

echo

HISTORIC MILWAUKEE, INC.

WINTER 2020

Virtual Remarkable Milwaukee

SAVE THE DATE—
FEBRUARY 25, 2021

Each year, Historic Milwaukee, Inc. honors individuals and organizations that have made exemplary contributions to our city's heritage, built environment, and neighborhoods at our annual winter gala, Remarkable Milwaukee. The 2021 program will be held virtually on February 25.

The 2021 event will honor ThriveOn Collaboration partners—the Medical College of Wisconsin, the Greater Milwaukee Foundation and Royal Capital Group—for exceptional renovation efforts of the former Gimbels-Schuster's Department Store on Dr. Martin Luther King Jr. Drive.

Join a virtual presentation in celebration of Historic Milwaukee and learn about the restoration and redevelopment efforts of the historic Gimbels-Schuster's Department Store.

ABOUT THE HONOREE

Greater Milwaukee Foundation (GMF), the Medical College of Wisconsin (MCW) and the Royal Capital Group (RCG) share a joint vision for a Milwaukee that is equitable, healthy and thriving for all.

REMARKABLE MKE CONTINUED ON PAGE 3



Beer Lover Bundle: Option A; available at the HMI Store or online

HOLIDAY MERCH BUNDLES

Introducing NEW holiday merch bundles! These bundles were curated by the staff at Historic Milwaukee to help you find the perfect gifts for anyone on your list, from babies to beer lovers. Save over 10% when you purchase a merch bundle instead of choosing individual items. No substitutions, please.

Holiday merch bundles are available in-store and online at:
<https://historicmilwaukee.org/product-category/bundles/>

1 Beer Lover Bundle: Option A Two Milwaukee Beer Gear can glasses, a Fermented Places notecard set, and Tavern League: Portraits of Wisconsin Bars make this bundle a great gift for anyone who loves our unique Wisconsin breweries and bars. You can also give this bundle with a 6-pack of the recipient's favorite beer! **\$55.00**

2 Beer Lover Bundle: Option B Another Beer Lover Bundle option for those who like to show off their love of Milwaukee beer. The bundle includes two Milwaukee Beer Gear can glasses, the "It's Always Beer Season" pin, a Milwaukee map bottle opener, and a Milwaukee Food & Beer kitchen towel. **\$60.00**

HOLIDAY SHOPPING CONTINUED ON PAGES 8-11

BOARD OF DIRECTORS

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Greenberg Strategies

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Updates from the Executive Director

STACY SWADISH

Dear Friends,

Thank you! I want to shout my thanks from the top of the Mackie Building Bell Tower to you, the loyal and generous members of Historic Milwaukee. Our summer appeal has raised more than \$17,000 in operating support, a record amount for a summer appeal. That support, along with your renewed memberships, merchandise purchases and a recently awarded state COVID grant, has enabled HMI to weather the COVID pandemic thus far. HMI was one of 385 cultural organizations awarded a COVID-19 grant by the state of Wisconsin. Funds will be used to cover lost revenue, COVID-related supplies and items to facilitate telework by employees.

As you no doubt are aware, this year has been challenging for nonprofits that rely on in-person programs and tours for the majority of their revenue. HMI is no exception; tours and programs made up 42% of our 2020 projected revenue. We postponed the Harambee/Riverwest Spaces & Traces to May 2021 and made the transition to a virtual Doors Open. (A report on Doors Open is included in this issue of *Echo*).

We have made the difficult decision to cancel all Skywaukee tours through Dec. 31, 2020. We will evaluate this decision in the upcoming weeks and will—hopefully—bring this favorite tour back in early 2021. We want our volunteer tour guides and our guests to be safe. The indoor Skywaukee tour format made this much more difficult than outdoor tours. Due to restrictions on attendance, the Hop Streetcar tour remains on hiatus as well.

Please consider purchasing a gift membership to share your love of HMI with a friend or relative this holiday season (more information included in *Echo*). We'd love to have you shop in our nonprofit gift store, online, in person or using curbside pickup. If you choose to shop with us, you can feel good that your purchases not only support HMI but also the local artist who created the work.

