



2023 ANNUAL REPORT



Bringing history to life.

FROM THE BOARD

We celebrated the 100-year anniversary of the Sheboygan County Museum and what a memorable year it was!

Many of you joined us at Nourish Farms for the Centennial Jubilee fundraiser. Over 125 members and guests spent a wonderful evening reminiscing about the past and talking about the future of the museum. In the process, we raised over \$15,000 to support the Museum for the next 100 years. At the museum, our curator Tamara Lange put together a great centennial exhibit *100 Years / 100 Objects: A Century of Collecting* featuring an eclectic array of objects collected in the past 100 years. The theme of 100 was used for another fundraising project “100 years, 100 dollars”. This project raised over \$20,000.

Thanks to the staff, museum volunteers, and board members for making these centennial events a huge success. You also might have realized that we are no longer using the full name of Sheboygan County Historical Society and Museum, but rather Sheboygan County Museum. This is just to save everyone time and avoid hand cramps. We also have a great new logo so don't be confused when you see Sheboygan County Museum, it's just us.

Besides celebrating the past, 2023 was a year to look to the future. Our long-time Executive Director, Travis Gross, made the decision to resign and move on. For the last decade Travis has been the face of the organization and successfully guided it through many challenges. His legacy includes leaving the Museum with a great staff, a sound financial position, and a great base of members and volunteers. Thank you Travis and good luck in all your new endeavors.

Our new Executive Director is Brett Lobello. Brett is a long-time museum professional who comes to us from Colorado Springs where he was the Director of Regional History and Genealogy for the Pikes Peak Library District. With ties to Wisconsin, he is excited to be back in our state and is anxious to lead the museum forward into our next 100 years. Welcome Brett.

Thank you to all of our members and supporters. It is because of you the Museum continues to thrive. We hope you all take part in the wonderful exhibits, and programs, taking place in 2024.

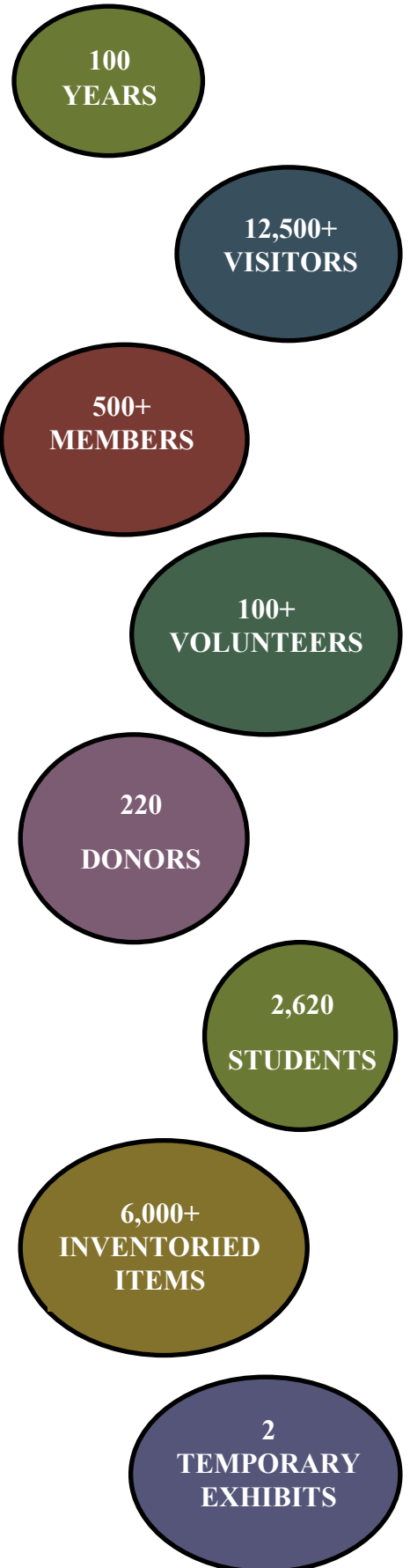
— William Moir, Sheboygan County Museum Board President



BY THE NUMBERS

The Museum Centennial year, 2023, proved monumental! We returned to full capacity with our Full Day Education Programs, piloted a new Middle School Education Program, curated a temporary exhibit that showcased 100+ objects, brought back programs of the past and celebrated new, and hosted a Jubilee celebration to raise money for our next 100 years. The negative income balance can be attributed to grants and donations that came in in 2022 but were delegated for projects taking place in 2023.

