



WISCONSIN
HISTORICAL
SOCIETY

2023 SCORECARD

Collecting, Preserving, and
Sharing Stories Since 1846

wisconsinhistory.org

IMPACT ON WISCONSIN

In 2023, the Wisconsin Historical Society made major contributions to Wisconsin's economic, educational, and cultural health through innovative initiatives and programs.

EDUCATION HIGHLIGHTS

- **53,896 students** used the Society's 4th-grade Wisconsin history textbook (23% increase)
- **3,500 students** participated in National History Day, with **58 national qualifiers**
- **34,209 K-12 students** were inspired by history at our 12 historic sites & museums (63% increase)
- **17,675 student titles & textbooks** sold by the Wisconsin Historical Society Press (147% increase)
- **2,818 students from 60 schools** visited the new History Maker Space at US Bank Plaza (in four months)
- **4,174 people** were served by programming at the new History Maker Space at US Bank Plaza
- **51,775 books** sold by the Society Press (14% increase), many printed on Wisconsin paper

STATEWIDE SERVICE & NATIONAL REACH

- **226,601 people** visited our 12 historic sites and museums (45% increase)
- **199,914 combined followers** on all Society's social media channels (17% increase)
- **6.0 million unique visits** (page views) among all Society websites (wisconsinhistory.org)
- **175,982 patrons** served by the Society's Library & Archives
- **11,748 active members** of the Wisconsin Historical Society (2,985 new members)
- **348 attendees** (from 53 counties & 16 states) participated in the Society's local history conference
- **60,635 people** reached by traveling exhibitions; **17,952** participated in Society presentations
- **473 consultations** held by outreach staff to support affiliated local history organizations
- **185 local governments** served via in-person consultations with Society staff

PRIVATE INVESTMENT, JOBS & RETURN ON INVESTMENT

- **\$11.0 million** of the Society's \$28.7 million in revenue (38%) came from private gifts, endowments, earned revenue, service revenue and \$2.0 million in federal grant awards
- **6,170 projected jobs** created by construction projects related to historic tax credit programs
- **\$354.5 million** invested in rehabilitated historic properties across Wisconsin
- **\$57.6 million** awarded in federal historic preservation tax credits
- **254 buildings** rehabilitated using tax credit programs
- **35% design** of Wisconsin History Center approved by the State Building Commission
- **\$4.6 million** in private funds raised for the Society by the Wisconsin Historical Foundation (WHF)
- **\$1.8 million** in private funds raised by WHF for the Wisconsin History Center (**\$40.9 million** total)
- **\$4.4 million** in earned revenue from WHS admissions, retail sales and other services (19% increase)
- **\$1.8 million** in earned revenue from retail sales at WHS online store and gift shops (21% increase)
- **\$1.1 million** in Society Press book sales (68% increase), thanks in part to **12 new titles** published

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**Note: Percentage increases referenced are over FY22*