The HMI staff (Grace Fuhr, Special Events Director; Julia Griffith, Program Director and MacKenna Krupa, Tours & Membership Coordinator) continue to deliver above and beyond in our "new normal" remote work environment, from the flawlessly executed virtual Doors Open, to lectures, book talks and more. We are planning a hybrid of virtual and safely delivered in-person programming for 2021.

Here are some recent updates:

- HMI has submitted the forgiveness application to the Small Business Administration for our Payroll Protection Program loan.
- Several App-based tours will launch soon, a first for our organization and made possible through your generous support.
- Our staff has been busy attending virtual conferences and events including the Wisconsin Historical Society Conference, the Newaukee Urban Spaceship conference focusing on the intersection of people and place and the Markers, Monuments and Meaning: A National Conversation. We also plan to virtually participate in the December Association of Architectural Organizations conference.

Take care,

Stacy Swadish, *Executive Director*



HISTORIC MILWAUKEE, INC.

235 E. Michigan Street
Milwaukee, WI 53202

414-277-7795

www.historicmilwaukee.org

Historic Milwaukee, Inc. a nonprofit dedicated to increasing awareness of and commitment to Milwaukee's history, architecture and the preservation of our built environment.

REMARKABLE MKE

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This collaboration and vision is being carried out in the restoration and redevelopment of an iconic building in the Historic King Drive where three vital north side neighborhoods meet—Halyard Park, Harambee and Brewers Hill. The former Gimbels-Schuster’s Department Store, 2153 N. Dr. Martin Luther King Jr. Drive, most recently owned by CH Coakley, will be redeveloped by RCG and will become the new home to the Greater Milwaukee Foundation and also will house the Medical College of Wisconsin’s community engagement programs.

SILENT AUCTION: We will also host a silent auction on-line that anyone can participate in (registration to the event is not required). The auction will take place from February 19–February 28.

**VIRTUAL REMARKABLE MILWAUKEE TICKETS
THURSDAY, FEBRUARY 25, 2021**

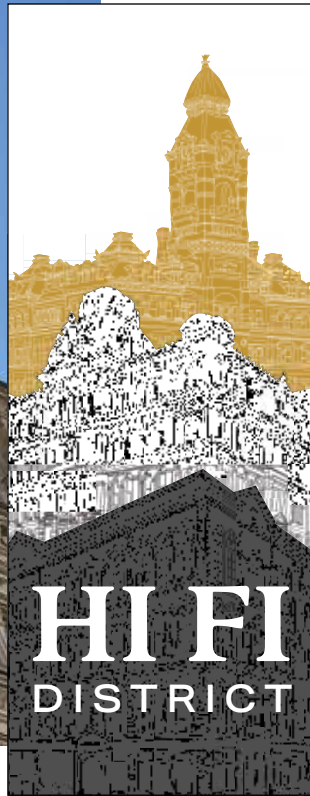
- \$20 Member**
- \$35 Non-Member**
- \$100 Member ticket + Celebration Box**
- \$115 Non-Member + Celebration Box**

Celebration boxes will be shipped to your home and include a limited edition art print, specialty chocolate and bakery item, and more!

Visit historicmilwaukee.org or call 414-277-7795 to purchase tickets to attend the virtual program.

Funds raised from this annual event help sustain Historic Milwaukee’s operations and programming like Doors Open and Spaces & Traces.





Banners promoting the historic East Side Commercial District will be installed soon. In 2019, HMI received a grant from the National Trust for Historic Preservation to promote the district. Following a planning charette, a new logo and banner were created by Water Street Creative. Thanks to property owner J. Jeffers, these new banners will be installed near the Mackie and new Huron buildings along Broadway.

Winter Walking Tours

SELF-GUIDED TOURS

Looking for a great winter activity or special holiday gift? HMI's self-guided walking or driving tours pack all of our great research and history into a tour you can safely enjoy at your own pace.

