



HISTORIC MILWAUKEE, INC.

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

Jan. 21, 2020

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 and notecards.

Here is a detailed list of Milwaukee City of Neighborhoods merchandise sold in 2019.

Item	Revenue	Expenses	Net Revenue
Posters	\$4,506.92	\$120.97	\$4,385.95
Feeds the World Poster	\$180	\$90	\$90
Combo Posters	\$1,244.74	\$56.84	\$1,187.90
Notecards	\$1,469.35	\$524.09	\$945.26
Notecard Sets	\$320	\$0	\$320
Magnets	\$1,977.10	\$726.96	\$1,250.14
Total:	\$9,698.11	\$1,518.86	\$8,179.25

Additional Expenses not listed above:

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

- 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 \$730.01 worth of magnets in 2019. 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 the Newaukee Night Market and the Washington Park Wednesdays. We also held our annual holiday shopping pop up sale at City Hall in December.

Looking ahead, we will be reprinting four posters in 2002; one of which is owned by HMI (Downtown) and three city-owned posters: Avenues West (Marquette); Pigsville (the valley) and Walker's Point.

Sincerely,

Stacy Swadish
Executive Director