



MANITOWOC COUNTY HISTORICAL SOCIETY

EST. 1906



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IMPACT REPORT



REDEFINING OUR FUTURE AND HOW WE VIEW AND USE MUSEUMS

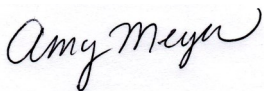
In the past year, our Manitowoc County Historical Society has pivoted to define a new “business of the unusual” for delivering our mission. By rethinking and enhancing our daily experiences, events, and programs, we have reimagined our future and the guests we serve.

I am proud of our strong mission and vision over the past century and how we are partnering with our members, volunteers, and community to invite everyone to find curiosity in the stories of our past. By sparking imaginations to learn and developing transformational outdoor living history experiences, we are creating a 60 acre landscape to explore, learn, and absorb all our natural environment can share.

At the heart of our Manitowoc County Historical Society are our guests. All of our current work and planning is reflective of our aspirational goal to change the way the world views and uses museums. With the exciting addition of 2 new full-time staff members, comes an expansion of programs, ideas, and experiences that we could only dream of before. These highlights are just a part of the larger story and lays the ground work for our Manitowoc County Historical Society’s future. In the following pages, you will learn more about the incredible achievements of our staff and volunteers.

Through the support of our Board, donors, members, and guests, we can be a place where our doors are always open to exploring, celebrating, and sharing our stories.

Sincerely,



Amy Meyer
Executive Director



Our Mission:

The Manitowoc County Historical Society collects, interprets, preserves, and promotes the history and heritage of Manitowoc County, Wisconsin, in order to educate the public and heighten its understanding and appreciation of the past as it proceeds into the future.

Our Vision:

Inspire curiosity and foster lifelong learning about Manitowoc County’s past by providing engaging, individualized and unique experiences.

STRENGTHENING OUR FUTURE

COMMUNITY SUPPORTERS

Corporate members and sponsors included:

ACE Building Service, Inc.
Bank First
Bitter Neumann
Carron Net Company
Cedar Crest Specialties Inc.
Cellcom/NSight
Community First Credit Union
Country Visions
CP Feeds
Crescent Woolen Mills
Eis Implement
EVM, Inc.
Fricke Printing Services
Hamann Construction
Hawkins Ash CPAs
Henning Cheese, Inc.
Investors Community Bank
Kiwanis Club of Manitowoc
Manitowoc Pharmacies
Meijer
Nelson Business Development
Next Era Energy – Point Beach
Pine River Pre-Pack, Inc.
Terp Family Insurance
United One Credit Union
Verve, A Credit Union
Vinton Construction

Thank you to every individual, company, foundation,
and organization for keeping history alive at our
museum throughout 2022!



THANK YOU VOLUNTEERS!

Thank you to our Volunteers with over 100
hours of service in 2022.

George Baldwin
John Bohlin
Tia Brandt
Mike Duescher
Eugene Durben
Phil Groll
Dan Juchniewich
Greg Krcma
Bill Pauwels
Emmy Rebitz
Jim Steuer
Holly Youngerberg

REIMAGINING ENGAGEMENT

As our Manitowoc County Historical Society continued to lean into a new normal in a post-pandemic world, changes to our experiences presented exciting new opportunities for us to reinvigorate how guests stepped into the stories of our past.

Membership programs directly contribute to building up the internal community at our Manitowoc County Historical Society. Our Members are our built-in audience and biggest cheerleaders, so we always plan programming with them in mind. Membership revenue feeds our ability to grow, evolve, and become better each and every year. We couldn't do it without you.

Over the past year, we have been diligently working behind the scenes to completely overhaul and upgrade our online ticketing experience. This will redefine our online sales capabilities and allow for a more consistent and streamlined user experience when it comes to things like buying tickets, registering for programs or summer camp, purchasing a membership, or even making donations.

We have also focused on how we engage with you – our guest. In updating our school tour curriculums and how we engage with guests of all ages, we are better able to bring our stories to life.

