

# CHIPPEWA VALLEY MUSEUM 2021 ANNUAL REPORT

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*“The museum is like no other space that I’ve felt in the {Chippewa} Valley, because the museum really allows me to feel my lived experiences are validated here. And, as someone who doesn’t often see themselves represented in the Valley it means a lot to me.”*

- Yia Lor, Chippewa Valley Museum Member



WISCONSIN  
HISTORICAL  
SOCIETY



AASLH  
American Association  
for State and Local History





## FROM OUR BOARD PRESIDENT

Coming out of “lockdown” during a pandemic in 2020 a lot of things changed for many. Public buildings began to reopen, but with guidelines and caution. The Chippewa Valley Museum was no exception. But the light was that once again people could visit and experience the museum.

The word “pandemic” isn’t new, and it brought up stories of the plague in early European kingdoms in 1347, cholera in 1847, influenza in 1918, SARS in 2003, and MERS in 2012. In response to “our” pandemic, the Chippewa Valley Museum has collected diaries, drawings, poems, photos, and objects to preserve today’s pandemic experiences. This is a story of quarantine, illness, and loss, as well as a story of creativity, ingenuity, and adaptability.

At some point all of us will be able to find something from our past at the museum. Years ago I visited the Chippewa Valley Museum and found a round metal table, outdoor umbrella with fringed edging, and aluminum outdoor chairs in the “Putnam Heights” section of the “In the Neighborhood” exhibit. I first thought, “How nice to have a table and chairs for people to sit on back here.” Oops. These were part of the display. I grew up in Putnam Heights. This was my history, my story from my youth.

Find some of your story. Visit the Chippewa Valley Museum to connect your life experiences to today and share them with others. Consider coming to an event, volunteering, shopping

in the Museum Store, or visiting the Historic Schlegelmilch House. See the museum’s website at [cvmuseum.com](http://cvmuseum.com) for other opportunities.

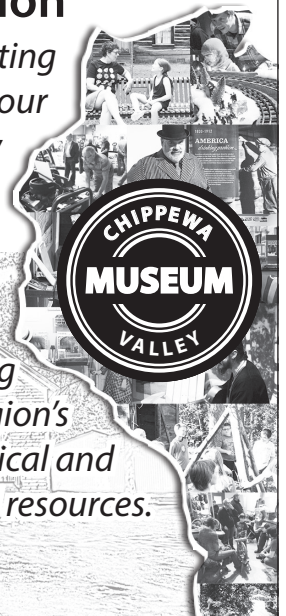
Thank you to all the members, businesses, and people who donated to help with virtual learning, mechanical building repair, exhibits, and day-to-day operations. Thank you to those who gave objects and photos. The support and interest of so many people show the importance of the museum’s mission of keeping the stories of the Chippewa Valley.

Donella Magadance, President

*Donella Magadance*  
Donella Magadance, President

### Our Mission

*Connecting people to our community and inspiring curiosity by collecting, preserving, and sharing our region's historical and cultural resources.*



## SPECIAL EVENT HIGHLIGHTS

Public events and special functions are an opportunity to share Chippewa Valley culture and history. Here's a look at some experiences we offered our visitors this year:

***Farm Life Harvest Fundraiser, October 2020.*** The fundraiser went 100% virtual days before it was to be an in-person event. 109 participants went on a virtual scavenger hunt and viewed recordings and live virtual presentations about farm-related themes of sustainability, traditions, and the next generation.

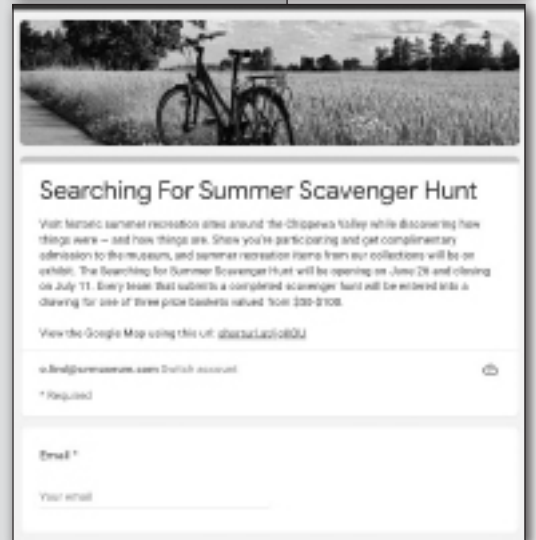
***Sunnyview Mystery Escape Room, October 2020.*** Tactical Escape 101 designed an escape room for the Sunnyview Schoolhouse. Twenty-three groups played the game.

