KENOSHA PUBLIC MUSEUMS

2018 ANNUAL REPORT
This year has been an especially good one for the museums. As you can see from the attached department reports, it has been truly great. Comments from the public are better than ever. The staff has worked hard and have been extremely innovative in their approach to educate and inspire curiosity. I couldn’t ask for a more dedicated professional staff, Board of Trustees, Friends of the Museum Board or Kenosha Public Museums Foundation Board. We are not only lucky to have such great facilities but we also have wonderful people dedicated to delivering our mission in the best way possible.

I have made it a priority for staff to always be cognizant of our mission when developing programs, exhibits, marketing and more. They have been 100% behind this effort. The museums mission is:

To enrich the lives of Kenoshans, guests and visitors through a variety of experiences that educate and inspire curiosity.

At the museums, what we do should always be mission driven. Even when we raise money, the mission is kept in mind. Each year the museums raise nearly a million dollars to complete the budget, adding to the generous contribution made by the City of Kenosha. Part of the money raised is contributed by a grant from the Kenosha Public Museum Foundation and grants from the Friends of the Museums. The Friends raise much of their money from museum memberships (so keep your membership current!). The remainder is raised by the museums through monies earned and contributed. Most of that money is earned by the gift shops, programs, classes, facility rentals, etc. Donations or contributed monies are a smaller part of what is raised. Each year, we succeed in raising the money because of our hard-working staff, boards, donors and keeping our eye on the mission. We meet our goal because the paid services we offer can only be experienced at the museum.

When we develop programming and exhibits, what I remind staff is that we are no longer the only game in town. Thirty years ago, we were the only venue for a museum as well as art exhibits and classes. There was no competition. When developing experiences to the public, staff keeps in mind that what we offer must be the type of event or program that can only be experienced at a museum. That tie to mission, experience and the uniqueness of the museum is a must. It has been a successful approach.

Mission, experiences and uniqueness of the museums are our watchwords. Perhaps a mission that is a bit simpler and more direct would work, too. Perhaps, “To enrich our lives with experiences that stimulate curiosity”? I think that is simple, elegant, direct, memorable and covers not only our visitors but the staff and boards experiences as well.

Dan Joyce
Executive Director
Museums Development

LISA DRETSKE, DEVELOPMENT MANAGER

The Development Division oversees all fund raising functions for the Museums and works with the Friends of the Museums and the Museums Foundation to strengthen the financial future of the museums. The department has one full time and one part time position.

OPERATING FUNDS

Annual Fund & Unrestricted Contributions ........ $41,612.73
CWM Veterans Bricks ........................................ $1,000
KPM Jubilee Bricks .......................................... $600
Fundraising Events .......................................... $7,935
Total Operating Revenues Contributed ........ $51,414.73
(105% of goal)

SPECIAL FUNDS

Mary Frost Ashley Charitable Trust ............. $25,000
Restoration of the Taft Dioramas

Helen Daniels Bader Fund, a Bader Philanthropy .... $10,000
Spark! Programming at the Civil War Museum

Milwaukee Civil War Round Table and Iron Brigade Association ................. $1,000
Civil War Museum programming

Sponsorships provided for the following programs and events:
Leonard Iaquinta & Dan Simoneau - 2018 High School Art Experience
Crawford and Wright Orthodontics - Pike River Rendezvous

HIGHLIGHTS

- Held a donor appreciation luncheon in June, highlighting the exhibit, For Honor and Family
- Held a Veterans Day event with programs by the Navy Club Ship 40 and Navy Brass Ambassadors from the Navy Base

ATTENDANCE

ALL THREE MUSEUMS:

274,080
↓ down 3% over 2017
Visitors from 48 states and 10 countries
Top referral sources include family/friends, Internet, walk/drive by

KPM: 150,826 - down 3%
CWM: 75,564 - down 6%
DDM: 47,690 - up 19%
External Relations

KRISTINE CAMILLI, EXTERNAL RELATIONS MANAGER

The External relations Division directs all marketing and advertising efforts, recruits and orients all volunteers and coordinates all facility rentals for the Museums. The department has one full-time and two part-time positions.

