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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 2023. 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 2023. 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.

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.

In 2023, we had revenue of \$555,170. 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 tour was new in 2023:
- 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)
 - **Layton Boulevard (in English and Spanish)**
 - 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 14-15, 2023 and took place online and in-person. As is customary for this event, we sold the posters for \$4.14 for two days. Our sale was included in 414 Day event listings by TMJ4, Milwaukee Record, Milwaukee Magazine, and the Milwaukee Journal Sentinel. Media surrounding this event helps us broaden our audience and promote neighborhood pride.

Sincerely,

Stacy Swadish
Executive Director