***Gingerbread Display and Contest, December 2020, virtual and in-person.*** 52 people worked as individuals or in groups to build 29 structures – 20 were on display within the museum, 9 online only. All structures were displayed online and 532 people voted online for their favorites.

***Virtual Folk Arts Festival, February 20 – March 2.*** In its 11th year the Folk Festival went 100% virtual. Over 11 days participants watched short how-to videos, live virtual workshops, and demonstrations covering shattered glass art, chip carving, calligraphy and scherenschnitte, mural art, bagpipes and Irish whistles, harps, barn quilts, fiber art, and more.

***Searching for Summer Scavenger Hunt, June 26 – July 11.*** Participants were given clues to find 16 historical summer recreation spots in Chippewa Falls and Eau Claire.

***Listen Up! Outdoor Music Concert Series, Summer 2021.*** The original CVM exhibit *Listen Up! Folk Music in the Valley* ran May 1 – September 25, 2021. To extend the exhibit's content, five groups performed on the museum's front lawn during its run: a student harp group, Maple Ridge Band, Eggplant Heroes, Minnesota Fiddler's Association, and Sliced Bread Jug Band.



## PROGRAMS & EDUCATION

800 students and adults participated in 31 in-person guided tours in FY21. This includes 14 elementary schools, four summer programs, and seven adult tour groups. All but three tours took place after May 1. In October CVM led three outdoor walking tours for students in the Pablo Center Learning Pod program. A self-guided set of virtual tours was also developed for all 3rd graders in the Eau Claire Area School District. Youth programs in the Time Travelers series were each repeated 3 times in FY21 in order to serve a similar number of kids as previous years while keeping class numbers low and allowing for physical distancing.

2,624 guests took part in 78 unique virtual and in-person programs. The number of programs increased by 39% but the number of participants declined by 61% compared to FY20. The 2020 Virtual 4<sup>th</sup> of July reached 3,491 virtual participants and this program wasn't repeated in FY21. This year marked a shift towards greater program sustainability through paid registration for presentation-type programs and community day indoor visits. FY21's programs included:

**Collecting the Valley virtual series (2):** Both series included three one-hour programs highlighting museum collections and local history. 59 people participated in the two series.

**Mettle and Mirth virtual artist reception:** for 20 artists, January 26, 2021.

**Nostalgia at Noon:** Six themed monthly virtual meetups for members to share memories.

**Pablo Streams Concert with Billy Krause and Frank Montano (virtual):** This program also played in our auditorium during the *Listen Up!* Folk Music in the Valley exhibit opening on May 1, made possible with support from Pablo Center at the Confluence and Leadership Eau Claire.

**Time Travelers Summer School Classes:** Classes offered: Architect Adventures, Lumberjack Life, Summertime Scholars, Vintage Vehicles, Rhythm & Rhyme, & History Hunters.

**Forest Hill Cemetery Walking Tours:** Led on three occasions by volunteer guides Robert Gough and Greg Kocken who also researched and developed the tours.

### Program Attendance Breakdown

	FY21				FY20			
	# of programs	In-person	Virtual	TOTAL attendance	# of programs	In-person	Virtual	TOTAL attendance
Youth Programs	8	160	17	177	13	253	81	334
Adult Programs	26	43	196	239	14	157	142	299
Workshops (Vintage Skills)	0	0	0	0	2	23	0	23
Lectures and Presentations	14	25	237	262	12	192	115	307
Outreach	10	1044	0	1044	3	285	0	285
Community Days	9	470	132	602	6	1905	3491	5396
Other	11	205	95	300	6	108	0	108
<b>Totals</b>	<b>78</b>	<b>1947</b>	<b>677</b>	<b>2624</b>	<b>56</b>	<b>2923</b>	<b>3829</b>	<b>6752</b>

# COMMUNITY CENTER & RESOURCE ≡

The Chippewa Valley Museum provides a gathering space for others and works with partners to extend in-person and virtual programming. Private rental of museum spaces and meeting rooms were not available to outside groups until May due to pandemic safety measures.