DRIVE WITH HMI

Purchase in-store or online; Digital Copy \$8; Paper Copy \$12

Based on our iconic store mural created by the Bay View Printing Company, this tour explores the city with an eye towards iconic buildings, industries and stories. Featuring 36 sites across Milwaukee's diverse neighborhoods, the tour offers history and architectural insights just like our guide would share on one of our iconic walking tours.

The tour is designed to be flexible—you can plan to go to all the stops over a weekend or use them as a jumping off-point to explore a neighborhood that is new to you. Offered in a digital or printed version, you can keep it in your car or on your phone, so you can use it whenever. Keep in mind many of the sites are on private property or do not have public access, so please be respectful. These are just some of the many interesting stories Milwaukee has to offer and we hope they inspire you to read and research more!

EXPLORE THE HISTORIC FINANCIAL DISTRICT

Purchase in-store or online; Members \$5; Non-Members \$10 or check out a free copy for a few hours

Historic Milwaukee is excited to announce a new self-guided walking tour of the Historic Financial District (also known as the East Side Commercial Historic District). This self-guided tour not

only highlights the superb architecture of the district and its role in supporting the growth of Milwaukee, but also offers the chance to tell the stories of women in the district and Milwaukee's earliest days. Financial giants like Alexander Mitchell and founders like Solomon Juneau are well remembered, but many important women ensured Milwaukee's success. This tour allows us to tell the important story of Juneau's wife, Josette Vieau Juneau, a Métis woman who grew nascent Milwaukee and aided her citizens, as well as women's organizations, women's suffrage and artists who made the Historic Financial District their home.

Paper copies are available for purchase or you can check out a free copy from our office for a few hours while you explore our corner of Milwaukee.



This program is funded in part by a grant from the Wisconsin Humanities Council, with funds from the National Endowment for the Humanities. Any views, findings, conclusions or recommendations expressed within this project do not necessarily represent those of the National Endowment for the Humanities. The Wisconsin Humanities Council supports and creates programs that use history, culture, and discussion to strengthen community life for everyone in Wisconsin.

APP TOURS COMING SOON

HMI is excited to announce we will soon be launching an app with multiple walking tours across Milwaukee's neighborhoods. You'll be able to enjoy some of our most loved regular and special tours as well as new tours available only on the app. The app will be available for Apple and Android platforms. We do not yet have a specific launch date so follow us on social media or sign up for our email newsletter to stay informed. ©

House History GOES ONLINE

In 2020, we moved our popular House History course online so people could continue to explore the history of their properties from home. We plan to keep courses online for at least the first half of 2021 and will re-evaluate as the situation unfolds. It is such fun to host people in person at our office and we hope to return to that eventually.

Though our educators focus on Milwaukee, the information they provide can be applied to any property across the country—so feel free to share with friends or relatives who may be interested but are not local, we'd love to have them!

Join us! Register at our website, historicmilwaukee.org.

\$10 Members

\$20 Non-Members

2021 HOUSE HISTORY COURSE DATES

Wednesday, January 27, 2021 at 6 pm

Sunday, February 21, 2021 at 1 pm

Thursday, March 25, 2021 at 6 pm

Sunday, April 18, 2021 at 1 pm

Thursday, June 10, 2021 at 6 pm

Sunday, August 22, 2021 at 1 pm

Sunday, October 24, 2021 at 1 pm

Wednesday, December 8, 2021 at 6 pm



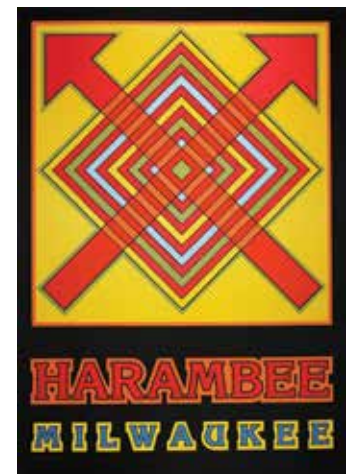
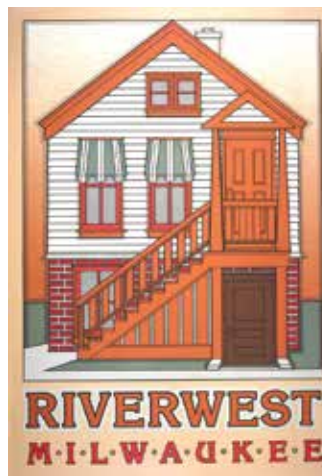
Spaces & Traces 2021 HARAMBEE/RIVERWEST