ADVERTISING

98 print ads targeted Kenosha residents, Racine residents, Milwaukee residents, Wisconsin residents, Illinois residents, and visitors to the area

- 22 full page ads promoted exhibits, programs, camps, CWM and the three museums in general
- 11 half or quarter page ads promoted workshops, rentals, exhibits, scout programs, events and CWM
- 65 smaller print ads promoted the memorial fund, and public programs
- A digital ad on TMJ4.com promoted Memento Mori art exhibit
- A commercial promoting DDM appeared on the screen at Tinseltown movie theater
- 5 Facebook paid ads promoted workshops, events, exhibits
- 50 weekly radio spots on WLIP were used to promote exhibits, events, programs and workshops
- Yearly online profiles were renewed for KACVB (targeting visitors), Circle Wisconsin (adult tour groups), TheKnot.com (facility rentals), and CitySpark calendar (events/programs/ exhibits)
- Postcards were designed, printed and mailed to members and donors promoting TWSA and FOM annual dinner, and Quilt Show
- Museum staff represented the museums at 11 First Friday events at the travel plaza
- Details regarding all exhibits, programs, workshops, and camps were uploaded to 14 regional online calendars and sent to media contacts throughout the country
FACILITY RENTALS
200 Facility Rental Events
$80,592.50 in revenue
22,310 attendees
- 99 Events at KPM ($39,515)
- 86 Events at CWM ($29,903)
- 13 Events at KPM & CWM ($10,525)
- 2 Events at DDM ($650)
- 19 Weddings generated $28,648 (36%)
- 93 Meetings generated $21,490 (27%)
- 44 Parties generated $17,930 (22%)
- 18 TWSA events generated $6,250 (8%)
- 12 Other events generated $5,875 (7%)
- 14 City department events generated $0
- 16 Canceled event deposits generated $400
431 rental requests were taken via phone, email and in person

SPECIAL EVENTS
TRAVEL ADVENTURE SERIES
- 6 Films were shown in 2018
- 126 average number of attendees per film
- 65 season passes sold
- 61 average number of single tickets purchased per film

WINO DINO
- 60 people attended
- $400 in revenue earned

SOCIAL MEDIA
3,952 people like the KPM Facebook page
- 17% increase from 2017 - 209 posts
- 966 average number of people reached per post
- The highest reach was from a post of a Bob Ross bobble head sold in the gift shop (5,543 people)
- 16 average number of clicks per post
- The highest click rate was from a post sharing the Wino Dino Event (123 clicks)

2,956 people like the CWM Facebook page
- 8% increase - 127 posts
- 647 average number of people reached per post
- The highest reach was a PUBLIC Education Bone Collector workshop post (2,190 people)
- 8 average number of clicks per post
- The highest click rate was from a Life, Clothing and Equipment Workshop post (32 clicks)

3,036 people like the DDM Facebook page
- 20% increase - 126 posts
- 851 average number of people reached per post
- The highest reach was a Mother’s Day meme (4,090 people)
- 18 average number of clicks per post
- The highest click rate was from a post sharing the Dinos in the Dark Event (108 clicks)

25 Total Facebook Events
- 14,023 average number of people reached per event
- The highest reach was for the Adult Potterpalooza Event (114,172 people)
- 1,096 average number of clicks to view the event
- The highest click rate was for the Adult Potterpalooza Event (7,600 clicks)

916 people follow the Kenosha Museums Instagram page
- 237% increase from 2017 - 58 posts
- 352 average number of people reached per post
EXTERNAL RELATIONS (Continued)

Websites

42,335 visits to
KenoshaPublicMuseum.org
- 3,528 average visits per month
- Top referral sources include facebook.com, visitkenosha.com, kenoshanews.com, theknot.com, and yelp.com