Chippewa Valley Museum is the host site for Eau Claire K-Kids, a service club for 4th & 5th graders sponsored by the Kiwanis Club of Eau Claire. The club moved from Robbins Elementary to Chippewa Valley Museum in fall 2020 and Museum Educator Karen Jacobson serves as the K-Kids faculty advisor. Last year the club met virtually but was able to hold an in-person year-end gathering at the museum in May.

## Sampling of partner and private events supported by the museum \_\_\_\_\_

*American Red Cross Blood Drive*, held in the museum's LE Phillips Auditorium, June 14. 26 units of blood were collected.

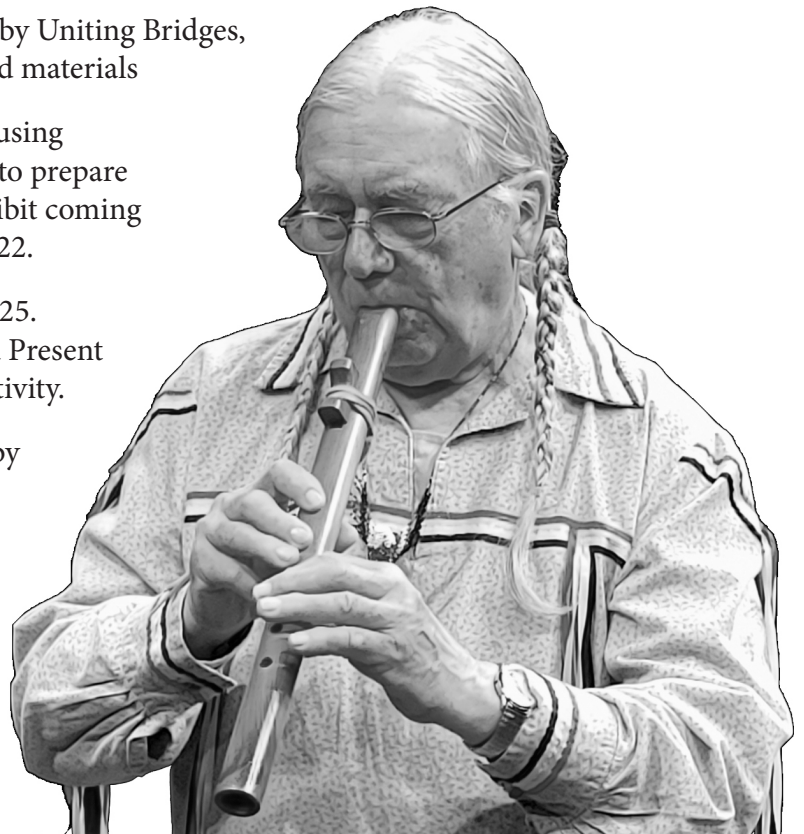
*Juneteenth Celebration in Carson Park*, organized by Uniting Bridges, June 19. CVM staffed a table with Civil War-related materials

*Audio describer training for community members* using CVM exhibits, August 2021. Training will be used to prepare for *The Bias Inside Us*, a traveling Smithsonian exhibit coming to the Pablo Center at the Confluence in Spring 2022.

*Oktoberfest* at Lazy Monk Brewing, September 18-25. CVM shared banners from the Neighbors Past and Present traveling exhibit and provided a scavenger hunt activity.

*Scraposaurus* outdoor exhibit of metal sculptures by Dale Lewis displayed since August 9. Sculptures on loan from Artisan Forge Studios.

Frank Montano playing a traditional flute during the recording of the Pablo Streams Concert.



## SOCIAL MEDIA ≡



**Followers:**  
Oct. 1, 2020 – 3687  
Sept. 30, 2021 – 4726

**Reach:**  
Paid: Up 419.7%  
Page: Up 148.7%



**Followers:**  
Oct. 1, 2020 – 1,177  
Sept. 30, 2021 – 1,388

**Reach:**  
Up 56.7%

## ≡ EXHIBITS

The pandemic continued to effect public attendance and the exhibit schedule. CVM limited the number of visitors in galleries and exhibit openings to provide safe experiences for visitors, staff, and volunteers. *Star Wars: The Nostalgia Awakens*, planned for November 2020, was postponed until 2021. Grant funding made it possible to develop two in-depth virtual exhibits.