Our annual Spaces & Traces neighborhood tour featuring the Harambee and Riverwest neighborhoods was postponed last spring due to the pandemic. Historic Milwaukee will instead showcase these neighborhoods in May 2021. Our organization will continue to closely monitor the pandemic and social distancing guidelines to determine what the event will look like.

Spaces & Traces is all about highlighting homes, commercial properties, and inviting conversation about the history and future of our community.



The Milwaukee City Arts Board awarded an \$8,000 to help fund this program. We are grateful for their support. ☺





VIRTUAL
HISTORIC MILWAUKEE, INC.
DOORS OPEN

September 26 –
 October 11, 2020

VIRTUAL DOORS OPEN WAS A SUCCESS

When we decided to offer our annual Doors Open program virtually, we didn't know exactly what to expect. This program typically attracts 30,000+ visitors annually to get up close and personal and discover architectural gems throughout metro Milwaukee. While we were not able to gather in person this year, we are proud to share that this program achieved our goal of celebrating Milwaukee's architecture, history, and neighborhoods!

Thousands of visitors interacted with the event, taking virtual building tours, learning about our neighborhoods, participating in virtual events, and more. Doors Open has always had a neighborhood focus, and through our virtual program we were able to go beyond the buildings and tell neighborhood stories in more depth. We hope that you can take the time to learn about Clarke Square, Lindsay Heights, and Havenwoods if you have not already by viewing these video tours on our YouTube channel.

We also hope that you will share your feedback on our program survey and consider making a donation to Historic Milwaukee and help us continue delivering programming like Doors Open. Visit doorsopenmilwaukee.org or call 414-277-7795 to donate. The survey is online.

NEW MEMBER PERK! Beginning January 1, we will make the John McGivern video tour and all virtual building tours available Historic Milwaukee members on our website. Stay tuned for instructions on how to access this great content.

This attendee summed up the virtual Doors Open experience:

"With all the uncertainty in the world today I am thankful that you were still able to make this event happen virtually. This has opened my eyes to how diverse and beautiful our city and surrounding areas truly are."



We kicked off the virtual Doors Open with Common Council President Cavalier Johnson at the City Hall Bell tower.

TOP VIRTUAL BUILDING TOURS

Jones Island	1,654
Bradley Symphony Center	1,028
Ambassador Hotel	1,006
Annunciation Greek Orthodox Church	926
310W	819
We Energies Public Service Building	791
Johnson Controls Corporate Headquarters Building	786
20 Ton Studios	707
Dubbel Dutch Hotel	672
Basilica of St Josaphat	633
Frank Lloyd Wright's Burnham Block	626

ATTENDANCE

Virtual Events	6,352
YouTube video view	4,200
Unique visitors online	16,418
TOTAL	26,970



HMI partnered with Milwaukee Symphony Orchestra to lead a virtual tour of their newly renovated Bradley Symphony Center.

DOORS OPEN FUNDRAISING CAMPAIGN

In celebration of Doors Open, we invite you to support Historic Milwaukee and show your pride for our city. Your donation will ensure Historic Milwaukee and Doors Open can exist for many years to come. Our donation campaign includes these limited edition Doors Open Polaroid cameras, a letterpress print, stickers and pins as perks!



STICKER \$10

Give at this level and receive a Doors Open sticker. Tax deductible gift amount \$10. Also available for purchase for \$1.