INCOME	2023	2022	2021	2020
Admissions	19,959	16,344	7,651	5,928
Programming	70,831	46,768	43,988	13,310
Membership	38,740	40,029	51,667	35,135
Grants	116,656	175,963	195,111	175,122
Museum Store	5,282	9,950	8,029	12,145
Miscellaneous	983	727	782	5,415
Donations	73,903	62,604	62,114	40,069
Conger Endowment	25,000	23,000	22,000	20,000
Total Income	\$351,354	\$375,385	\$ 391,332	\$ 307,124
EXPENSE	2023	2022	2021	2020
Staff	273,929	179,003	190,549	174,342
Utilities	56,712	51,014	42,859	38,136
Maintenance	61,414	5,486	46,429	45,688
Store	3,924	4,053	4,186	2,820
Programming	38,558	30,993	20,448	11,962
Supplies	12,671	7,004	6,818	5,891
Publicity	31,347	22,151	36,114	11,756
Membership	157	835	185	600
Research Center		3,500	3,500	3,500
Misc. Expenses	27,066	13,385	675	250
Total Expenses	505,778	\$317,424	\$ 351,763	\$ 294,945
NET INCOME	-\$154,424	\$57,961	\$ 39,569	\$ 12,179



FROM THE MUSEUM

Hello,

As I reflect on nearly 11 years as the Society's Executive Director, it is evident that it has been a fantastic decade and one I will cherish for the rest of my days. Being the director of my hometown's historical organization was a gift from powers I do not understand but am thankful for everyday of my life. Like most jobs, it came with its share of headaches, but what I value the most far exceeded any and all headaches. Being director gave me the opportunity to see items that are priceless, the ability to urban spelunk some of the most historically relevant buildings in our community, be a team member in acquiring items from local businesses, and meet some of the best people anyone could ever meet. That, to me, is the most valuable part of being the director; the people. So many of the people I have met hold a special place in my heart. I am truly blessed to have spent time with them, learning from them, laughing with them, grieving for and with them, and reflecting on the great history of our County. It has always been about the people.



In 2023, we celebrated our 100th anniversary with special exhibits, programs and events that I hope shared the society's value to our community. We also used the year to begin moving the organization into the future, and I believe the museum future is bright. The majority of our staff has been with us for less than 18 months and there will soon be a new director on hand to guide the organization into its next 100 years. Change can sometimes be hard, but with the freshness of a new brand, fresh minds and new leadership, I believe I am passing on a great opportunity to really move the museum into the future. Fresh minds, bodies and souls can do wonderful things. I will be excitedly watching what the future holds for the museum I hope you are as well.



Along with change in staffing, there are many changes occurring with our colleagues at the County. I would like to thank Jim TeBeest for his time with the County upon his retirement. I worked with Jim regularly in regards to the museum and always enjoyed my time and valued his leadership in the County. I also would like to thank all the other County employees that worked with the society in keeping it the wonderful place it is. With the changes at the County come new opportunities for the society. I believe the relationship with the County will remain strong with the upcoming changes. Local governments should be supporting cultural organizations and Sheboygan County does a great job supporting the society.

I also want to give a huge thank you to the staff members I have worked with. I simply could not have achieved anything without them. They mostly bought into my craziness with smiles and laughs, but with a bit of anxiety. I need to highlight our curator Tamara Lange and Education Program Supply Manager Nathan Chisholm. I have worked with Tamara my entire tenure and learned more than I ever thought I would about collection care and developing exhibitions from her. We respected each other's thoughts and I believe together we made vast improvements to our collection and exhibits. We were just enough bonkers about local history to pull off some really amazing things I will never forget.





Nathan was my very first hire and he has remained for the duration. I have enjoyed experiencing his growth from a young intern to a vital part of our operations. I am naturally attracted to “old souls” and Nathan has one of the best. I was amazed by his passion for history at such a young age and his skills with repairs and construction have been a big benefit to the museum. I want to acknowledge that every staff member I worked with has made me a better person. Again, it is the people that matter and you are all amazing people. I am happy my path crossed with yours.

