department Budget Summary by Funding Source (in thousands of dollars)**

	ACTUAL FY24	ADJUSTED BASE FY25	AGENCY REQUEST FY26	AGENCY REQUEST FY27	GOVERNOR'S RECOMMENDATION FY26	GOVERNOR'S RECOMMENDATION FY27
GENERAL PURPOSE REVENUE	\$25,640.5	\$27,318.8	\$31,262.9	\$30,667.0	\$30,778.7	\$26,992.2
State Operations	25,556.0	27,234.3	31,178.4	30,582.5	28,694.2	26,907.7
Aids to Ind. & Org.	84.5	84.5	84.5	84.5	2,084.5	84.5
FEDERAL REVENUE (1)	\$2,204.7	\$2,777.8	\$2,814.8	\$2,708.5	\$2,814.8	\$2,708.5
State Operations	2,204.7	2,777.8	2,814.8	2,708.5	2,814.8	2,708.5
PROGRAM REVENUE (2)	\$5,748.7	\$5,791.6	\$6,800.7	\$6,962.5	\$6,800.6	\$6,962.4
State Operations	5,748.7	5,791.6	6,800.7	6,962.5	6,800.6	6,962.4
SEGREGATED REVENUE (3)	\$5,861.1	\$6,836.3	\$6,214.7	\$6,401.8	\$6,214.7	\$6,401.8
State Operations	5,861.1	6,836.3	6,214.7	6,401.8	6,214.7	6,401.8
TOTALS - ANNUAL	\$39,455.0	\$42,724.5	\$47,093.1	\$46,739.8	\$46,608.8	\$43,064.9
State Operations	39,370.5	42,640.0	47,008.6	46,655.3	44,524.3	42,980.4
Aids to Ind. & Org.	84.5	84.5	84.5	84.5	2,084.5	84.5

(1) Includes Program Revenue-Federal and Segregated Revenue-Federal

(2) Includes Program Revenue-Service and Program Revenue-Other

(3) Includes Segregated Revenue-Service, Segregated Revenue-Other and Segregated Revenue-Local

**Table 2  
Department Position Summary by Funding Source (in FTE positions)**

	ADJUSTED BASE FY25	AGENCY REQUEST FY26	AGENCY REQUEST FY27	GOVERNOR'S RECOMMENDATION FY26	GOVERNOR'S RECOMMENDATION FY27
GENERAL PURPOSE REVENUE	112.65	112.65	121.65	112.65	115.65
State Operations	112.65	112.65	121.65	112.65	115.65
FEDERAL REVENUE (1)	15.86	14.86	11.86	14.86	11.86
State Operations	15.86	14.86	11.86	14.86	11.86
PROGRAM REVENUE (2)	23.95	23.95	23.95	23.95	23.95
State Operations	23.95	23.95	23.95	23.95	23.95
SEGREGATED REVENUE (3)	32.09	32.09	32.09	32.09	32.09
State Operations	32.09	32.09	32.09	32.09	32.09
TOTALS - ANNUAL	184.55	183.55	189.55	183.55	183.55
State Operations	184.55	183.55	189.55	183.55	183.55

(1) Includes Program Revenue-Federal and Segregated Revenue-Federal

(2) Includes Program Revenue-Service and Program Revenue-Other

(3) Includes Segregated Revenue-Service, Segregated Revenue-Other and Segregated Revenue-Local

## Historical Society

**Table 3**  
**Department Budget Summary by Program (in thousands of dollars)**

	ACTUAL FY24	ADJUSTED BASE FY25	AGENCY REQUEST		GOVERNOR'S RECOMMENDATION	
			FY26	FY27	FY26	FY27
1. History services	\$39,455.0	\$42,724.5	\$47,093.1	\$46,739.8	\$46,608.8	\$43,064.9
TOTALS	\$39,455.0	\$42,724.5	\$47,093.1	\$46,739.8	\$46,608.8	\$43,064.9

**Table 4**  
**Department Position Summary by Program (in FTE positions)**

	ADJUSTED BASE FY25	AGENCY REQUEST		GOVERNOR'S RECOMMENDATION	
		FY26	FY27	FY26	FY27
1. History services	184.55	183.55	189.55	183.55	183.55
TOTALS	184.55	183.55	189.55	183.55	183.55

**Historical Society**

**1. Wisconsin History Center**

Source of Funds	Agency Request				Governor's Recommendations			
	FY26		FY27		FY26		FY27	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	2,300,000	0.00	1,700,000	9.00	2,000,000	0.00	230,900	3.00
TOTAL	2,300,000	0.00	1,700,000	9.00	2,000,000	0.00	230,900	3.00

The Governor recommends providing funding to support exhibit installation, training, equipment and marketing for the opening of the new Wisconsin History Center. The Governor also recommends providing expenditure and position authority to support museum operations.

