



Terri Grote
City of Milwaukee
809 N. Broadway St.
Milwaukee, WI

Feb. 10, 2021

It is my pleasure to share with you the details of the City of Neighborhood merchandise sales for 2020. 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. This was a logical partnership, since HMI had just published John Gurda's latest 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.

Here is a detailed list of Milwaukee City of Neighborhoods merchandise sold in 2020.

Item	Revenue	Expenses	Net Revenue
Posters	\$6,372.66	\$564.47	\$5,808.19
Feeds the World Poster	\$640	\$320	\$320
Combo Posters	\$1,548.18	\$358.68	\$1,189.50
Notecards	\$447.27	\$92.50	\$354.77
Notecard Sets	\$864	\$166.86	\$687.14
Key Chains	\$44	\$5.36	\$38.64
Magnets	\$996.25	\$396.96	\$599.29
Total:	\$10,912.36	\$1,904.83	\$9,007.53

Additional Expenses not listed above:

HMI incurs the carrying cost of maintaining inventory for its retail items.

- Posters sell for \$10, a price set by the HMI board of directors. Posters are available at our store, online and on Amazon.
- Combo posters sell for \$20.
- HMI sells Feeds the World posters for \$10; we pay \$5 per city agreement on a 50% markup.
- We had keychains made for Riverwest and Harambee neighborhoods as part of the featured Spaces & Traces neighborhoods. The annual May home tour was postponed until May 2021; a few keychains were sold online.

Lastly, this report does not take into the overhead costs including staff salaries, rent, utilities, internet, telephone, web site and other items necessary to staff and maintain a physical and internet based store.

Our budget for 2020 was about \$509,000; the 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. Please see the attached Doors Open event report.

As part of our agreement, we provided multiple items of the new merchandise to the DCD and to the Mayor's office for use as thank you gifts to visiting dignitaries.

Due to the COVID pandemic, our annual 414-day sale celebrating Milwaukee on April 14 took place online; our brick and mortar store was closed. We again sold the posters for \$4.14 for three days.

We worked with the Sherman Park neighborhood association and sold them 100 notecards and 25 magnets at a discounted price in December. These will be used in their efforts to promote the Sherman Park neighborhood.

We reprinted four posters in 2020; one of which is owned by HMI (Downtown) and three city-owned posters: Avenues West (Marquette); Pigsville (the valley) and Walker's Point

Sincerely,

Stacy Swadish
Executive Director