21 NEW MEMBERSHIPS IN 2022

ACTIVE MEMBERS: 437

TOTAL GUESTS IN 2022: 11,212



ACCESS PROGRAM

As we continue to focus on removing unnecessary boundaries and allowing our museum, programs, and events to be a welcoming experience for everyone, our Manitowoc County Historical Society continues to see great need for those in our Access Pass program. By continuing to expand on opportunities in the coming year, this offering increases access to the museum.

The Institute of Museum and Library Science's "Museums for All" Initiative reached 1,000 participating museums! Our Manitowoc County Historical Society is proud to be a "Museums for All" site since 2017. These benefits have been shared with over 100 guests, including 4 current Access Level Memberships and 5 previous summer camp attendees!

Through Museums for All, those in special programs can gain free or reduced admission to more than 1,000 museums representing all 50 states, the District of Columbia, and the U.S. Virgin Islands. Since the launch of the initiative in 2014, more than five million visitors have utilized the program benefits.



WELCOME DEVINNE!

Devinne Fackelman joined MCHS as our Guest Experience Manager in April.

As the Guest Experience Manager, Devinne will be working hands on with our volunteers and members to help create a space where history and curiosity live. Devinne will also be working with our museum's outreach programs to share our mission in the community.

TUNE IN:

OUR HISTORY, OUR STORY



PODCAST

BE SURE TO LISTEN TO AN ALL NEW EPISODE OF STORIES FROM THE MANITOWOC COUNTY HISTORICAL SOCIETY - EVERY FRIDAY MORNING AT 11:25 ON 1240 AM RADIO WOMT - A SEEHAFFER BROADCASTING STATION

A new weekly radio program – **Our History, Our Story** – debuted on June 3 on WOMT 1240 AM – a Seehafer Broadcasting station. Tune in each Friday at 11:25 on 1240 AM Radio!

During the weekly radio programs, our Guest Experience Manager, Devinne, shares local history stories with listeners – and invites you to be a part of mission to preserve, promote, and share our local history.

You can catch up on all our podcasts on our website at ManitowocCountyHistory.org!

REIMAGINING EDUCATION

A field trip is not about memorizing facts or mastering a standard, but research shows that field trips are able to engage students beyond the walls of their classroom. It's the chance to see blacksmithing in action – something you had only ever read about, or to smell the smoke from a wood-burning fire; to hear the sounds of a Morse Code message coming in or to feel a hatchet in your hands before you throw it.

These are things that cannot be fit into the box of a single standard or a bubble on a standardized test. These are opportunities for students to create their own knowledge and experiences first hand.

**1,136 STUDENT GUESTS DURING
FIELD TRIPS**

**213 HOMESCHOOL PROGRAM
ATTENDEES**

**OVER 4,000 HOURS OF
VOLUNTEER SERVICE**



BUSES RETURN TO LEARN

After taking a pause for almost 2 years, school buses returned this fall in full force! It was just like the first day of school jitters as buses began pulling into our parking lot and students wildly ran off the buses in great anticipation of what they were about to see, do, and explore.

We have set a renewed focus on ways that we can engage our young students, both at our museum and through off-site outreach programs.

Did you know that our museum offers a wide variety of education programs targeted to grade levels? Our young learners explore history with big themes such as homes, chores, and games. As students grow older, they can engage in many immersive, hands-on programs including our immigration focused “We Came to Wisconsin” or our middle school themed “Trades and Occupations.”



WELCOME HANNAH!

Welcome to our new Education Program Coordinator, Hannah Schladweiler! Hannah is helping us ensure that our education and public programs are first rate and is responsible for sharing our stories of our past in exciting ways.

We are thrilled to have her join our staff in July! Watch for updates to your favorite programs and some great new opportunities for you to explore our local history!



Our 2022 program season was filled with returning favorites and new opportunities.

We celebrated our 9th Annual Buffalo Bill Wild West Show in August, followed by the 20th Mid-Lakes Thresheree at our museum – which featured IH/Farmall/McCormick Deering this year. Pinecrest Christmas is always a seasonal favorite and we celebrated in full winter style with a hopping saloon, a band, and songs of the season in the Niles Church.

Our Civil War Remembered brought a new experience for guests this past year with a Saturday evening dance – it was a hit!

