



HISTORIC MILWAUKEE, INC.

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

Feb. 2, 2018

It is my pleasure to share with you details of the Milwaukee City of Neighborhoods merchandise sales for 2017. 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 2017.

Item	Revenue	Expenses	Net Revenue
Posters	\$3,385	\$71	\$3,314
Combo posters	\$900	\$44	\$856
Notecards	\$1,161	\$271	\$890
Magnets	\$2,480	\$967	\$1,513
Tote bags	\$560	\$92	\$468
Total:	\$8,486	\$1,445	\$7,041

Additional Expenses Not Listed Above:

We paid \$772 to reprint 1,000 Third Ward posters in 2017. **As with all inventory, the costs are expensed when the item sells.** Posters sell for \$10, a price set by the HMI board of directors. Posters are available in our store, on our website and on Amazon.

HMI purchased \$1,759.47 worth of magnets in 2017. Magnets are priced at \$4. Again, the costs are expensed when the item sells.

HMI participated in several pop up markets: the Newaukee Night Market on West Wisconsin Avenue, Hovercraft at the Pritzlaff Building and a week-long popup sale at Mayfair Mall. HMI also took part in the Silver City International Festival on 35th and National. All were successful events that allowed a wider audience to see and purchase the iconic neighborhood images.

Last year, we donated posters to more than 100 nonprofits for use in their charity auction fundraisers. We also donated posters valued at \$400 and John Gurda books valued at more than \$3,500 to the United Way for use in their employee giving campaigns.

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 invested in a Point of Sale Square cash register system which allowed us to track merchandise. We were able to track posters individually.

In summary, HMI had a 2017 budget of \$378,000. Funding sources include membership dues, fees for tours and events, individual donations and foundation and corporate grants. Total income from merchandise sales equaled roughly ten percent of the budget or \$37,000. As you can see, the Neighborhood merchandise accounted for \$8,466 of the \$37,000 in total merchandise income. In summary, Neighborhood items accounted for 22% of merchandise income and 2% of total organizational income.

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.

2017 City of Neighborhood Merchandise Sales

Item	Gross Sales	Discounts	Net Sales	Type
HMI Combo Poster Total	\$900.00	(\$14.00)	\$886.00	HMI
Downtown Neighborhood Poster Total	\$338.00	(\$3.00)	\$335.00	HMI
Lower East Side Total	\$260.00	(\$9.50)	\$250.50	City
Marquette Neighborhood Poster Total	\$259.00	(\$3.50)	\$255.50	City
Riverwest Neighborhood Poster Total	\$200.00	(\$1.50)	\$198.50	City
Upper East Side Neighborhood Poster Total	\$191.00	(\$2.50)	\$188.50	HMI
Bay View Neighborhood Poster Total	\$185.00	(\$1.50)	\$183.50	City/reprinted by HMI
Third Ward Neighborhood Poster Total	\$178.00	(\$3.00)	\$175.00	HMI
Sherman Park Neighborhood Poster Total	\$155.00	(\$3.50)	\$151.50	City
Washington Heights Neighborhood Poster Total	\$130.00	(\$8.50)	\$121.50	City/reprinted by HMI
South Side Neighborhood Poster Total	\$125.00	(\$1.00)	\$124.00	City/reprinted by HMI
Harambee Neighborhood Poster Total	\$113.00	(\$6.50)	\$106.50	City
Walker's Point Neighborhood Poster Total	\$103.00	\$0.00	\$103.00	City
Northpoint Neighborhood Poster Total	\$95.00	(\$1.00)	\$94.00	City
Tippecanoe Neighborhood Poster Total	\$85.00	(\$1.50)	\$83.50	City
Washington Park Neighborhood Poster Total	\$80.00	(\$1.50)	\$78.50	HMI
Brewers Hill Neighborhood Poster Total	\$75.00	(\$3.00)	\$72.00	City
HMI Poster--City collection Total	\$60.00	\$0.00	\$60.00	City
Lindsay Heights Neighborhood Poster Total	\$55.00	(\$1.00)	\$54.00	HMI
Rufus King Neighborhood Poster Total	\$55.00	(\$1.00)	\$54.00	City
Enderis Park Neighborhood Poster Total	\$50.00	(\$0.50)	\$49.50	HMI
Concordia Neighborhood Poster Total	\$48.00	\$0.00	\$48.00	City
Menomonee Valley Neighborhood Poster Total	\$45.00	\$0.00	\$45.00	HMI
Merrill Park Neighborhood Poster Total	\$45.00	(\$1.50)	\$43.50	City
Story Hill Neighborhood Poster Total	\$45.00	(\$1.50)	\$43.50	City
Hillside Neighborhood Poster Total	\$40.00	(\$3.00)	\$37.00	HMI
Jackson Park Neighborhood Poster Total	\$40.00	(\$0.50)	\$39.50	City
Clarke Square Neighborhood Poster Total	\$35.00	(\$2.00)	\$33.00	City
Layton Park Neighborhood Poster Total	\$35.00	(\$1.00)	\$34.00	City
Silver City Neighborhood Poster Total	\$30.00	(\$5.00)	\$25.00	HMI
HMI poster--HMI collection Total	\$30.00	\$0.00	\$30.00	HMI
Haylard Park Neighborhood Poster Total	\$25.00	\$0.00	\$25.00	City
Midtown Neighborhood Poster Total	\$25.00	(\$1.00)	\$24.00	City
North Division Neighborhood Poster Total	\$25.00	(\$0.50)	\$24.50	City
St. Sava Neighborhood Poster Total	\$25.00	\$0.00	\$25.00	City
Johnson's Woods Neighborhood Poster Total	\$20.00	\$0.00	\$20.00	HMI
North Milwaukee Neighborhood Poster Total	\$20.00	(\$1.00)	\$19.00	City
Amani Neighborhood Poster Total	\$10.00	\$0.00	\$10.00	HMI
Franklin Heights Neighborhood Poster Total	\$10.00	\$0.00	\$10.00	City
Pigsville Neighborhood Poster Total	\$20.00	\$0.00	\$20.00	City
Total 2017 Poster Sales	\$4,285.00	(\$84.50)	\$4,200.50	
Total 2017 Magnet Sales	\$2,480.00	(\$42.00)	\$2,438.00	
Total 2017 Notecard Sales	\$394.00	(\$6.51)	\$387.49	
Total 2017 Notecard Set Sales	\$767.00	(\$20.70)	\$746.30	
Total 2017 Tote Sales	\$560.00	(\$20.00)	\$540.00	