



2018 ANNUAL REPORT

“How do I use the museum? I take my students here, I write here, I research here, I eat ice-cream here, I buy vintage postcards here, I give presentations here, and now, I can say, I also host trivia nights here. That’s my kind of museum. A mothball free museum. Because this is a lively place, a vibrant place, and a place that makes our community richer by its presence.”

- BJ Hollars, Local Author & Assistant Professor of English at UW-EC



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HISTORICAL
SOCIETY



AASLH
American Association
for State and Local History

FROM THE DIRECTOR



At the very first board meeting of FY18, the Board of Directors approved a new museum logo. That launched a rebranding project which fed into a website upgrade and now, a new annual report format. This year's annual report provides numbers for those who like data and images for those who like visuals. Word people may be a bit disappointed, as there are fewer words this year, but detailed reports about any department are available upon request.

Website, programs, partnerships, local grants, and membership – these were this year's successes. The website overhaul brought the museum into the 21st century by making our site mobile-friendly. By next year, another website upgrade will make it possible for people to donate, register for programs, and renew memberships online. There was quite an uptick in private event use of the museum's spaces and our partnerships continue to expand. We are still sorting out the changes resulting from the membership program update, but there are now 46 Triple Play members who have family memberships at the Chippewa Valley Museum, Children's Museum of Eau Claire, and Beaver Creek Reserve.

Weather, attendance, and staff changes – these were this year's challenges. Thunderstorms forced the Fourth of July Fun Fair inside and caused

attendance to drop by 1,000 and revenue to fall short of budget by \$3,500. Weather impacted the attendance at a number of programs and outreach events, and general admission was down compared to 2017. Lower attendance translated into decreased admission revenue. But the greatest challenge of all was having two full-time staff members with 47 years of combined experience reduce their hours to 50%, then a retirement in August. Another part-time staff member with 18 years of experience also reduced her hours.

Three new staff members have brought new ideas, new energy, and new connections to the museum. Much work is planned for next year, from two traveling exhibits to a short-term exhibit to new special events to planning for a new Object Theater. The museum will need a lot of energy to make things happen, and we will need your help. Thank you for a good 2018.

Carrie Ronnander

Carrie Ronnander
Museum Director

All-day events and special functions increase the museum's presence in the community and offer fun social experiences. We put on 6 major events.

Holiday Toy Trains, November-December. With a 7.2% increase in attendance over 2016, this annual show welcomed 1,803 visitors over 17 days.

Fiber Arts and Folk Life Festival, February. Now in its 9th year, this day-long celebration included 38 demonstrators and vendors throughout the museum. 220 visitors came to watch, listen, try, and explore all things fibery and artsy.

60s Dance Party, April. A crowd of 193 came out to The Florian Garden to dine and dance to the rock 'n roll music of The Thundermen and raise \$16,201 for the museum.

After Dark Series, October, May, June. The L.E. Phillips Memorial Public Library, Chippewa Valley Museum, and Paul Bunyan Logging Camp Museum each hosted themed after-hours events to raise awareness of our organizations. Combined, 381 individuals participated.

Fourth of July Fun Fair, July. Thunderstorms didn't stop 1,450 people from being part of this annual tradition, but weather did cut attendance by 1,000 from the year before.

Local Trivia Night, August. 6 teams went head to head to see, "Who Knows the Chippewa Valley Best?" The night's winner was the Volume One team, followed by a museum-member team from First Congregational Church. The event raised over \$2,800 for museum programs.



4th of July
Family Fun Fair at the
Chippewa Valley Museum



PROGRAMS & EDUCATION

A robust calendar with 152 program days brought the museum out into the community and brought audiences to the museum seeking new experiences. Over half of the museum's 2018 attendance (57%) came from people attending programs or participating on field trips. Programs ranged from vintage skills classes to the 9th annual Fiber Fest and Folk Arts Festival to a Women's History Month lecture series.

Biking Into History tours, funded by a Mayo Hometown Health Grant, led 137 participants on two separate bicycle tours and one architectural walking tour. Two more tours were planned for early FY19.

