



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

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It is my pleasure to share with you the details of the City of Neighborhood merchandise sales for 2021. 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.

Please see the attached Excel spreadsheet of Milwaukee City of Neighborhoods merchandise sold in 2021. A few highlights:

- 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.
- With the city's permission, we added a Feeds the World magnet and a neighborhood poster puzzle to our merchandise lineup.

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 2021 was about \$517,102; the revenue from these items accounted for 2.1% 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:

Doors Open:

Please see the attached Doors Open event report.

New in 2021: A line up of free self-guided apps featuring the following neighborhoods:

- Avenues West
- Diverse Downtown
- Exploring the Beerline Trail
- Milwaukee Moderns
- Silver City (in English and Spanish)
- Villard Avenue

App tours are available for download in Apple and Android platforms.

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 on April 14, 2021 took place online and in person. We again sold the posters for \$4.14 for three days. Our sale was included in 414 Day event listings by TMJ4, Milwaukee Record, Milwaukee Magazine, and Milwaukee Journal Sentinel. Press surrounding this event helps us broaden our audience and promote neighborhood pride throughout the city.

The Sherman Park neighborhood association purchased 10 magnets and 30 notecards at a reduced price. This is the second year we have worked with this group as part of an ongoing relationship to welcome new homeowners and promote the Sherman Park neighborhood.

We reprinted three posters in 2021; one of which is owned by HMI (Upper East Side) and two city-owned posters: Halyard Park and Jackson Park.

Sincerely,

Stacy Swadish
Executive Director