**2. Wisconsin Black Historical Society and Museum**

Source of Funds	Agency Request				Governor's Recommendations			
	FY26		FY27		FY26		FY27	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	0	0.00	0	0.00	2,000,000	0.00	0	0.00
TOTAL	0	0.00	0	0.00	2,000,000	0.00	0	0.00

The Governor recommends increasing funding for the Black Historical Society and Museum.

**3. Security and Safety**

Source of Funds	Agency Request				Governor's Recommendations			
	FY26		FY27		FY26		FY27	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	437,200	0.00	359,200	0.00	437,200	0.00	359,200	0.00
TOTAL	437,200	0.00	359,200	0.00	437,200	0.00	359,200	0.00

The Governor recommends providing funding for safety improvements to facilities, historic sites and collections. This includes infrastructure upgrades, security systems and services at key attractions.

**Historical Society**

**4. Northern Great Lakes Visitor Center**

Source of Funds	Agency Request				Governor's Recommendations			
	FY26		FY27		FY26		FY27	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
SEG-O	30,000	0.00	30,000	0.00	30,000	0.00	30,000	0.00
TOTAL	30,000	0.00	30,000	0.00	30,000	0.00	30,000	0.00

The Governor recommends providing expenditure authority to support operational and interpretive programming at the Northern Great Lakes Visitor Center.

**5. Reestimates of Revenue for Continuing Appropriations**

Source of Funds	Agency Request				Governor's Recommendations			
	FY26		FY27		FY26		FY27	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
PR-O	870,000	0.00	1,030,000	0.00	870,000	0.00	1,030,000	0.00
SEG-O	-704,800	0.00	-518,000	0.00	-704,800	0.00	-518,000	0.00
TOTAL	165,200	0.00	512,000	0.00	165,200	0.00	512,000	0.00

The Governor recommends adjusting the society's base budget to reflect a reestimate of: (a) gifts, grants and membership sales; (b) general program operations; and (c) the history preservation partnership trust fund.

**6. State Operations Adjustments**

Source of Funds	Agency Request				Governor's Recommendations			
	FY26		FY27		FY26		FY27	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	712,200	0.00	794,300	0.00	318,900	0.00	318,900	0.00
PR-S	5,900	0.00	5,900	0.00	5,900	0.00	5,900	0.00
SEG-O	100	0.00	100	0.00	100	0.00	100	0.00
TOTAL	718,200	0.00	800,300	0.00	324,900	0.00	324,900	0.00

The Governor recommends providing additional funding for supplies and services costs including service contracts, printing, technology equipment, and maintenance supplies and services.

**Historical Society**

**7. Fuel and Utilities Reestimate**

Source of Funds	Agency Request				Governor's Recommendations			
	FY26		FY27		FY26		FY27	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	0	0.00	0	0.00	-210,000	0.00	-4,000	0.00
TOTAL	0	0.00	0	0.00	-210,000	0.00	-4,000	0.00

The Governor recommends adjusting the society's fuel and utilities budget for expected changes in prices and to reflect statistically normal weather conditions.

**8. Debt Service Reestimate**

Source of Funds	Agency Request				Governor's Recommendations			
	FY26		FY27		FY26		FY27	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	0	0.00	0	0.00	-1,580,900	0.00	-1,726,300	0.00
PR-O	0	0.00	0	0.00	-100	0.00	-100	0.00
TOTAL	0	0.00	0	0.00	-1,581,000	0.00	-1,726,400	0.00

The Governor recommends adjusting the society's base budget to reflect a reestimate of debt service on authorized bonds.

**9. Standard Budget Adjustments**

Source of Funds	Agency Request				Governor's Recommendations			
	FY26		FY27		FY26		FY27	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	494,700	0.00	494,700	0.00	494,700	0.00	494,700	0.00
PR-F	37,000	-1.00	-69,300	-4.00	37,000	-1.00	-69,300	-4.00
PR-S	27,300	0.00	29,100	0.00	27,300	0.00	29,100	0.00
PR-O	105,900	0.00	105,900	0.00	105,900	0.00	105,900	0.00
SEG-O	53,100	0.00	53,400	0.00	53,100	0.00	53,400	0.00
TOTAL	718,000	-1.00	613,800	-4.00	718,000	-1.00	613,800	-4.00

The Governor recommends adjusting the society's base budget for: (a) turnover reduction (-\$257,800 in each year); (b) removal of noncontinuing elements from the base (-\$258,500 and -1.0 FTE position in FY26 and -\$365,000 and -4.0 FTE positions in FY27); (c) full funding of continuing position salaries and fringe benefits (\$1,211,200 in each year); (d) reclassifications and semiautomatic pay progression (\$6,400 in FY26 and \$6,800 in FY27); (e) overtime (\$7,300 in each year); (f) night and weekend differential pay (\$12,400 in each year); and (g) full funding of lease and directed moves costs (-\$3,000 in FY26 and -\$1,100 in FY27).