The Kaleidoscope Program offered 6 summer classes for elementary students and four classes for preschoolers. A partnership with the Eau Claire Area School District made it possible to offer morning and afternoon classes to 193 grade school children.

A museum booth at the UW-Eau Claire International Folk Festival shared a *Harvesting Traditions* slideshow, historic food prep artifacts, and hands-on activities with 195 visitors.

Groups from 43 Communities Visited the Museum

5079 individuals, preschool through adult, visited the museum in 133 groups. In total, the museum provided 7,853 hours of Education Services. Docents (museum teachers) led 5,989 of these hours.

Abbotsford *	Elk Mound	Merrill
Alma	Fall Creek	Mondovi
Altoona	Flambeau	Neillsville
Arcadia	Galesville-Ettrick-Trempealeau	Osseo-Fairchild
Augusta	Gilman	Owen-Withee
Baldwin-Woodville	Glenwood City	Prairie Farm
Black River Falls	Granton	Rice Lake
Bloomer	Hayward *	River Falls
Bruce	Hudson *	Roberts
Cadott	Knapp	Sparta *
Chippewa Falls	Loyal	Spring Valley
Cochrane-Fountain City	Luck	Stanley-Boyd
Downsville	Marshfield	Whitehall
Durand	Medford	
Eau Claire	Menomonie	

*= furthest points in the cardinal directions

PARTNERSHIPS

The Chippewa Valley Museum provides a space for others, works with partners to extend programming, and goes out into the community to share museum resources. Businesses, individuals, organizations, and government agencies rented the LE Phillips Memorial Auditorium, Charter Bank Room, and the Schlegelmilch House for training, wedding and baby showers, fitness classes, family reunions, fundraisers, holiday parties, and even a Celebration of Life event. Staff and volunteers brought museum programming off-site to bicyclists, music concert attendees, university students, sewing guild members, families visiting the public library, and seniors learning in retirement.

Monthly meetings

- Adventures in History Book Club (partnership with L.E. Phillips Memorial Public Library)
- Aging and Disability Resources Center of Eau Claire (ADRC)
 - Memory Café
 - Eau Claire County Dementia Coalition (quarterly)
 - Brain & Body Fitness

- Chippewa Valley Railroad Association
- Clearwater Fiber Guild
- Genealogical Research Society of Eau Claire
- Historic Preservation Foundation
- Tree City Guild of Rug Hook Crafters

Nick Foytik performs at the History Harvest



Sampling of Partner and Private Events at the Museum

Chippewa Valley Book Festival Luncheon, with award-winning author Kathleen Ernst.

Reading Partners annual open house for university student volunteers and their elementary-age reading partners.

Brain and Body Fitness group exercise class taught by YMCA staff for people with mild to moderate Alzheimer's disease and related dementias, 2x a week for multiple 12-week sessions.

Sounds of Eau Claire History Harvest, coordinated by the UW-Eau Claire history department. Over a hundred people brought music-related collections to be digitized by students. These collections can be viewed at soundsofeauclaire.omeka.net.

Eau Claire Area School District Third Grade "Adventures in History" Field Trips. As part of the school district's curriculum, all third graders visit the museum in a day designed in cooperation with school district staff.

Holiday Toy Trains, 384 ft² of operating toy trains in association with the Standard Gauge Module Association.



EXHIBITS

One of the most visible ways the Museum meets its mission is through exhibits. UW-Eau Claire students curated their own exhibit called *Making Meaning* and installed it in the *Ayres Associates Gallery*. Funding from the Wisconsin Arts Board produced videos about regional folk musicians that are available on the museum's website, cvmuseum.com. Chippewa Falls High School students involved in the extracurricular American Club produced digital posters on the histories of Irvine Park and Carson Park, also available on our website. Planning is underway for a motorsports racing exhibit (summer 2019) and an off-site exhibit on Hmong history and culture (Eau Claire Hmong Mutual Assistance Association, 2019).