PIN \$50

Give at this level and receive a Doors Open pin. Tax deductible gift amount \$50. Also available for purchase for \$9.



PRINT \$100

Give at this level and receive a custom Historic Milwaukee print by Bay View Printing Co. Tax deductible gift amount \$93.75. Also available for purchase for \$25.



CAMERA \$500

Give at this level and receive a custom Doors Open branded Polaroid Camera, created by Retrospekt. Tax deductible gift amount \$432. Also available for purchase for \$125.

THANKS TO OUR GENEROUS SPONSORS FOR MAKING THIS PROGRAM POSSIBLE



IN KIND



SUPPORT LOCAL ARTISTS



Historic Milwaukee is proud to partner with over a dozen local artists and makers in our retail store. Artists have lost many opportunities to sell their work this year due to the Covid-19 pandemic and we urge you to consider buying local this holiday season. Shopping in our store benefits local artist and helps to fund Historic Milwaukee's programming year-round. We'd like to highlight a few of the Milwaukee makers you can find in our store.

Makery Maven Co. (formerly Paper Pleasers) Ellen Albertson began Paper Pleasers in 2011 and recently changed their name is Makery Maven Co. in 2020. They create personalized gifts for individuals and have a line of Milwaukee-themed merchandise. Their Milwaukee skyline series is printed on several different products including glassware, kitchen towels, and mugs.

KONKADA is the artistic project of Amin Konkada, a Milwaukee-based artist from Benin in West Africa. His work is inspired by African culture and also the cityscapes in his new home. Konkada practices several forms of fine art including digital design, painting, and drawing. His textile work uses custom fabrics made from handwoven African mud cloth. You can find his art prints and handcrafted lamps in our shop.

James Steeno Gallery James Steeno is an independent artist/illustrator who was born and raised in Green Bay, WI. He began art classes at a young age and achieved a BFA degree from UW-Oshkosh. James Steeno works full time as a professional artist from his home studio in Milwaukee and sells his artwork in shops around the greater Milwaukee area. He creates unique depictions of Milwaukee neighborhoods, skylines, and landmarks. We are honored to be the retail partner for his 2020 holiday ornaments.

Milwaukee Beer Gear Milwaukee Beer Gear was founded by two Milwaukee natives, Amanda and Zach Wambold. Their products honor the city's drinking culture and vibrant downtown. Milwaukee Beer Gear provides beer accessories for beer enthusiasts and amateurs alike. Their woodcut coaster sets depict city streets in various Milwaukee neighborhoods. You can find Milwaukee Beer Gear coasters, glassware, and baby onesies in our shop.

Lynndale Print Josh Leverence is a local artist who has lived in the Milwaukee area his whole life and can't imagine living anywhere else. Lynndale Print started as a hobby for him about two years ago when he became interested in the art of relief printing. A couple of carved linoleum blocks and three badly cut fingers later, he decided painting was more his speed. Lynndale Print sells Milwaukee stickers and art prints of famous Milwaukee landmarks. Josh is currently finishing nursing school and is excited for the flexible schedule that will allow him to spend more time with his wife, kitten, and painting supplies.

Orchard Street Apparel Orchard Street Apparel is owned by a husband-and-wife duo, Whitney and Julia Teska. They started Orchard Street Apparel in a basement print shop and used D.I.Y. techniques. Their mission is to provide eco-friendly screen printing on ethically-produced garments. Orchard Street Apparel products depict Milwaukee and celebrate its community. You can find Orchard Street Apparel kitchen towels in our shop.