REIMAGINING PRESERVATION

We have a unique duty to preserve the stories of our past through the continued restoration of our buildings, caring for treasured documents, and making sure the next generation has the knowledge they need to continue our mission.

Efforts in 2022 focused on not only our structures but how we care for the items inside.

The Krueger Sawmill was expanded to the south to allow for a planer and shingle mill. A lockable storage area on the south side for tools, belts, and other items needed for the sawmill.

Summer brought restoration efforts once again to the Meeme House. Hamann Construction re-erected the south and west portion of the building which was removed due to its poor condition from the original building.

With the Meeme House secured from the weather, we were able to re-home all of the object archives to the Meeme House basement from the McAllister House and Shadyside School basements. A final reorganizing and reclassification will take place in the coming year — but the heavy lifting is complete!

67 RESEARCH REQUEST HOURS

**OVER 200 HOURS DEDICATED TO
ARCHIVE REORGANIZATION**

**4 NEWLY PAINTED BUILDINGS
AND A NEW ROOF**



FRESH PAINT AND REPAIRS

What a difference a fresh coat of paint can make! Guests to the Kunze Cabin noticed a bright new look for the building thanks to a beautiful interior paint job by volunteer Holly Youngerberg.

Exterior painting and rot repairs were a priority at the Sykora Harness Shop and Rank Dress Shop. Volunteers also took on the task of painting the interior of the Two Creeks Town Hall.

Much needed gutter replacement took place on a handful of our historic structures: The Medical Office, Print Shop, Sorenson House, and Meeme Poll House received new, historically shaped gutters. These new gutters will help keep water away from our structures and work to minimize damage near the base of the buildings.

The Vetting House finally got a new roof and new non-slip floors were added to the General Store bathrooms!

Donors to the Historical Society's Vetting Fund made all of these important projects possible. Restricted expenses used from the Vetting Fund in 2022 totaled \$61,172.



A SIGN OF THE TIMES

Last year volunteer Holly Youngerberg created and installed a new sign for the village's Carpentry Shop. Over the past month, Holly has been working on a new sign for the Blacksmith Shop and it was recently installed on the shop.

Thank you to our volunteers Holly, Jim Steuer, and Mike Duescher for their work to install the new blacksmith shop sign! The sign is modeled after the sign that originally was on the Witt Blacksmith Shop on Plank Road, now called Menasha Avenue, in Manitowoc.

IN 2022 WE PLANTED _____



20 WHITE PINE TREES
& 5 MAPLE TREES

Trees were planted in memory of our volunteer, Mark Leonhard, who passed away in 2022. Mark always took care of our tree maintenance and fire wood supply – and he'll be sure to watch over our trees for generations to come!

FINANCIALS

2022

None of these successes would have been possible without your support. Last year your generous support shared over \$19,000 to our Annual Appeal. Our Manitowoc County Historical Society's Annual Appeal raises funds that support our mission through our daily operations, rather than for a specific project. Our annual appeal provides for our most basic needs – from utilities to staffing – and everything in between that we need to keep our doors open.

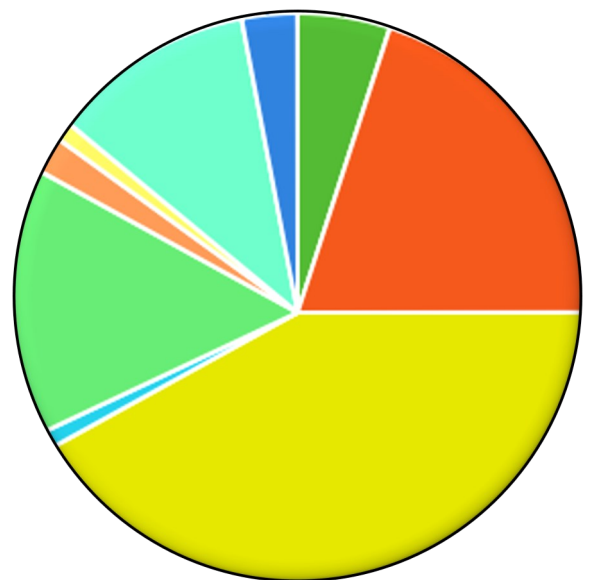
We are deeply grateful to the generous donors who have collectively committed more than \$2 million to the Vetting Fund (part of our Facilities and Equipment) over the past 30 years to ensure our treasured historic structures are maintained – but we aren't finished yet. In 2022, generous supporters gave over \$51,489 for restricted facilities and equipment projects in the Vetting Fund and over \$74,281 for the Meeme House Restoration project.