Long-Term Exhibits

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

Farm Life: A Century of Change for Farm Families and Their Neighbors (2004), *Rural Heritage Wing*
This Day (2005), *Farmhouse Object Theater*

Traveling Exhibits

City of Bridges, Family Day Downtown
Hmong in America, private rental (x2)

Online Exhibits and Videos, new in 2018

Nyckleharpa: A Traditional Swedish Instrument, www.cvmuseum.com/explore/virtual-exhibits
Parks in the Chippewa Valley, www.cvmuseum.com/explore/student-projects

Logging crew breaking for dinner in the woods, about 1890



Short-Term Exhibits

Making Meaning (2018), *Ayres Associates Gallery*
Harvesting Traditions (2017), *Post-Script gallery*
History Quest (2010), *Children's Gallery*
Eau Claire by Air (2014),
L.E. Phillips Memorial Auditorium

COLLECTIONS



The CVM artifact collection contains 23,028 objects, including 179 new objects donated in 2018. UW-Eau Claire intern Rachel Lange helped to process new collections, install a case display, and clean objects. Notable new donations:

- Wooden door from Room 408, Hotel Eau Claire
- Signal flag, trophies, and photos from the estate of Herm Johnson, famed local racecar driver

- Music and framed collage of the Four Teens, a local barbershop quartet that won the 1952 International Barbershop Quartet Championship while serving in the Air Force
- Collection basket, plates, and flatware from First Baptist Church in Eau Claire which celebrated its last service March 11, 2018, 157 years after its founding

The museum's largest artifact is its 1871 Historical Schlegelmilch House. The museum hired separate contractors to shingle and paint the house. The painting project also included removing and painting 41 storm windows. Maintenance funds in the Chippewa Valley Museum Foundation's Schlegelmilch House endowment were used to cover the \$42,110 expenses in full.

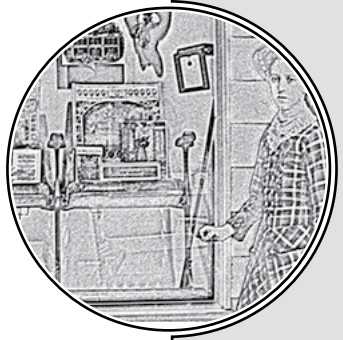


Library and Archives

The library and archives responded to 142 research and 44 requests to reproduce images from our historic photograph collection. As of September 2018, collections consisted of 4,912 archival items, 19,609 cataloged photographs (18,437 of which are digitized), and 1466 books. UW-Eau Claire intern Hayden Yokes helped to process archival collections, including:

- Local music teacher Harold Konrad's music compositions, some in Braille, dating between 1916-1981
- The Michael Perry Papers, two record cartons of original manuscripts and publication correspondence from local author Michael Perry
- Eau Claire Ski Club and Flying Eagles scrapbooks, 1957-1974

Volunteers also continued to index the newspaper and research files, scan photographic prints and tintypes, index and transcribe the oral history collection, and catalog books and photographs.

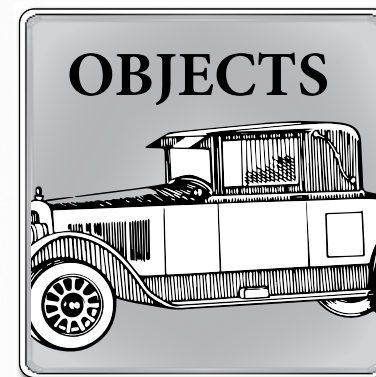




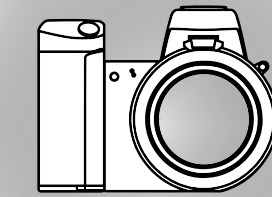
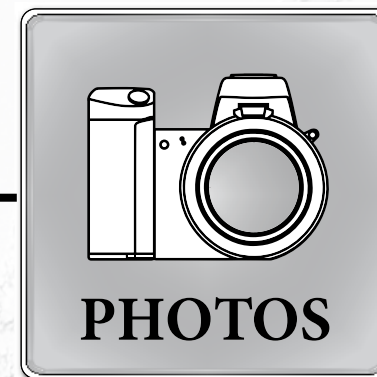
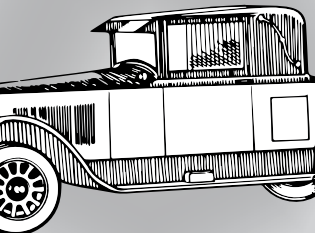
22,023