HOLIDAY SHOPPING

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3 Foodie Bundle Give your favorite Wisconsin foodie some flair for their kitchen with the Foodie bundle! This bundle includes the book Milwaukee Food: A History of Cream City Cuisine, a Milwaukee map oven mitt and hot pad, and the Wisconsin Party Know How towel designed with cute illustrations of famous Wisconsin foods. **\$58.00**

4 Cozy Bundle This bundle was made for that person who loves to get cozy with some hot cocoa and a good book. Includes local hot cocoa mix from Indulgence Chocolatiers, a Milwaukee skyline mug, and six magnetic Frank Lloyd Wright bookmarks. Pair this bundle with one of the 200+ books available in our shop! **\$25.00**

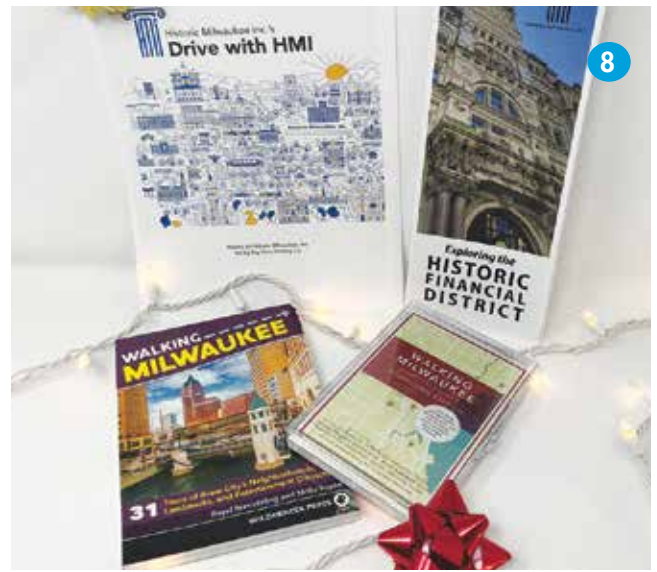
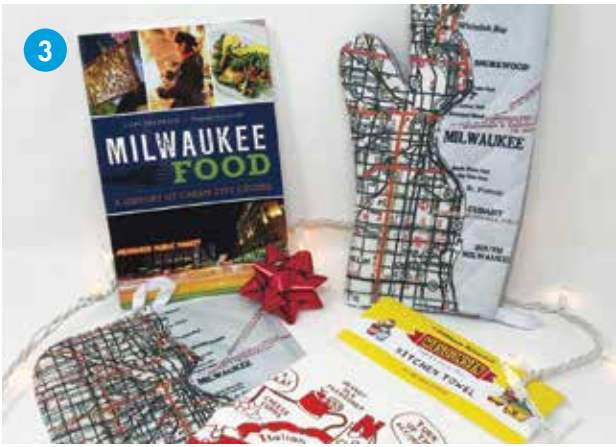
5 Traveler Bundle A Milwaukee tote bag, leather passport holder from Tactile Designs, Wisconsin luggage tag and Wisconsin face mask make this the perfect package for someone who loves to travel and show their Milwaukee pride wherever they go. **\$88.00**

6 Baby Bundle (6 month size) Two adorable baby items make a sweet gift for someone with a baby or someone who is expecting. The Milwaukee Beer Gear "Locally Brewed" onesie is paired with Baby's First Eames, a board book to teach little ones the ABCs of architecture and design. **\$25.00**

7 Baby Bundle (12 month size) This second baby bundle comes with a Milwaukee onesie by Tammy Smith Designs and the board book Architecture for Babies with fun, colorful illustrations that babies love. **\$25.00**

8 Milwaukee Tour Bundle Give the gift of the ultimate self-guided tour experience. Three walking tour guides and one driving tour will help you explore the whole city. This bundle pairs perfectly with a gift membership to HMI! **\$48.00**





STOCKING STUFFERS & HOLIDAY FAVORITES

For the third year in a row, we have partnered with James Steeno Gallery as the only retail location to sell his Milwaukee holiday ornaments. This year James designed two new ornaments: Milwaukee and Wisconsin! Visit our Facebook page to watch a video of James talking through the design process.

Take a look at all of our ornaments and cards for the 2020 holiday season.