I also have learned from and enjoyed my time with all the board of Director’s members I worked with. Being a board member is not an easy feat, especially if you are active. I have always had active board members who cared about the museum and I appreciate that immensely. Each and everyone of them have influenced me, but three stand out personally. Calvin Wheeler, who was an honorary member, taught me that generosity and humbleness are two things we should all strive for. Otto Henry “Heine” Jung taught me that patience and



thoughtfulness are personal attributes that are most meaningful. Carol Kolzow, who has been with the organization my entire tenure, taught me commitment to a cause is key to a strong organization, and what a strong, professional woman is. I will forever carry the lessons I learned from them all.



I believe the museum is in a great position to grow and move forward. With a strong and determined staff and a board and membership that believe in our mission to collect, preserve and educate on Sheboygan County, the future is bright. It is the people that make an organization strong and the Sheboygan County Museum has an abundance of that. Thank you all for crossing paths with me, I will cherish my time with you. I prefer to say see ya later than saying good-bye, good-bye is too permanent. So... see ya later, it’s been a blast. — Travis



2023 ACCOMPLISHMENTS

Exhibitions and Collections

- Curated the temporary exhibition *100 Years/ 100 Objects: A Century of Collecting* at the Museum, highlighting the history and growth of the organization's artifact collection over the past 100 years
- Hosted *Museum Madness* in conjunction with the *100 Years/ 100 Objects* exhibit, highlighting 16 uniquely Sheboygan County objects, with Mel Hummitzsch's Toilet Seat Guitar beating out past winners Garton Toy Company Kidillac and Jumes Restaurant Neon Sign.
- Created a companion exhibit at Mead Public Library highlighting the 100th Anniversary of the Sheboygan County Historical Society
- Continued progress on the first complete inventory of the Museum's artifact collection, supported by an *Inspire! Grant for Small Museums* from the Institute of Museum and Library Services
- Completed documentation of all artifacts (basic catalog record, identifying photograph, and unique identification number) stored in the Museum's Kohler Loft Storage area, along with approximately half of the lower level Collection Storage



- Inventoried 6,048 objects, ensuring they have a minimum of basic description, dimensions, general condition, identification photo, and location recorded in the collection database
- Curated *Holiday Memories 2023: Holiday Delights* including retrospective displays celebrating the history and Lead Elves of the first twenty years of mechanical animation displays at the Museum



- Accepted over 200 objects from 42 donors, including artifacts from early Hmong community residents, the Wilson Elementary School Sheboygan Sesquicentennial Coat, Aurora Memorial Hospital (including the entire Hospital Chapel interior), Nemschoff, and several other Sheboygan County legacy manufacturers
- Supported the *Prange's Then & Now* event with a temporary exhibit featuring 46 related artifacts
- Provided an artifact display in support of the January debut of the film "The Sheboygan Armory: A Part of the Community"
- Facilitated access to over 250 artifacts for visiting researchers and Museum related programming
- Loaned artifacts to support exhibits at Mead Public Library, Oostburg Public Library, and Sheboygan Falls Memorial Library
- Utilized examples from the Museum's artifact collection to create a program to help the public better preserve their personal collections

Programming and Community Outreach

- Partnered with 39 local organizations and businesses
- Presented the program "Winning the Right to Vote: Woman Suffrage, Sheboygan County and Beyond" for Acuity employees for Women's History Month
- Presented the program "Sheboygan's Own: The Chordettes" for Manitowoc County Historical Society's *Hungry for History* program series





- Held May Basket Making stations, and classes at SCM, Mead Public Library, Plymouth Library, Bookworm Gardens, JMKAC, and Hello Happiness
- Brought history to life during *Prange's Then & Now* showcasing Prange's Department Store objects, photos, snacks, and an open mic alongside a local business market featuring current businesses from downtown Sheboygan. This also featured a Badger Talk about the history and present of local markets
- Hosted interactive booths at National Night Out, Acuity Health Challenge, and Lakeland College
- Reunited historical organizations "post-pandemic" at the Local History Fair
- Partnered with twelve different public display locations from around the county to exhibit Chair City Art Chairs through the summer
- Received support from the United Way Day of Caring allowing us to buy materials and host volunteers in making Holiday Memories Craft Kits
- Hosted the final presentation for the *Telling the Full Story* grant from the Trust for Historic Preservation
- Partnered with fifteen local artists to facilitate the Chair City Art Chair Project, where artists used