Adults: 15,339
Children: 6,684

Fun fact: More visitors attended the Holiday Toy Trains than came to the Fourth of July Fun Fair



OBJECTS



PHOTOS



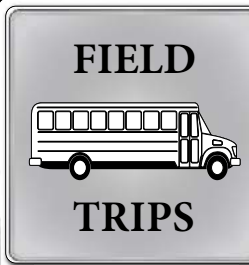
23,028

19,609

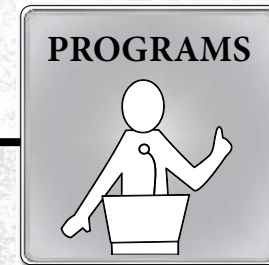
950

New: 129
10+ years: 493
25+ years: 230
45+ years: 12

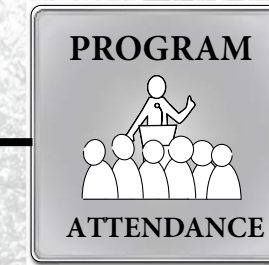
Fun fact: Over half of the museum members have been members 10 years or more



FIELD TRIPS



PROGRAMS



PROGRAM ATTENDANCE



4,088

Students

104

Workshops, Lectures, Outreach, etc.

7,520

Attendees



8043

Total Hours

317

People

Fun Fact: At minimum wage these hours total \$58,311.75, and our volunteers are worth much more



EVENT RENTALS



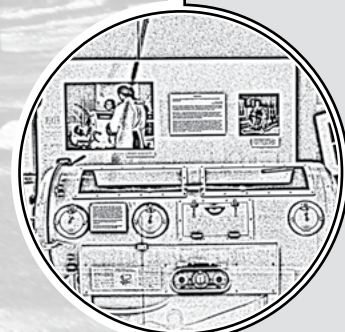
ICE CREAM PARLOR

51 Rentals

for \$5,843

\$11,239

Dollars Sold



GRANTS & SPONSORSHIPS

Grants Awarded in FY18

M3 Insurance: Picture of Health support	\$500
Eau Claire Community Foundation: Women's Giving Circle Preschool Activities in Exhibits	\$5,000
Eau Claire Community Foundation: Website, phase 2	\$6,707
Eau Claire Morning Rotary: Preschool activities in Exhibits	\$500
Edward & Hannah M. Rutledge Charities, Inc.:	
Chippewa County School/Youth Field Trips	\$2,500
Rotary Club of Eau Claire: Projector & Audio System project	\$500
US Bank: General Operating Support	\$1,000
Wisconsin Arts Board: Hmong Today, fieldwork and exhibit	\$5,240
Xcel Energy Foundation: Engaging Millenials	\$3,500

Grants Awarded in Previous Years and Continued in FY18

Eau Claire Community Foundation: Projector system, exhibit materials (2 grants)	\$8,278
Mayo Clinic Health System Hometown Grant: History bike tours, bike rack	\$9,000
Wisconsin Arts Board: Musical Identities, fieldwork and video	\$3,750

Corporate Sponsors

Heritage Fundraiser:

Banbury Place, BMO Harris Bank, Northwestern Bank, Peoples Bank Midwest, Royal Credit Union, Trust Point, WESTconsin Credit Union, Williams Diamond Center, Wisconsin Public Radio

Trivia Night:

Ayres Associates, Cedar Corporation, Chestnut Consulting, CCFBank, Landmark Company, Peoples Bank Midwest, Realityworks, Toppers Pizza, Volume One

Fourth of July Fun Fair:

Banbury Place, Charter Bank, Festival Foods, Royal Credit Union

Holiday Toy Trains:

Xcel Energy, WESTconsin Credit Union, Volume One

Pancake Breakfast:

