



HISTORIC MILWAUKEE, INC.

Sally Svetic
City of Milwaukee
809 N. Broadway St.
Milwaukee, WI

Feb. 6, 2023

It is my pleasure to share with you the details of the City of Neighborhood merchandise sales for 2022. As you know, the Common Council voted in 2015 to turn over the City's poster inventory to Historic Milwaukee, Inc., 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 Excel spreadsheet of Milwaukee City of Neighborhoods merchandise sold in 2022. A few highlights:

- Posters sell for \$10, a price set by the HMI board of directors. Posters are available in-person at our store, online and on Amazon.
- 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.
- With the City's permission, we added a *Feeds the World* deck of playing card to our merchandise roster this past year.

This report does not take into 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.

Our budget for 2022 was \$565,248. Net revenue from these items accounted for 2% of our total revenue. All funds earned from these sales go toward our mission of promoting Milwaukee's history, architecture and built environment through tours and programs.

Among the free programs we offer are:

1. Doors Open Milwaukee
 - a. Please see the attached Doors Open event report.

2. App-Based Walking Tours

- a. The Historic Milwaukee app is free to download on Apple and Android platforms
- b. The app is available in multiple languages including English, Spanish and Laotian
- c. Within the app are free, self-guided walking tours. Each year we add to our roster of tours working with neighborhood partners to feature important history, architecture and individuals. The bolded tours were new in 2022:
 - Avenues West
 - Beerline Trail
 - **Clarke Square (in English, Spanish and Laotian)**
 - Diverse Downtown
 - **Harbor District (in English and Spanish)**
 - **Indigenous Milwaukee (walking and biking/driving versions)**
 - **Metcalfe Park**
 - Milwaukee Moderns
 - Silver City (in English and Spanish)
 - Villard Avenue

As part of our agreement, we provide multiple items of the new 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 14-16, 2022 and took place online and in-person. As is customary for this event, we sold the posters for \$4.14 for three days. For the first time, we partnered with Friedens Food Pantry to collect non-perishable food items. Everyone who donated a food item received a free Feeds the World keychain. Our sale was included in 414 Day event listings by TMJ4, Milwaukee Record, Milwaukee Magazine, and the Milwaukee Journal Sentinel. Press surrounding this event helps us broaden our audience and promote neighborhood pride throughout the City. In addition, Carole Meekins anchored the WTMJ-4 evening news from the HMI store, further sharing the neighborhood posters and related items.

The Medical College of Wisconsin purchased 225 neighborhood note cards at a discounted price of \$1 each. The Office of Student Inclusion and Diversity at the Medical College purchased these cards from various neighborhoods as part of a welcome package for first-year medical students with a goal of showcasing the city's neighborhoods and embracing them as physicians for all of the City's residents.

Sincerely,

Stacy Swadish
Executive Director