34,225 visits to
DinosaurDiscoveryMuseum.org
- 20% increase from 2017
- 2,852 average visits per month
- Top referral sources include facebook.com, visitkenosha.com, milwaukee.citymomsblog.com, chicagokids.com, and miltownmoms.com

25,094 visits to
TheCivilWarMuseum.org
- 2,091 average visits per month
- Top referral sources include facebook.com, visitkenosha.com, duckduckgo.com, culinary-infusion.com, civilwartraveler.com

933 total online registrations
- 158 different workshops and events registered online
- $27,118 revenue from online registrations
- Museum Crawl was the Top Earner and Top Seller ($5,110 from 130 registrations)

Volunteers

151 volunteers were active throughout the year
8,724 volunteer hours
- The equivalent of 4 full-time employees
- 26 new volunteers (from 39 applications)
- 5 new interns

VOLUNTEERS HELPED WITH:
- Greeting visitors at all three museums
- Special events and education programs at all three museums
- KPM Field Station, Trading Post, exhibit openings
- Facilitating school and adult groups at all three museums
- CWM research and SPARK!
- Summer camps
- Scout groups
- Internships with Collections and Education departments

“It’s a highlight of our curriculum every year!”
- Teacher visiting CWM
Interpretation

NANCY MATHEW, DIRECTOR OF INTERPRETATION

The Interpretation Division consists of the Collections, Exhibit and Education Departments. There are 17 staff members; 7 full-time and 8-10 part-time. Two Museum Aides resigned and their positions were not filled.

COLLECTIONS DEPARTMENT
GINA RADANDT, CURATOR OF COLLECTIONS

The Collections Department is made up of the Curator of Collections (full-time) and the Registrar (part-time). The Registrar position was vacant for the second half of the year (July-December). We accomplished a great deal in 2018, including donation and loan arrangements, organizing, collections care, inventory work, cataloging, packing/unpacking, and artifact preparation for exhibition - all involving a huge amount of items.

KPM:
- 18 accessions (donations/acquisitions) totaling approx. 2000 objects
- 224 additional items processed for the KPM permanent collection art project
- 5 incoming loans and 2 outgoing loans processed, totaling 300 items
- 2 Lorado Taft dioramas professionally conserved on-site, concluding this long-term project
- 10 WWI & WWII German military helmets deaccessioned from the permanent collection

CWM:
- 20 accessions (donations/acquisitions) totaling 146 objects
- 3 incoming loans processed, totaling 45 items
- 30 book donations totaling approx. 900 books, magazines, AV media, and ephemera
- 3 display case changes

Additional:
- 1,172 artifacts and specimens prepared for the From Curiosity to Science permanent exhibit and worked on the project team
- Along with the Exhibits Department, worked on 9 temporary exhibit changes
- Supervised the work of 3 volunteers and 2 interns
- Answered 160 specialized telephone and e-mail inquiries

DDM:
- provided support to open the Little Clint: The Story of a Baby Dinosaur permanent exhibit in the DDM lobby
- 200 specimens cataloged for the permanent collection
- 2 outgoing loans processed, totaling 20 specimens
- 3 display cases of dinosaur specimens added to the DDM basement classroom/activity area

EXHIBITS DEPARTMENT
RACHEL KLEES ANDERSEN, CURATOR OF EXHIBITS

The Kenosha Public Museums opened two new permanent exhibits and presented nine temporary exhibits in 2018. Exhibits staff completed the new DDM permanent exhibit, Little Clint: The Story of a Baby Dinosaur, and contributed hundreds of hours to the KPM permanent exhibit, From Curiosity to Science.

Temporary exhibits included fine art, ancient artifacts, and family legacies preserved through history. A popular traveling exhibit explored the lives of dinosaurs, while Medieval-to-contemporary art on loan revealed the eternal, human fascination with death. KPM hosted the annual KUSD student art show, our tenth TWSA watercolor exhibition, and showcased the work of local artists. Museum staff created two emotionally engaging exhibits from CWM collections and items on loan, and curated a beautiful selection of 18th century prints from KPM collections. Visitors also enjoyed a significant corporate art collection thanks to Richard Pieper, Sr. and Pieper Electric, Milwaukee.