Dillingham Manufacturing chairs as their canvases

- Included an interactive Letter Writing Party as part of the Sheboygan Jubilee with Leo Aguilar
- Partnered with local artist to create Sheboygan themed Christmas coloring pages for Holiday Memories
- Hosted an Artist Garden Party to appreciate the artists and showcase their work at the Weinhold Log Cabin
- Partnered with nineteen musicians/bands who played at the Artist Garden Party, History Hill Music Festival, Sheboygan Jubilee, Holiday Memories, and Christmas at the Taylor House
- Partnered with eighteen local leaders, collectors, and presenters throughout the year to create community connections
- Hosted March Speaker Series: 100 Years of Preserving Sheboygan History featuring every past and present Executive Director as well as a history of historical societies



- Held Collectors & Collections honoring past Third Saturday programs and local collectors
- Created an Object Pop-up Display at the Sheboygan Jubilee with artifacts chosen and presented by local leaders
- Served 1,687 people in 36 programs
- Started Object Exposure, an ongoing program to connect members to each other and to SCM object exploration
- Celebrated Preservation Month with SCM curator providing practical tips on using and treasuring personal objects
- Held a sold out ticketed visit to Legend Larry's for a Historic Tavern Talk
- Reimagined a new annual event, Plank Road Rendezvous, featuring fur trade reenactors, sporting activities, a beauty and self-care station, and pancake breakfast
- Connected each Holiday Memories Craft Night with a different *Holiday Memories: Holiday Delights* vignette

2023 ACCOMPLISHMENTS (CONTINUED)



- Celebrated togetherness and literacy during Storytime with Santa in collaboration with Mead Public Library, sponsored by Prevea/ HSHS St. Nicholas
- Served 1,658 people through twelve free Community Days in celebration of the Centennial featuring
- Held a Community Day highlighting SCM's

Full-day Education Program's hands-on history including a sneak peek into the new middle school program

- Welcomed many Sheboygan County historical sites and societies at our Local History Fair
- Hosted a Community Day highlighting Music-making objects where visitors were invited to view musical objects from SCM collection, create their own Stumpf fiddle and interact with objects in an instrument petting zoo
- Hosted History Hill Music Festival
- Held a special Holiday Memories Community day welcome over 800 guests thanks Encova's generous donation

Education Program

- The Full Day Education Program *Journey to Sheboygan County*, primarily for second grade students, served 1,019 students, providing 5,095 hours of service to regional students
- The Full Day Education Program *Historic Jobs of Sheboygan County*, primarily for third grade students served 647 students providing, 3,235 hours of service to regional students
- The Full Day Education Program *The First Peoples of Sheboygan County*, primarily for fourth grade students, served 455 students providing 2,275 hours of service to regional students
- The Full Day Education Program *The Civil War and Sheboygan County*, primarily for fifth grade students, served 360 students, providing 1,800 hours of service to regional students
- With the assistance of Sheboygan Area School District

teachers Emma Robeson and Mary Meyers-Wenninger, a new Middle School Program *The Technology Revolution and Sheboygan County* was piloted, serving 6 classes and approximately 150 students

- Provided three university students with hands-on experience in collecting management, research, and museum programming in a professional museum setting
- Participated in Lakeland University's Exploration to Experience Fair, introducing primarily first year students to potential internship opportunities with the organization, along with career options in the field

Organization

- Counted 420 memberships with the Sheboygan County Museum
- Replaced the roof of the Schuchardt Barn
- Worked in collaboration with Sheboygan County to make repairs and repaint the exterior woodwork on the David Taylor House
- Worked in collaboration with Sheboygan County to refinish the exterior of the Main Museum Building
- Installed the former Sheboygan Armory Flagpole, donated by Brad & Sharon Abel, on the Museum campus for continued use and display
- Participated in Wisconsin Historical Society's Advocacy Day to share information on the importance of local and state history organizations
- Engaged more than 100 volunteers, accumulating over 8,744 hours of work
- Hosted a Membership picnic that had over 200 people attend
- Held three Busy Bee days to prepare hands-on activities for the Full Day Education Programs



CONTRIBUTORS

The Sheboygan County Museum relies on diverse revenue sources to maintain its ongoing operations. In addition to an operating grant from Sheboygan County, the organization is supported by foundation grants, cash and in-kind donations, memberships, endowment revenue, admissions, and earned income.