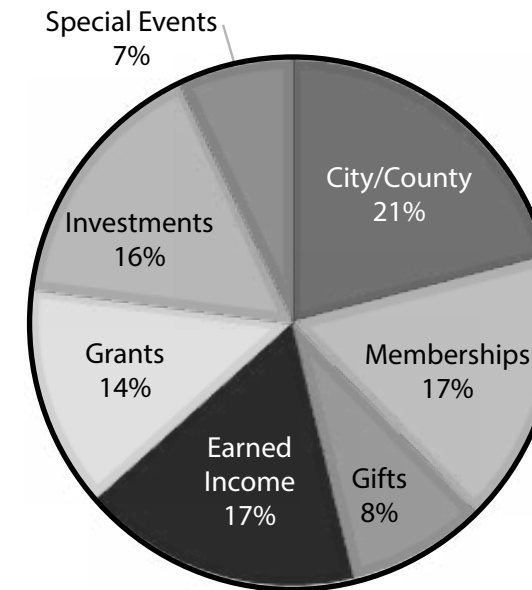
Festival Foods

General:

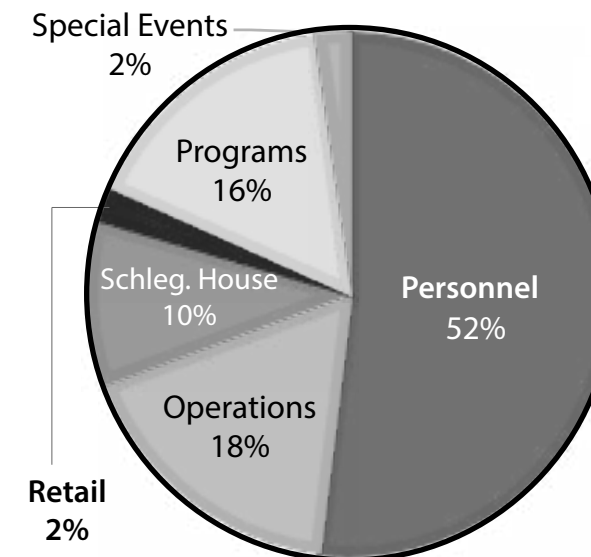
Charter Bank, Chestnut Consulting

INCOME STATEMENT

INCOME



EXPENDITURE



	FY18	FY17
Income		
City/County	\$97,804	\$100,245
Memberships	\$78,723	\$76,969
Earned Income	\$82,221	\$77,502
Gifts	\$39,039	\$41,330
Grants	\$63,862	\$89,377
Investments	\$74,858	\$34,751
Special Events	\$32,139	\$36,323
SUBTOTAL	\$468,646	\$456,498
Carryover Funds	\$20,781	\$41,462
Borrowed	(\$15,000)	\$0
TOTAL	\$474,427	\$497,960
EXPENSE FOR		
Personnel	\$261,053	\$249,854
Operations	\$87,835	\$77,714
Schlegelmilch House	\$50,637	\$17,060
Programs	\$13,423	\$7,501
Grant Programs	\$68,212	\$73,954
Retail	\$11,259	\$16,210
Special Events	\$10,465	\$10,362
Miscellaneous	\$1,629	\$1,875
SUBTOTAL	\$504,513	\$454,530
Fixed Assets	\$0	\$6,980
Loan Repayments	\$0	\$0
TOTAL	\$504,513	\$461,510
NET	(\$30,086)	\$36,450

Note: Figures are derived from internal financial statements. Outside review will begin in November 2018.

≡ INVESTMENTS & DONORS

Membership gifts and dues are the largest source of operation support for the museum. The Chippewa Valley Museum Foundation (CVMF) is a nonprofit 501(c)(3) that oversees management of the Museum's endowments and other investment funds. CVMF distributed \$32,346 for museum operations and program last year.