Community collaborations resulted in two art exhibits in the Ayres Associates Gallery. Artisan Forge Studios curated and installed *Mettle & Mirth*, CVM's second annual Winter Art Exhibit. Charter Bank annually hosts a spring high school senior art show. Its bank lobby was closed in the spring of 2021 due to the pandemic. Charter Bank moved the art show to Chippewa Valley Museum to make it accessible to the community.

### Long-Term Exhibits \_\_\_\_\_

*Changing Currents: Reinventing the Chippewa Valley (2014)*, Barland Gallery

*Eau Claire by Air (2014)*, L.E. Phillips Memorial Auditorium

*History Quest (2010)*, Children's Gallery

*Farm Life: A Century of Change for Farm Families and Their Neighbors (2004)*, Rural Heritage Wing

### Traveling Exhibits \_\_\_\_\_

*Jacob Riis: How the Other Half Lives*, NEH On The Road program, Ayres Associates gallery

*Neighbors Past and Present: The Wisconsin German Experience*, Max Kade Institute of German American Studies at UW-Madison, Library Hallway

### Short-Term Original Exhibits \_\_\_\_\_

*Listen Up! Folk Music in the Valley (2021)*, Ayres Associates gallery

*Mettle & Mirth Art Show (2021)*, Ayres Associates gallery

*Through Daniel's Eyes (2021)*, Library hallway

*ChARTer Art Exhibit (2021)*, Library hallway

*Summer Fun (2021)*, L.E. Phillips Auditorium

### Virtual Exhibits \_\_\_\_\_

Developed in FY 2021 and currently on our [cvmuseum.com](http://cvmuseum.com) website:

*360 degree tours of Chippewa Valley Museum*

*Hmong in Eau Claire*

Billy Krause visited the *Listen Up! Folk Music in the Valley* member/contributor preview event to checkout some of his story on display.



## COLLECTIONS ≡

The Chippewa Valley Museum has about 22,630 objects in its collection. We received 186 new items during the past year. Some of the interesting items added to our database include:

- Eau Claire Express collection from when it organized in 2005 – 2015. Items include team-signed bats, bobble heads, pennants, and programs.
- Two beaded purses from the 1960s. The donor explained that she bought these purses for Elks dances because she and her husband moved to Eau Claire for their retirement and that was her chance to get out and meet new people.
- Scale replica of the Caryville Ferry, made by Jim Alf whose father ran the ferry.

Eleven volunteers installed and de-installed exhibits, processed new donations, cleaned and entered database records, researched artifacts and history for collections programs, put objects away in storage, cleaned exhibits, and inventoried collections.

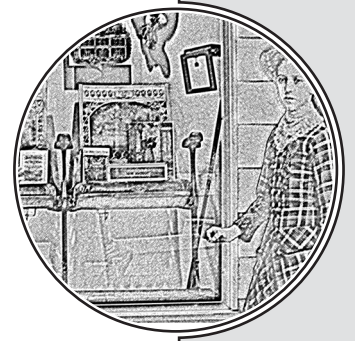
The children of Dave & Jean Mickelson loaned their parent's collection of 65 Hull pottery pieces for display at the museum. The Mickelsons spent decades collecting Hull pottery. Both Mickelsons passed away the summer of 2020. In their memory, the children purchased a glass cabinet for the museum in order to display the collection.

### Library and Archives

The Library and Archives responded to 55 research requests by email, telephone, and in person. Archivist Jodi Kiffmeyer filled 25 requests for prints and digital files of historical photos (204 photos total). The collection currently contains 5,535 archival materials and 20,347 catalogued photographs. One highlight of the year was the donation of the original Little Falls Dam logbook from the late 1800s, a major source for logging history in the Chippewa Valley.

Seven volunteers assisted in the library, most starting in May. These volunteers have researched donations, catalogued materials, and digitized photographs. Long-time volunteer Linda Oliver, who put in 1400 hours of time over 8 years, retired in fall 2020. Much of her time was spent organizing and indexing the museum's oral history collection.