Through their generous support in 2023, the following individuals, businesses, and institutions helped us accomplish our mission: *to collect, preserve, and educate about the history of Sheboygan County.*

A heartfelt thank you to each of you for your generous support.



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From lumber to cookies, in-kind donations decrease expenses and increase revenues. Thanks to everyone who contributed in 2023.

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VOLUNTEERS MAKE THE DIFFERENCE!

An amazing group of dedicated volunteers enables this small museum to do big things. Our staff is supplemented by volunteers who serve as board directors, facilitators, teachers, assemblers, bakers, hosts, greeters, and much more. Dozens of individuals and organizations share their time, talent and knowledge to make the Museum a great place to be. We know we missed counting some of the hours they contributed (and we apologize to anyone we left out), but we try. During 2023, more than 100 individuals contributed at least 8,700 hours. It is with great pride and humility that we thank everyone who gave generously of their time during the past year.

2023 INDIVIDUAL VOLUNTEERS

Jane Abromaitis
Katherine Alt
Max Becker
Sherry Becker
Laura Bickford
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Joel Bock
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Philip Jens
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2023 ORGANIZATION VOLUNTEERS AND COMMUNITY PARTNERS

Above & Beyond Children's Museum
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Ampersand Supply Co.
Aviation Heritage Center of Wisconsin
Badger Talks with UW-Madison
Bethlehem Lutheran School
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Cheese City Woodwind Quintet
Cub Scout Pack 3804
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Lakeland University Chamber Winds Ensemble
Lakeland University Muskie Tones Choir
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Molly's Cobbler Shop
North High School Holiday Strings
Oostburg Historical Society and Heritage House
Plymouth Historical Society
Plymouth Public Library
Random Lake Area Historical Society
Sanderling Nature Center



Sheboygan Accordion Club
Sheboygan Auto Group
Sheboygan County Area Retired Teachers Association
Sheboygan County Historical Research Center
Sheboygan County Home and Community Education
Sheboygan Chamber of Commerce
Sheboygan Economic Development Corporation
Sheboygan Falls Memorial Library
Sheboygan LGBTQ Alliance
Sheboygan Visual Artists
SPARK! at JMKAC
The GameBoard
The Jinglesteens
The Northern Lights Choir
The Random Lake Chamber Singers
United Way of Sheboygan County



IN MEMORIAM

We lost some great people in 2023, who will be deeply missed. We mourn the loss of Kenneth Blindauer, Edward Clabots, Bonita Olshanski-Doyle, Robert Fischer, Anne Fuerst, Jane Garton, Tony Glazer, Janet Huber, Barbara Kaestner, Laura Prange, Sandra Renzelmann, James Schultz, and Calvin Wheeler, Jr.

GET IN TOUCH WITH MUSEUM STAFF!

Just a reminder that all staff have their own personal extension, making it easier for you to reach them directly.

Executive Director—Brett Lobello, Ext. 7101

Operations Manager—Liza Rosenthal, Ext. 7111

Curator of Collections & Exhibits—Tamara Lange, Ext. 7108

Collections Assistant—Elaina Nelson, Ext. 7110

Education Program Liaison—Andy Jacksack, Ext. 7106

Education Program Coordinator—Matthew Bayens, Ext. 7103

Education Supply Manager—Nathan Chisholm, Ext. 7105

Program Coordinator—Heather Hanlon, Ext. 7112

We love to hear from you! Contact (920) 458-1103 for all general inquiries and comments.

SHEBOYGAN COUNTY MUSEUM

3110 Erie Avenue
Sheboygan , WI 53081
(920) 458-1103

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2023 ANNUAL REPORT



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The Board's thoughtful guidance supports the continued development of the museum and its resources to best serve the Sheboygan County community.

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MUSEUM STAFF

The dedicated efforts of the staff shape the day to day operations of the museum.

Brett Lobello— *Executive Director*
Matt Bayens— *Education Program Coordinator*
Nathan Chisholm— *Education Supply Manager*
Heather Hanlon— *Program Coordinator*
Andy Jacksack— *Education Program Liaison*
Tamara Lange— *Curator of Collections & Exhibits*
Elaina Nelson — *Collections Assistant*
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