

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

Jan. 18, 2017

It is my pleasure to share with you the accomplishments of our Milwaukee City of Neighborhoods sales for the partial year of 2015 and the entire calendar year of 2016. 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.

Here is the income and expenses for posters and notecards with the poster images for 2015.

Item	Revenue	Expenses	Net Revenue
Posters	\$6,127.22	\$3,403	\$2,724.22
Notecards	\$2058.75	\$604.32	\$1,454.43
<b>Total:</b>	<b>\$8,185.97</b>	<b>\$4,007.32</b>	<b>\$4,178.65</b>

- Expenses related to posters in 2015 include the cost of printing the new 11 poster images and purchasing poster bags for merchandise sales. Posters sold for \$10 each; a price set by the HMI board of directors.
- Expenses related to notecards including printing and notecards boxes. In 2015, we printed one set of 12 notecards featuring the new poster images. A box of 12 cards and envelopes sold for \$15.
- Staff time allocated to these projects is not included.
- A detailed breakdown of posters sold in 2015 is attached.

Here is the income and expenses for posters, notecards, magnets and tote bags for 2016.

Item	Revenue	Expenses	Net Revenue
Posters	\$10,009.40	\$3,169.36	\$6,840.04
Notecards	\$3,581.87	\$1,551.50	\$2030.37
Magnets	\$2,684.64	\$2,609.76	\$74.88
Tote bags	\$2,218.34	\$1,494	\$724.34
<b>Total:</b>	<b>\$18,494.25</b>	<b>\$8,824.62</b>	<b>\$9,669.63</b>

- Expenses related to posters in 2016 include the cost of printing a new 24 inch x 36 inch "combo" poster which depicts all of the posters, reprinting three of the original posters (Bay View, Historic South Side and Washington Heights) and purchasing poster bags. Posters sold for \$10 each, with several sales at "buy four, get one free." We also started the first annual Poster Sale as part of 414 day, which celebrates all things Milwaukee on April 14<sup>th</sup> of each year. For this day only, all posters sold for \$5. We plan to continue this promotion in 2017 and beyond.
- A detailed breakdown of the posters sold in 2016 is attached.
- Expenses related to magnets included the cost of having magnets manufactured in all poster images. Magnets are priced at \$4.

- Expenses related to tote bags included the cost of having tote bags screen printed with local company Orchard Street Press. Tote bags are priced at \$20.
- Expenses related to notecards included the cost of printing notecards for every poster image, notecards boxes and labels for the boxes. We also started offering notecards individually at \$1.25 each after we move into our new street front space.
- Staff time allocated to these projects is not included.

We donated a full set of posters to South Division High School; a donation that received media coverage. A copy of the article is included. And, while not a city image poster, we allowed the Silver City neighborhood to use the image on neighborhood flags to promote neighborhood pride and identity. (The Silver City image as created as one of the 11 new posters for John Gurda's book).

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 two pop up markets: the Newaukee Night Market on West Wisconsin Avenue and Urban Garage, held at the Domes. Both were successful events that allowed a wider audience to see and purchase the iconic neighborhood images. We were invited to sell related poster merchandise at the Brewer's Hill and Lower East Side premier parties for Around the Corner with John McGivern and John Gurda.

HMI moved into a new location at 235 E. Michigan Street, the corner of Michigan and Broadway, in summer 2016. Scaffolding and construction has been taking place since that time but we are looking forward to the end of construction and a year of increased walk-in traffic. We also plan to start many of our tours from our new store front location later this year. As part of this move, we have expanded our merchandise offerings and have invested in a Point of Sale register, which will enable us to track poster sales by each poster sold.

Thank you again for the opportunity to share these wonderful images with fans of Milwaukee, both local and out of state.

Sincerely,



Stacy Swadish  
Executive Director  
Historic Milwaukee, Inc.