The Wisconsin Historical Society named the Chippewa Valley COVID-19 Archiving Project—a collaboration among the UW-Eau Claire public history program, McIntyre Library and the Chippewa Valley Museum—winner of the 2021 Governor's Award for Archival Innovation. This statewide award has brought renewed attention to the project, which has been renamed the Western Wisconsin COVID-19 Archiving Project to reflect the incorporation of similar projects in the region. Submissions are encouraged at the project website: [www.uwec.ly/covid19project](http://www.uwec.ly/covid19project).





# 8,398

Adults: 5,757 in-person  
Children: 1,964 in-person  
Virtual Visits: 677

*Fun fact:* 359% more people visited CVM in Summer 2021 compared to Summer 2020.

## VISITORS



# 798

Membership Revenue  
\$67,326

Corporate Sponsors  
\$19,699

*Fun fact:* 253 Members gave a gift in addition to their membership. (32%)

## MEMBERS



# 4108

Total Hours

# 136

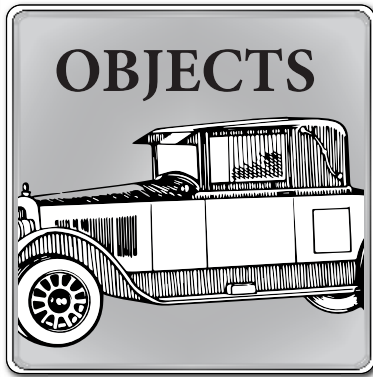
People

*Fun fact:* Master Gardeners put in 105 hours to care for Schlegelmilch House gardens.

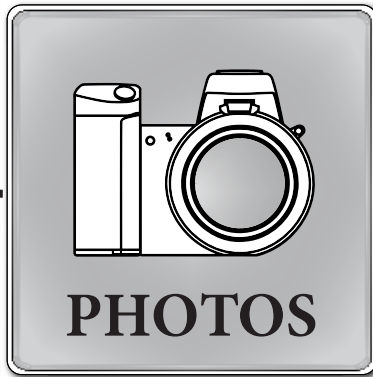
## VOLUNTEERS



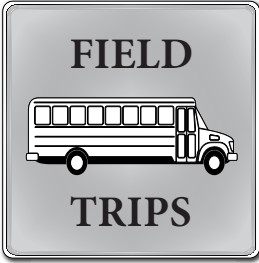
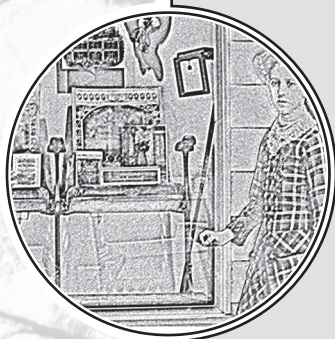




**23,423**



**20,347**



**682**  
Students



**78**  
Workshops, Lectures,  
Outreach, etc.



**1,947**  
In-Person  
**677**  
Virtual



**6** Rentals  
for **\$808**



**16** Grants  
**\$187,500**



**\$8,964**  
Dollars Sold

# ≡ GRANTS & SPONSORSHIPS



## Grants Awarded in FY21

Downtown Eau Claire Inc (DECI):	
Biking Into History brochures	\$2,000
Eau Claire Community Foundation:	
Phase 3 Response and Recovery Grant Cycle	\$10,000
Point of Sale System	\$10,000
Then and Now Exhibit (2022 opening)	\$4,127
Women's Giving Circle: Music of the North Object Theater	\$6,000
Pablo Foundation: Music of the North Object Theater	\$20,000
Nordson Foundation: Operations	\$10,000
RCU: Object Theater	\$30,000
Visit Eau Claire: Tourism Marketing	\$3,000
Wisconsin Arts Board: Artes Latinas oral history	\$4,510
Wisconsin Department of Administration Cares Act: Operations	\$19,301
Wisconsin Humanities Council: Recovery Grant	\$7,398
Xcel Energy Foundation:	
Star Wars: The Nostalgia Awakens exhibit/programs	\$4,000