Manitowoc County Historical Society Inc.
Summarized Statement of Activities for the 12 months ending
December 31, 2022*

**Unaudited numbers*

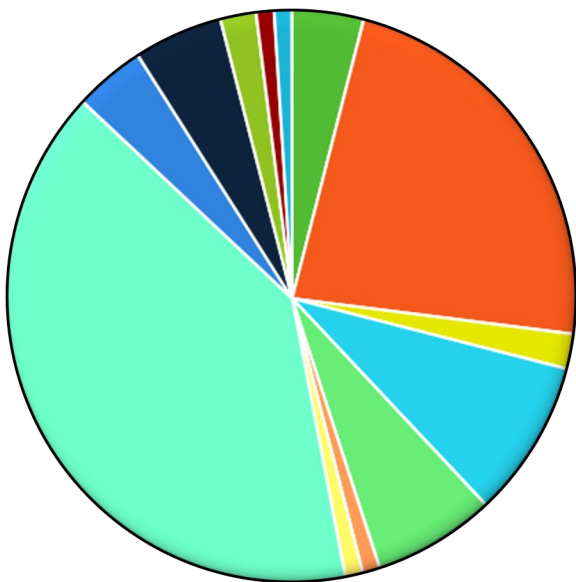
REVENUE AND SUPPORT

MEMBERSHIPS	\$17,035
ADMISSIONS AND PROGRAM FEES	\$59,445
FACILITIES AND EQUIPMENT (MOST ARE RESTRICTED DONATIONS)	\$125,771
ARCHIVES AND COLLECTION	\$1,377
UNRESTRICTED GIFTS, SPONSORSHIP, AND GRANTS	\$44,982
FUNDRAISING PROGRAMS	\$6,324
GENERAL OPERATIONS	\$3,205
INVESTMENT INCOME	\$32,317
SALES	\$8,161
	<hr/>
	\$298,620



EXPENDITURES

PROGRAMS AND GUEST EXPERIENCE	\$11,315
FACILITIES AND EQUIPMENT (MOST ARE TAKEN FROM RESTRICTED FUNDS)	\$61,172
FUNDRAISING EXPENSE	\$4,739
MARKETING AND PROMOTIONS	\$23,512
GENERAL OPERATING	\$16,917
ARCHIVE AND COLLECTION	\$2,290
INVESTMENT EXPENSE	\$2,613
STAFFING	\$101,267
CONTRACT SERVICES (ACCOUNTING)	\$11,550
UTILITIES	\$11,217
INSURANCE	\$6,524
TAXES, LICENSES, AND FEES	\$2,469
MEMBERSHIP SUPPLIES	\$1,923
	<hr/>
	\$258,613



ENDOWMENT FUND

The Manitowoc County Historical Society’s Endowment Fund ended the year with a balance of \$677,878.85.

A distribution of \$29,100 was taken to add to our annual operating budget. Throughout 2022, \$15,000 was added to our Endowment Fund from generous financial gifts.

Pictured above is volunteer Marge Jehle, being filmed as a part of a video showing our community what donations all make possible at MCHS.

View the video by scanning:





MANITOWOC COUNTY HISTORICAL SOCIETY

EST. 1906

924 Pinecrest Road
Manitowoc, WI 54220



Our Manitowoc County Historical Society is a reflection of our community's past, present, and future due in part to the dedicated efforts and direction of our Board of Directors:

Chris Schnell, President
Bill Fricke, Vice President
Matt Neu, Treasurer
Jennifer Johnson, Secretary
Megan Bruckschen
Angel Johaneck
Jack Krause
Ryan Zunker

Staff:

Amy Meyer,
Executive Director
Devinne Fackelman,
Guest Experience Manager
Hannah Schladweiler,
Education Program Coordinator

Pictured at the left is volunteer and board member, Bill Fricke, in the Print Shop.