HOLIDAY FAVORITES

James Steeno 2020 Milwaukee Ornament: \$25.00

James Steeno 2020 Wisconsin Ornament: \$25.00

Milwaukee Downtown 2020 Hoan Bridge Ornament: \$19.95

Makery Maven Co. Wisconsin Laser Cut Ornament: \$12.00

Daisy Mae Designs Milwaukee Map Ornament: \$12.00

Allison Beilke Holiday Card Set: \$18.00

Frank Lloyd Wright Christmas Collection Card Set: \$17.99

Frank Lloyd Wright Tree of Life Card Set: \$12.99

HOLIDAY SHOPPING HOURS

in-store 11 a.m to 3 p.m.

seven days a week

shop online

and we offer curbside pickup.



James Steeno 2020 Wisconsin Ornament and Milwaukee Ornament



STOCKING STUFFERS

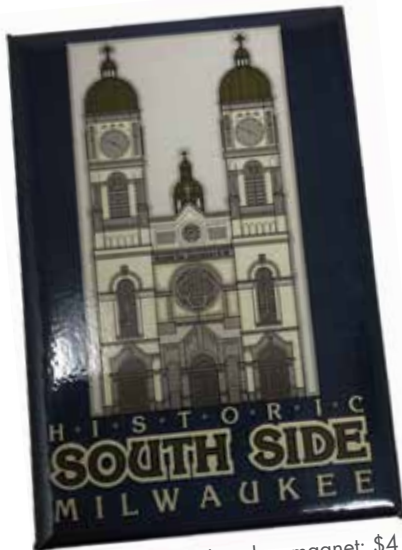
CHECK OUT OUR SELECTION OF STOCKING STUFFERS (\$15 AND UNDER)



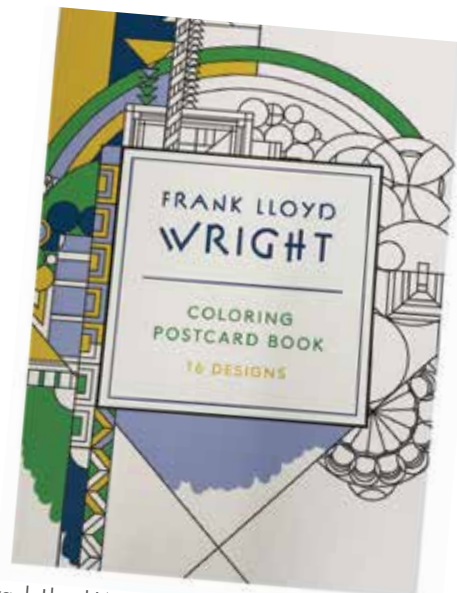
Orange Pops Cheesy Socks: \$12



Milwaukee Beer Gear Coaster: \$7



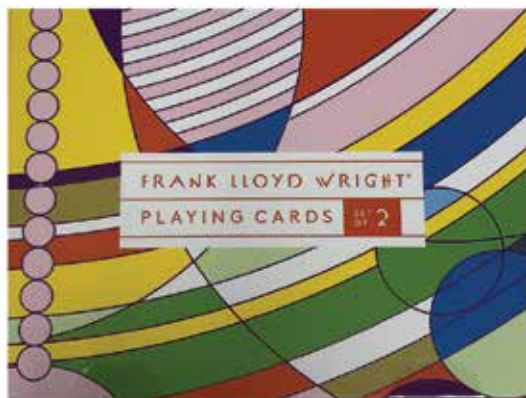
Historic Milwaukee magnet: \$4



Frank Lloyd Wright Coloring Postcard Book: \$8.99



Jacobson Design Shop Cream City Brick Pin: \$7



Frank Lloyd Wright Playing Cards: \$14.99



Daisy Mae Designs Milwaukee Mask: \$15



HISTORIC MILWAUKEE, INC.
235 E. Michigan Street
Milwaukee, WI 53202

Give the gift of Historic Milwaukee membership!

Save 50% on gift memberships,
when you use the code: 2020gift50
Valid until 12/31/20

All memberships are valid for one full year. Cannot be used to renew your own membership.
Find more details on levels and benefits at: historicmilwaukee.org.
Questions? Call 414-277-7795 or email info@historicmilwaukee.org.