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EXHIBITS (Continued)

2018 Temporary Exhibits

**Tiny Titans—Dinosaur Eggs and Babies,**
Silver Plume Exhibitions
(11/18/17–2/25/18)

**Through British Eyes: The Illustrated London News Sketches the American Civil War**, (1/13/18–4/8/18)

**For Honor and Family:**
Three Families in the Civil War
(4/21/18–1/6/19)

**Memento Mori: The Art of Death,**
The Richard Harris Art Collection
(12/16/17–2/25/18)

**Kenosha Unified Schools 47th Annual District-Wide Student Art Exhibition**
(3/9/18–4/22/18)

**Transparent Watercolor Society of America 42nd Annual National Juried Exhibition**
(5/5/18–8/5/18)

**Into the Deep: Fragments and Reflections, the Art of Marilyn Propp and David Jones**
(8/18/18–11/4/18)

**In the Royal Court of Henry VIII:**
Holbein’s Portraits Engraved by Francesco Bartolozzi, 1792-1800
(9/15/18–3/3/19)

**Photorealist Watercolors:**
The PieperPower Collection
(11/17/18–2/24/19)
**EDUCATION DEPARTMENT**

**DOUG DAMMANN, CURATOR AND EDUCATION DEPARTMENT MANAGER**

Led by curator/department manager Doug Dammann, the Education Department staff include educators Jenn Edginton and Nick Wiersum; program staff Kalee Kunkel and Kelly Drumm; education services coordinator Tracy Haase; education clerk/Girl Scout program coordinator Caitlin Manwaring; Resource Center clerk Sumana Manda; and museum aides Pam DeVuyst, Brooke Bear and Lydia Baas.

**School and Adult Group Programs**

At the Civil War Museum, 4th and 5th grade students completed a classroom and gallery program entitled *King Cotton*. Middle and high school students participated in a guided tour and question and answer exercise as part of their *Midwest in the Civil War* experience.

The Kenosha Public Museum developed new school programming options for grades PreK-8. Listening to teacher feedback and aligning to national and state learning standards, the Education Department developed nine Learning Labs and ten Museum Experiences that focus on the Museum’s exhibits and collections. Learning Labs are an hour-long immersive experience featuring hands-on, problem-based activities in Ecosystems, American Indians and Fossils. Museum Experiences are shorter opportunities to experience art, wildlife, and world games.

**Group Tours By the Numbers**

- 248 adult and school group tours came to one or more of the Kenosha Public Museums; brought 8,603 children and 2,127 adults to the Museums, for a total of 10,730. The number of groups was an increase of 2.5%.
- The total number of group visitors was down by 624 people due in part to the weather cancellation of the Civil War Museum’s Field Day program.
- 59 of these groups were from Kenosha County, 115 from the State of Wisconsin, and 74 from out of state.
- 90 of the groups visited the KPM, 105 the CWM, and 38 the DDM. 4 visited the KPM and DDM; 6 visited the KPM and CWM; 2 visited the CWM and DDM; and 3 visited all three museums.

**Outreach Programs and Tours** at all three museums brought in a gross revenue of $46,443

**Workshops**

- 132 camps and workshops were offered. Camps and workshops brought in a gross revenue total of $33,416.
- At CWM, workshops focused on military and political leaders, campaigns, civilian home front activities, reenactors, and 19th century living history.
- At KPM, workshops focused on art, culture, health and wellness, anthropology, science, and natural history.

**Spring Break and Summer Camps**

- The KPM offered Spring Break and Summer Camps for children between the ages of 3 and 16. 426 campers attended these programs.
- Camp themes included art, engineering, cartooning, natural science, archaeology, wizards, space, and dinosaurs.

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Scout Programs

- Scout programs included overnight gallery sleepovers and single day programs brought in a total revenue of $2,888.

