



HISTORIC MILWAUKEE, INC.

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

Feb. 4, 2019

It is my pleasure to share with you the details of the City of Neighborhood merchandise sales for 2018. 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, notecards and tote bags.

Here is a detailed list of Milwaukee City of Neighborhoods merchandise sold in 2018.

Item	Revenue	Expenses	Net Revenue
Posters	\$4,930	\$170	\$4,760
Combo Posters	\$1,293	\$172	\$1,121
Notecards	\$743	\$362	\$380
Notecard Sets	\$492	\$0	\$492
Magnets	\$2,617	\$1,448	\$1,169
Tote bags	\$178	\$65	\$113
Total:	\$10,252	\$2,217	\$8,035

Additional Expenses not listed above:

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

- We paid \$772 to reprint \$1,000 Third Ward posters in 2017. As with all inventory, the costs are expenses when the item sells. Posters sell for \$10, a price set by the HMI board of directors. Posters are available at our store, online and on Amazon.
- HMI purchased \$839.06 worth of magnets in 2018. Magnets are priced at \$4. Again, the costs are expensed when the item sells.

- 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.

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.

HMI participated in many pop up markets: Newaukee Night Market, Bay View Bash, Washington Boulevard Bash and Urban Garage, held at the Domes. We also held our annual holiday shopping pop up sale at City Hall in November.

Sincerely,



Stacy Swadish
Executive Director

2018 City of Milwaukee Merchandise sales by HMI		
Item	Sales	Type*
Brewers Hill	\$ 28.28	City
Clarke Square	\$ 23.20	City
Concordia	\$ 22.42	City
Franklin Heights	\$ 4.14	City
Halyard	\$ 14.14	City
Harambee	\$ 36.56	City
Hillside	\$ 24.14	City
Jackson Park	\$ 40.00	City
Layton Park	\$ -	City
Lower East Side	\$ 378.34	City
Marquette	\$ 238.98	City
Merrill Park	\$ 8.18	City
Midtown	\$ 18.28	City
North Division	\$ 46.56	City
North Milwaukee	\$ 14.14	City
Northpoint	\$ 105.54	City
Riverwest	\$ 194.20	City
Rufus King	\$ 70.70	City
Sherman Park	\$ 120.70	City
St. Sava	\$ 14.14	City
Story Hill	\$ 74.84	City
The Valley	\$ 12.42	City
Tippecanoe	\$ 89.68	City
Walker's Point	\$ 163.12	City
Bay View	\$ 186.24	City/reprinted by HMI
South Side	\$ 128.66	City/reprinted by HMI
Washington Heights	\$ 108.98	City/reprinted by HMI
Amani	\$ 48.18	HMI
Downtown	\$ 240.38	HMI
Enderis	\$ 70.70	HMI
Johnsons Woods	\$ -	HMI
Lindsay Heights	\$ 46.56	HMI
Menomonee Valley	\$ 32.42	HMI
Silver City	\$ 25.56	HMI
Third Ward	\$ 283.82	HMI
Thurston Woods	\$ 28.28	HMI
Upper East Side	\$ 186.94	HMI
Washington Park	\$ 54.84	HMI
Subtotal	\$ 3,184.26	
Other poster sales (popups, Amazon, etc.)	\$ 1,745.00	
Posters:	\$ 4,929.26	
Historic Milwaukee Combo poster	\$ 1,293.08	HMI
Notecard Sets	\$ 492.00	
Notecards	\$ 743.00	
Magnets	\$ 2,617.00	
tote Bags	\$ 178.00	
Total 2018 sales	\$ 10,252.34	
Notes:		
<i>City indicates posters that were donated to HMI</i>		
<i>HMI indicates posters that are the property of HMI and printed at HMI's expense</i>		
<i>City/reprinted by Hmi indicates posters that were reprinted at HMI's expense</i>		