## Grants Awarded in Previous Years and Continued in FY21

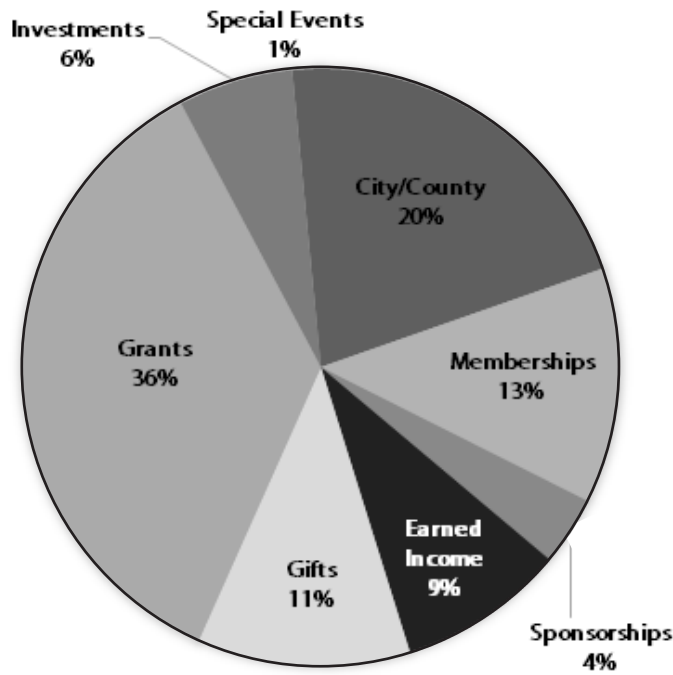
National Endowment for the Arts:	
Folk and traditional music fieldwork podcasts, music exhibit	\$20,000
National Endowment for the Humanities: CARES Act	\$53,255
Wisconsin Humanities Council: Object Theater	\$10,000

## Corporate Sponsors

Banbury Place Inc., Bartingale Mechanical Inc., Biesterveld & Spies, LLC, C&M Home Builders and Real Estate, Charter Bank, Chestnut Consulting, Chippewa Valley Construction, Cigan Properties, Dairyland Power Cooperative, Downtown Eau Claire, Inc., Eau Claire Area Chamber of Commerce, Eau Claire Energy Cooperative, Great Northern Corporation, Hovland's Inc., IFD, Lasker Jewelers, Market & Johnson, Mayo Clinic Health System, McDonough Mfg. Co., Nestle, Northwestern Bank, Radix Laboratories, Inc., RCU, Rotary Club of Eau Claire, Student Transit - Eau Claire, Tactical Escape 101, Trust Point, Veterans of Foreign Wars Post 305, WESTconsin Credit Union, Xcel Energy

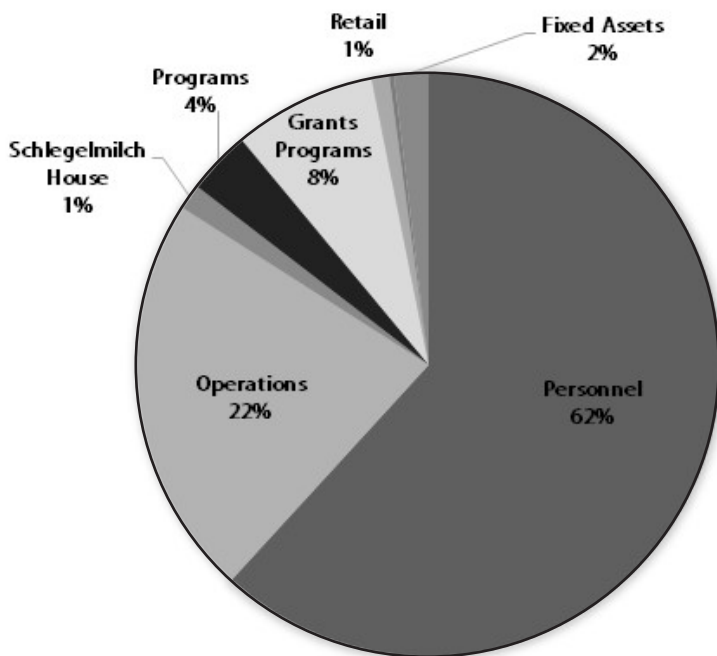
# INCOME STATEMENT

## INCOME



INCOME	<u>FY21</u>	<u>FY20</u>
City County	\$103,593	\$103,593
Memberships	\$67,326	\$69,632
Sponsorships	\$19,699	\$12,900
Earned Income	\$47,772	\$41,740
Gifts	\$60,695	\$79,538
Grants	\$187,500	\$55,397
Investments	\$32,835	\$69,909
Special Events	\$8,131	\$9,842
<b>SUBTOTAL</b>	<b>\$527,551</b>	<b>\$442,551</b>
Carry Over Funds	\$53,377	\$64,660
Borrowed	-	-
Forgiven Loan	\$55,300	\$49,900
<b>Total</b>	<b>\$636,228</b>	<b>\$557,111</b>

