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City of Milwaukee
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It is my pleasure to share with you the details of the City of Neighborhood merchandise sales for 2025. As you know, the Common Council voted in 2015 to turn over the City's poster inventory to Historic Milwaukee, Inc., (HMI), a nonprofit that hosts walking tours, Spaces & Traces and Doors Open Milwaukee. This was a logical partnership, since HMI had just published John Gurda's book, *Milwaukee: City of Neighborhoods*, which featured the original posters. The book also has 11 new neighborhood images, designed by Jan Kotowicz. HMI was able to expand the poster images to new merchandise including magnets and notecards.

Please see the attached spreadsheet of Milwaukee City of Neighborhoods merchandise sold in 2025. A few highlights:

- Posters sell for \$10, a price set by the HMI board of directors. Posters are available in-person at our store located at 235 E Michigan Street and online.
- Combo posters, featuring all of the images, sell for \$20.
- HMI sells *Feeds the World* posters for \$10; we pay \$5 per city agreement on a 50% markup.

This report does not take into account the overhead costs including staff salaries, rent, utilities, internet, telephone, website, and other items necessary to staff and maintain a physical and internet-based store.

In 2025, we had revenue of \$619,079. Net revenue from these city of neighborhood merchandise items (\$7,795.82) accounted for about 1.2% of revenue. All funds earned from these sales go toward our mission of promoting Milwaukee's history, architecture and built environment through tours and programs.

As is our practice, we make the neighborhood items available at a reduced cost to other nonprofits. Local nonprofit, Bridge Builders, purchased North Milwaukee and Thurston Woods notecards and posters.

Among the free programs we offer are:

- Doors Open Milwaukee: Please see the attached Doors Open event report.
- App-Based Walking Tours: We also have created a vibrant roster of app-based tours, designed to supplement HMI's in-person walking tours. Here is a list of our current app tours, all of which are free to download on Apple and Android platforms.

- Avenues West; Beerline Trail; Clarke Square (in English, Spanish and Laotian); Diverse Downtown; Harbor District (in English and Spanish); Historic King Drive; Indigenous Milwaukee (walking and biking/driving version); Layton Boulevard (in English and Spanish), Lindsay Heights, Metcalfe Park, updated in 2025; Milwaukee Moderns; Silver City (in English and Spanish) and Villard Avenue. We also have three paid app tours: Yankee Hill, Brady Street and North Point South.
- In 2025, 3,056 individuals downloaded the Historic Milwaukee tour app. These tours feature local residents and artists, along with stories about the built environment including important art installations and murals within these communities. The neighborhood apps are developed in partnership with, and narrated by, community organizations and voices that represent the highlighted locations. Artists, narrators, and authors are compensated for their time.

As part of our agreement, we provide merchandise to the DCD and to the Mayor's Office for use as thank you gifts to visiting dignitaries.

Our annual 414-day Sale celebrating Milwaukee was held April 12-14, 2025, and took place online and in-person. As is customary for this event, we sold the posters for \$4.14 for two days. Media surrounding this event helps us broaden our audience and promote neighborhood pride.

Sincerely,

Stacy Swadish
Executive Director