<b>Poster General</b>	<b>2015 Sales</b>	<b>Percentage of Sales</b>	<b>Collection</b>
Bay View	\$ 155.00	2.53%	City
Brewers Hill	\$ 25.00	0.41%	City
Clark Square	\$ 10.00	0.16%	City
Concordia	\$ 20.00	0.33%	City
East Side Lower	\$ 160.00	2.61%	City
Franklin Heights	\$ 30.00	0.49%	City
Halyard Park	\$ -	0.00%	City
Harambee	\$ -	0.00%	City
Hillside	\$ 10.00	0.16%	City
Jackson Park	\$ -	0.00%	City
Layton Park	\$ -	0.00%	City
Marquette	\$ 85.00	1.39%	City
Merrill Park	\$ 10.00	0.16%	City
Midtown		0.00%	City
North Division		0.00%	City
North Milwaukee	\$ 20.00	0.33%	City
Northpoint	\$ 35.00	0.57%	City
Riverwest	\$ 135.00	2.20%	City
Rufus King	\$ 20.00	0.33%	City
Sherman Park	\$ 65.00	1.06%	City
South Side	\$ 40.00	0.65%	City
St. Sava White Manor	\$ -	0.00%	City
Story Hill	\$ 10.00	0.16%	City
The Valley	\$ 5.00	0.08%	City
Tippecanoe	\$ 65.00	1.06%	City
Walker's Point	\$ 35.00	0.57%	City
Washington Heights	\$ 100.00	1.63%	City
<b>Subtotal: City Collection</b>	<b>\$ 1,035.00</b>	<b>16.89%</b>	
Amani Metcalfe Park	\$ 85.00	1.39%	HMI
Downtown	\$ 381.00	6.22%	HMI
East Side Upper	\$ 256.00	4.18%	HMI
Enderis Park	\$ 155.00	2.53%	HMI
Johnson's Woods	\$ 35.00	0.57%	HMI
Lindsay Heights/Walnut Way	\$ 95.00	1.55%	HMI
Menomonee Valley	\$ 158.00	2.58%	HMI
Silver City	\$ 55.00	0.90%	HMI
Third Ward	\$ 392.00	6.40%	HMI
Thurston Woods	\$ 15.00	0.24%	HMI
Washington Park	\$ 55.00	0.90%	HMI
<b>Subtotal: HMI collection</b>	<b>\$ 1,682.00</b>	<b>27.45%</b>	
<b>Subtotal: Posters General (no category)</b>	<b>\$ 3,410.22</b>	<b>55.66%</b>	
<b>Total:</b>	<b>\$ 6,127.22</b>	<b>100.00%</b>	

Poster	2016 Sales	Percentage of sales	Collection	Notes
Bay View	\$ 210.00	2.1%	City	reprinted by HMI in 2016
Brewers Hill	\$ 90.00	0.9%	City	
Clark Square	\$ 20.00	0.2%	City	
Concordia	\$ 20.00	0.2%	City	
East Side Lower	\$ 180.00	1.8%	City	
Franklin Heights	\$ -	0.0%	City	
Harambee	\$ 10.00	0.1%	City	
Halyard Park	\$ -	0.0%	City	
Harambee	\$ 50.00	0.5%	City	
Jackson Park	\$ 60.00	0.6%	City	
Layton Park	\$ 10.00	0.1%	City	
Marquette	\$ 120.00	1.2%	City	
Merrill Park	\$ 30.00	0.3%	City	
Midtown	\$ -	0.0%	City	
North Division	\$ 10.00	0.1%	City	
North Milwaukee	\$ -	0.0%	City	
Northpoint	\$ 70.00	0.7%	City	
Riverwest	\$ 100.00	1.0%	City	
Rufus King	\$ 70.00	0.7%	City	
Sherman Park	\$ 30.00	0.3%	City	
South Side	\$ -	0.0%	City	reprinted by HMI in 2016
St. Sava White Manor	\$ 10.00	0.1%	City	
Story Hill	\$ 50.00	0.5%	City	
The Valley	\$ 20.00	0.2%	City	
Tippecanoe	\$ 20.00	0.2%	City	
Walker's Point	\$ 68.00	0.7%	City	
Washington Heights	\$ 90.00	0.9%	City	reprinted by HMI in 2016
City posters (no detail)	\$ 304.00	3.0%	City	
<b>Subtotal: City Collection</b>	<b>\$ 1,338.00</b>	<b>13.4%</b>	<b>City</b>	
Amani Metcalfe Park	\$ 20.00	0.2%	HMI	
Downtown	\$ 220.00	2.2%	HMI	
East Side Upper	\$ 230.00	2.3%	HMI	
Enderis Park	\$ 150.00	1.5%	HMI	
Johnson's Woods	\$ 20.00	0.2%	HMI	
Linday Heights/Walnut Way	\$ 80.00	0.8%	HMI	
Menomonee Valley	\$ 40.00	0.4%	HMI	
Silver City	\$ 405.00	4.0%	HMI	
Third Ward	\$ 150.00	1.5%	HMI	
Thurston Woods	\$ 10.00	0.1%	HMI	
Washington Park	\$ 70.00	0.7%	HMI	
Combo poster (new in 2016)	\$ 1,538.00	15.4%	HMI	
HMI posters (no detail)	\$ 248.00	2.5%	HMI	
<b>Subtotal: HMI Collection</b>	<b>\$ 3,181.00</b>	<b>31.8%</b>	<b>HMI</b>	
<b>Subtotal: Posters (no category)</b>	<b>\$ 5,490.40</b>	<b>54.9%</b>		
<b>Total:</b>	<b>\$10,009.40</b>	<b>100.00%</b>		