## EXPENSES



EXPENSES	<u>FY21</u>	<u>FY20</u>
Personnel	\$290,448	\$274,567
Operations	\$104,387	\$99,248
Schlegelmilch House	\$6,624	\$4,740
Programs	\$16,559	\$7,583
Grants Programs	\$37,056	\$13,016
Retail	\$4,579	\$9,096
Special Events	\$4,126	\$4,126
Miscellaneous	\$4	\$109
<b>SUBTOTAL</b>	<b>\$460,887</b>	<b>\$412,485</b>
Fixed assets	\$8,975	\$8,630
Loan Repayments	-	\$10,000
<b>TOTAL</b>	<b>\$469,862</b>	<b>\$431,115</b>
<b>NET</b>	<b>\$166,366</b>	<b>\$125,996</b>

Note: Figures are derived from internal financial statements. Outside review will begin in November 2021.

# FOUNDATION & DONORS

The Chippewa Valley Museum Foundation (CVMF) is a nonprofit 501(c)(3) charged with overseeing the Museum's endowments and other investment funds in order to advance the museum's mission.

The CVMF Investment Policy Statement states that up to 4% of the Foundation's managed assets may be distributed annually to the Chippewa Valley Museum. At the end of FY21, CVM managed assets were valued at \$885,365, a 15% increase from FY20. The Foundation distributed \$31,893 for museum operations and programs and received \$2,500 in gifts. CVMF is also named as the beneficiary in a life insurance policy valued at \$37,802.

## Legacy Membership Program

Legacy Members become lifelong members of the Chippewa Valley Museum by giving a gift to the endowment that equals 20 times the annual membership fee. Legacy members receive the same benefits as annual members at the comparable levels. At the end of FY21, there were 57 Legacy Members.

## Development

Grants accounted for 36% of revenue this year, a large jump from previous years. Federal pandemic relief funding came in through grants from National Endowment for the Humanities, Wisconsin Humanities Council, and Wisconsin Department Administration. These grants totaled \$58,412 equaling 31% of grant funding received. Exhibits and programs received 42% of the grant funding. The Corporate Sponsor program, launched in 2020, has grown from 20 to 51 Corporate Sponsors and a 53% increase in revenue.

Donations made by individuals			
	FY21	FY20	FY19
# Made	363	388	336
Totals	\$58,391	\$71,444	\$35,706

### Gifts, \$10,000+

Chestnut Consulting, in-kind

### Gifts, \$2,500+

Louis G. Arnold, endowment  
 Mary Foote  
 Mary C. Harmon  
 Ramone's Ice Cream Parlor  
 Johanna Warloski

### Gifts \$1,000-\$2,499

Dean Arnold  
 Marlys Barby  
 Tom and Mary Burt  
 Julie and Pieter Graaskamp  
 Patty and Dave Hoban  
 Daniel and Kerry Kincaid  
 John G. Kinney  
 John and Carol Long  
 Susan M. McLeod  
 Marjorie McManus  
 Thomas Miller and  
 Mary Ryan-Miller

Daniel Perkins  
 Jerome and Kathryn Reinecke  
 Sandra M. Robbers  
 Shea/Atkins family  
 Shirley and Roger Shepler  
 Dorothy Sorlie and Jim Urness  
 Tactical Escape 101  
 Paula Utphall  
 Steven and Suzanne Waldusky

### Gifts \$500-\$999

Richard and Sara Baer  
 Thomas H. and Jill Barland  
 Ken and Vicky Berg  
 Joseph and Roberta Bradley  
 Thomas L. and Joyce Bruckner  
 Roger and Betty Davis  
 Eau Claire Retired Teachers  
 Eau Claire Seymour Lions Club  
 Tom and Libby Gillett  
 Debbie and Robert Gough  
 Vicki and John Graaskamp  
 Al and Betty Harper