Gifts \$1,000+

Dean Arnold, endowment
 Louis G. Arnold, endowment
 Banbury Place Inc.
 Kris Becker and Mark Vollendorf
 Ken and Vicky Berg,
 corporate matching gift
 Joe and Bobbie Bradley
 Brian and Mary Blakeley
 Tom and Mary Burt
 Chippewa Valley Energy
 Laurie, Andrea, and Jacob Gapko,
 endowment
 Julie and Pieter Graaskamp
 Sarah Harder
 John G. Kinney
 Marvin Lansing, endowment
 Vicki Lord Larson, in-kind
 McDonough Manufacturing
 Dan Perkins
 Royal Credit Union
 Jeff and Katy Stevens, endowment
 Shannon and Timothy Young

Gifts \$500-\$999

Ayres Associates
 Janice Ayres
 Richard and Sara Baer
 John A. Bowman
 Thomas L. Bruckner
 C&M Properties and Construction, Inc.
 Judy Devine
 Eau Claire Press Co.
 Mrs. Don Etnier

**At the end of FY18
 CVMF assets were valued at
 \$814,669**

(Gifts \$500-\$999 Continued)

Tom and Libby Gillett, In honor of
 Employees of Indianhead Food Services
 Vicki and John Graaskamp
 Mary C. Harmon
 Dr. Donald Hoff
 David and Jayne Kulberg,
 corporate matching gift
 Lasker Jewelers
 LE Phillips Family Foundation Inc.
 Market & Johnson
 Mason Companies Inc.
 Don Mathison
 Mayo Clinic Health System
 Susan M. McLeod
 Nestle Nutrition
 Candice Odeen
 Bonnie Owens
 Jane Pederson and Ron Mickel
 Jerome and Kathryn Reinecke
 William Sather
 Judith Schilling
 Jerry Shea/Heidi Atkins, Cooper and Kiki
 Kathleen and Donald Weber
 Drs. Ben and Lori Whitis
 Dave and Becky Wood
 Helen and Norb Wurtzel
 Xcel Energy
 Thomas and Sheila Zahorik

STAFF & BOARD ≡

Staff

Angela Allred, Program Coordinator (started February '18)
 Dorie Boetcher, Finance Manager
 Dondi Hayden, Facilities Manager (through August '18)
 Karen Jacobson, Educator
 Olaf Lind, Communications Specialist (started October '17)
 Steve Montana (started July '18)
 Liz Reuter, Archivist
 Carrie Ronnander, Director
 Kathie Roy, Assistant Curator
 Jill York, Operations Manager

Chippewa Valley Museum Board

Jenny Blaeser, Inclusa
 Samantha Forehand, Realityworks
 Pieter Graaskamp, Documation, president
 Melissa Jones, CCFBank, treasurer
 Chuck Lindvig, retired
 Donella Magadance, retired, Peoples Bank Midwest
 Heather Ann Moody, Ed.D., UW-Eau Claire American Indian Studies
 David Oldenberg, Eau Claire Area School District
 Travis Schroeder, Ayres Associates
 Becky Seelen, Security Financial Bank
 Jerry Shea, Market & Johnson Inc, vice-president
 Jeff Stevens, Chestnut Consulting
 Sue Thomas, Crusts Unlimited
 Karen Tomesh, Commonweal Development Corp
 Shannon Young, secretary

Chippewa Valley Museum Foundation Board

John Frank, retired, Chippewa Valley Technical College
 Craig Falkner, Veracity Capital Management
 Douglas Hoffer, City of Eau Claire, president
 Kent Martinson, Charter Bank Investment Services
 Julie Thoney, Xcel Energy, vice president
 Debbie Gough, retired, UW-Eau Claire
 Hannah Walsh, CliftonLarsonAllen Wealth Advisors LLC
 Mark Willer, WESTconsin Credit Union, secretary-treasure





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Wisconsin
54702

RETURN SERVICE REQUESTED

Hours

Tuesdays 1-8 p.m.
Wed. - Fri. 10-5 p.m.
Saturday 10-5 p.m.

Regular Admission

Museum Members: Free
Non-Members: Adults \$7
Students with ID \$4
Ages 5-17 \$4 • Under Age 5 Free
FREE Tuesday evenings

Contact Us

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

LOOKING AHEAD

November 23

Holiday Toy Trains Open

Dec 1

Gingerbread House Contest Judging

February 16

Fiber Arts and Folk Life Festival

March 1

Heritage Fundraiser: Singing in the Band at The Lismore

April 6

Spirited: Prohibition in America traveling exhibit opens

