



Why Your Support Matters

2016 Annual Impact Report

DEAR FRIENDS,

We write this year with tremendous pride in all that our organization accomplished in 2016, and with our most sincere thanks to the community of supporters and fans that propel our Manitowoc County Historical Society forward in its work.

You'll see many of our accomplishments listed inside this annual report – all of which supported our mission to preserve and share the stories of our community's past. In 2016, we served more than 11,500 children and adults with a total budget of less than \$115,000. The following actions represent the new heights we can achieve when we partner with our members, industry experts, and our community supporters that believe in the power of using our past to create our future.

Our success is powerful evidence that through learning, we ignite a critically important spark of curiosity, one that sets you on a course for future successes whether they are inspired to

pursue their family roots, historic trades inquiry, nature, or anything in between.

You may be surprised to know that, above and beyond their membership support, donors in 2016 committed more than \$152,000 to our special projects and initiatives. This will help make possible services expansion and restoration of our campus' historic structures. We are excited and inspired.

Thank you for your support of our Manitowoc County Historical Society. It is making great things possible for thousands of visitors each year.

-Amy Meyer, Executive Director

GENERAL ADMISSION



2016: 7,709 daily museum visitors
2015: 6,689 visitors
2014: 5,326 visitors
15% increase from 2015 to 2016

About 65% of our visitors came to us from outside Manitowoc County

END OF AN ERA, NEW BEGINNING



Earlier in 2016, MCHS operations were moved out of the Heritage Center building on Michigan Avenue, which was leased to MCHS from Manitowoc County. The site has served the Society well over the last 15 years and represents a proud chapter in our history. All operations and archives are now located at our Pincrest property – the MCHS campus.

MEMBERSHIP



NEW MEMBERSHIPS

2016: 83

2015: 61

2014: 53

36% increase from 2015 to 2016

MEMBERSHIP REVENUE

2016: \$28,593.00

2015: \$22,649.00

2014: \$24,940.00

11.4% increase from 2015 to 2016

**563 TOTAL ACTIVE
MEMBERSHIPS AS OF 12/31/2016**

Membership support makes a difference. Membership accounts for almost 23% of our annual operating budget.

CAMPUS IMPROVEMENTS



MCCHS has taken many steps forward to repair structural decay, grounds maintenance, and exterior finishes. One of the most notable changes has been site signage. The Historical Society's windmill logo greets visitors coming down Pinecrest Road, as well as outside the McAllister House Welcome Center. The updated signs are part of a multi-stage effort for the site.

The McAllister House Welcome Center recently received new exterior paint. The exterior painting was completed by R.B. Painting and Drywall, Valders.

Upon entering the site, there is a 2-lane driveway. The former one-lane driveway proved to be inadequate during large programs and repairs were made to widen the driveway to make it easier for traffic flow. Driveway work was completed by Bubolz Excavating, Reedsville.

The Society's volunteers removed worn carpet from the 1858 Niles Church among other projects inside the historic structures of Pinecrest Historical Village. A 6 passenger tram was purchased to offer assistance to those visiting the 60-acre site. The projects were made possible by financial support from Manitowoc County Historical Society members, the Ruth St. John and John Dunham West Foundation, Inc., and donors to the Society's Vetting Fund.

THE MEEME PROJECT



Along with the Poll House and Meeme Inn, we have been waiting patiently for the **Meeme Livery Stable** to arrive at our museum. The livery stable relocation began in full swing this fall with work by Astro Log Homes and much progress was made, including a foundation at its new site at MCHS by Seiler Bros. Construction. The structure will be rebuilt on site at the museum.

Please contact MCHS to discuss how your donation can bring the Meeme House Inn, its livery stable, and poll house to new life.

CANNONS, HORSES, AND MORE



New and returning public programs were held throughout the year. A Civil War reenactment returned to the grounds with Union Soldier Remembers and a month-long Laura Ingalls Wilder celebration was held in July. To make these experiences possible, we rely on sponsors.

Over 3,000 people took part in our programs in 2016.

NEW WAYS TO EXPLORE



In this new "Pinecrest Bike Club" experience our visitors could sit aboard a high-wheel tricycle replicated from the 1890s.

Interactive opportunities like the bike club could be found throughout our education programs. Expanded school tour options and summer camps fueled in increase in the amount of students we were able to share our history with.

2016: 1,539 students

2015: 1,197 students

2014: 938 students

28% increase from 2015 to 2016



**9,160 hours
donated by
volunteer time and
talent.**

ACCESSIBLE ARCHIVES



The Manitowoc County Historical Society Collection is made up of 142,285 documented artifacts, photos, and archives. Through the materials in our collection and first-rate research volunteers we were able to complete 228 research requests from visitors around the globe.

2016 BY THE NUMBERS

Preliminary unaudited results

General & Restricted Funds

	<u>Preliminary 2016</u>	<u>Actual 2015</u>
Income:		
Memberships	\$ 25,333	\$ 22,649
Admissions	45,932	37,489
Meetings & functions	1,435	1,455
Sales	9,548	13,052
Less: cost of goods sold	(3,127)	(12,659)
Rental income	5,498	6,321
Donations - unrestricted	16,738	11,218
Donations - restricted	135,890	123,631
Fund-raising projects	3,645	3,193
Annual appeal	13,300	14,279
Investment income (loss)	36,075	(7,282)
Miscellaneous	2,988	4,095
Total Revenues	\$ 293,255	\$ 217,441
Expenses:		
Salaries & benefits	\$ 65,079	\$ 66,351
Meeting expense	3,140	2,068
Program expense	14,195	7,948
Supplies	3,086	3,680
Advertising	1,134	9,307
Postage & printing	4,068	4,002
Utilities	11,787	16,028
Insurance	10,232	9,352
Taxes, licenses & fees	3,977	10,571
Buildings & grounds	4,132	3,498
Equipment & repairs	2,074	2,675
Special fund-raising events	1,066	1,577
Exhibits	368	120
Depreciation expense	27,423	27,873
Other expense	7,783	7,682
Expenses paid with restricted funds	23,535	8,157
Total Expenses	\$ 183,079	\$ 180,889
Net Income (Loss)	\$ 110,176	\$ 36,552

Restricted Fund Year End Balance

Cash in bank	\$ 101,046	\$ 30,994
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Endowment Fund Year End Balances

Cash & investments	\$ 492,797	\$ 478,458
Pledges receivable	-	-
Total	\$ 492,797	\$ 478,458

Memberships and admissions sales have remained steady. Restricted donations received during 2016 were mainly focused for the Meeme House Inn Restoration Project. Investment income allowed for a healthy income for MCHS. Expense categories were very comparable between years. The majority of the restricted expenses paid were associated with the Meeme House Inn Restoration Project.

Net income for the year was a total of \$110,176, with \$101,046 in our Restricted Funds.

The Manitowoc County Historical Society also was able to add to its Reserves Account, with over 3 months of operating expenses intact.



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Thanks for being part of our year!

IT TAKES A COMMUNITY.

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