Joel and Lenore Higgins  
 Jack and Sally Kaiser  
 Elizabeth Hanson and  
 Richard Kraemer  
 David and Jayne Kulberg  
 John and Shyre Mann  
 Rachel and Seth Meyer  
 Kathy Mustee  
 Vinay and Angie Nijhawan  
 Bonnie Owens  
 Jane Pederson and Ron Mickel  
 Marge and Wayne Peters  
 Susan Peterson and Paul Wiegner  
 Dave Peterson  
 Judith and Steve Schilling  
 Sue Suechting  
 Kathleen and Donald Weber  
 Julie M. and C. Neil Williams  
 Becky and Dave Wood  
 Helen and Norb Wurtzel  
 Thomas and Sheila Zahorik

# STAFF & BOARD

## Staff

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Angela Allred, Program Manager  
Frank Barby, Facilities Engineer  
Dorie Boetcher, Finance Manager (retired in February)  
Karen Jacobson, Educator  
Jodi Kiffmeyer, Archivist  
Patrick Kleist, Custodian  
Olaf Lind, Communications Specialist  
Rachel Meyer, Development Manager  
Diana Peterson, Curator of Collections  
Carrie Ronnander, Director  
Jill York, Operations Manager

## Chippewa Valley Museum Board

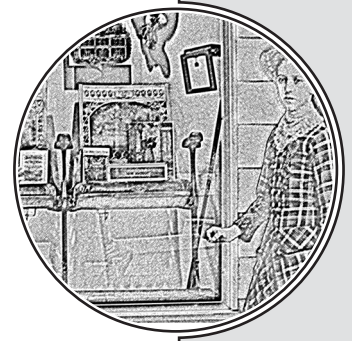
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Benny Anderson, Visit Eau Claire  
Samuel Bach-Hanson, Weld Riley S.C.  
Kevin Dague, Herrick & Hart, S.C.  
Kevin Dallas, Market & Johnson  
Pieter Graaskamp, retired, treasurer  
Joel Higgins, retired  
Cheryl Jimenez Frei, Ph.D., UW-Eau Claire History  
Sheila Kohls, Avtex Solutions, secretary  
Carla Leuck, Charter Bank  
AJ Liedl, UW-Stout  
Donella Magadance, retired, president  
Heather Ann Moody, Ed.D., UW-Eau Claire American Indian Studies  
Travis Schroeder, Pablo Group  
Casey Schumacher, Eau Claire Area Chamber of Commerce  
Jeff Stevens, Chestnut Consulting, vice-president

## Chippewa Valley Museum Foundation Board

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Becky Adamski Krische, Century21  
Ryan Balts, Royal Credit Union  
Douglas Hoffer, City of Eau Claire, president  
Julie Thoney, Xcel Energy, vice president  
Debbie Gough, retired, UW-Eau Claire  
Shelly Rihn, Great Northern Corporation  
Allen Worthey, Merrill Lynch Wealth Management





US POSTAGE  
**PAID**  
Non-Profit Org  
Permit No. 39  
Eau Claire  
Wisconsin  
54702

RETURN SERVICE REQUESTED

### Hours

Tuesdays 5-8 p.m.  
Wed. - Fri. 12-5 p.m.  
Saturday 12-5 p.m.  
Subject to Change  
Check Website

### Regular Admission

Museum Members: Free  
Non-Members: Adults \$10  
Seniors 62+ \$8  
Students with ID \$5  
Ages 5-17 \$5 • Under Age 5 Free

### Contact Us

1204 E. Half Moon Dr.  
PO Box 1204  
Eau Claire, WI 54702  
info@cvmuseum.com  
(715) 834-7871  
[www.cvmuseum.com](http://www.cvmuseum.com)

## LOOKING AHEAD

**December 4<sup>th</sup> - 18<sup>th</sup>, 2021**

*Gingerbread House Contest* in-museum & online display

**January 18<sup>th</sup> - April 8<sup>th</sup>, 2022**

*Origins & Odyssey* Art Show with Artisan Forge Studios

**February 26<sup>th</sup>, 2022**

*Folk Arts Festival*

**March 12<sup>th</sup>, 2022**

Schlegelmilch House Saturday Tours begin

**March 19<sup>th</sup>, 2022**

City of Eau Claire 150<sup>th</sup> anniversary

**April 30<sup>th</sup>, 2022**

*Eau Claire Then & Now* exhibit opens

**Summer 2022**

New biking and walking tours



Stay in the loop at [cvmuseum.com](http://cvmuseum.com)