- Here’s a list of the GS programs we offered in the 2018 calendar year and the attendance numbers:
  - 1-13-18 **CSI: Mesozoic**
    - Attendance: 35 girls; 13 adults
    - Junior GSs, gr. 4-5, earned their Detective Badge while solving a paleontology "crime scene," also viewed **Tiny Titans** exhibit.
  - 3-10-18 **Forensic Science**
    - Attendance: 44 girls; 13 adults
    - Cadette GSs, gr. 6-7-8, earned their Secret Agent Badge while learning about forensic science, fingerprints, DNA & blood splash patterns.
  - 4-28-18 **Cartooning**
    - Attendance: 29 girls, 20 adults
    - Cadette GSs, gr. 6-7-8, earned their Comic Artist Badge, taught by Anne & John Hambrock.
  - 6-2-18 **Paint My World**
    - Attendance: 24 girls; 6 adults
    - Brownie GSs, gr. 2-3, earned their Paint Badge and viewed the **TWSA** exhibit.
  - 10-6-18 **Beetles, Bugs & Butterflies** - Attendance: 39 girls; 15 adults
    - Brownie GSs, gr. 2-3, earned their Bugs Badge while learning about insects.

- In addition, we participated in two Girl Scout Council events: Community Event Provider Sampler at Camp Alice Chester and a Girls Scout STEM event at Carthage College.

- The CWM continued hosting its monthly **Second Friday Lecture Series**.

- The SPARK! program is offered twice monthly at CWM and is designed for people with early to mid-stages of memory loss and their caregivers. The program engages them in lively conversations, storytelling, and multi-sensory activities.

- **Museum Munchkins** is offered weekly at KPM for pre-schoolers. The program features music, activities based on collections' objects and craft activities.

- **DDM** public programs included **Carnivore Canivale, Darwin Day and Women in Science**.

- The **Dia de Los Muertos** Program in October partnered with Bradford High School students and offered a variety of Day of the Dead activities for families including a dance performance by the Mexican Ballet, the creation of flowers for a community ofrenda, and a bilingual scavenger hunt throughout the museum.

- **International Holiday and Victorian Christmas** in December, have grown significantly with the collaboration with HarborMarket in the creation of a much larger event, **HarborHoliday**.
  - Attendance at Kenosha Public Museum for International Holiday was 3,758 and 2,450 people attended Civil War Museum.

Bus Trip

- 46 people went on the Civil War Museum-sponsored bus trip and toured the Chattanooga and Chickamauga battlefield sites. The trip brought in a gross revenue of $32,735.

Community Collaboration

- Director of Interpretation Nancy Mathews is on the **Coalition for Dismantling Racism** which works with Kenosha Unified School District in the coordination of Kenosha’s annual Kindness Week. The CWM hosted programs during the Week.

- KPM hosted Kenosha’s **African American Read-In** jointly sponsored and coordinated by KPM, Kenosha Public Library, American Association of University Women, 2nd Baptist Church and Bradford Community Church Unitarian Universalist.

- KPM collaborated with the **Southport Quilters Guild** on an Annual Membership Show and National Quilt Day event in March and a fund-raising silent auction as part of the Friends of the Museums annual Art Fair in July.

- KPM collaborated with the **Kenosha Clergy Association** on the coordination of the community Holocaust Remembrance Program.

- Museum staff partnered with the **Boys and Girls Club of Kenosha** to provide science-based programming at Lincoln Park as part of their summer camp offerings.

- The Education Department has partnered with many other community organizations to bring awareness and education to the public on a variety of topics.
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Nick Wiersum
Bill Zimmer

* No longer with museum
KENOSHA MUSEUMS SYSTEM MISSION
To enrich the lives of Kenoshans, guests and visitors through a variety of experiences that educate and stimulate curiosity.

VISION STATEMENT
To be the center of cultural life in Kenosha and the catalyst for meaningful collaboration.

Smithsonian Affiliate