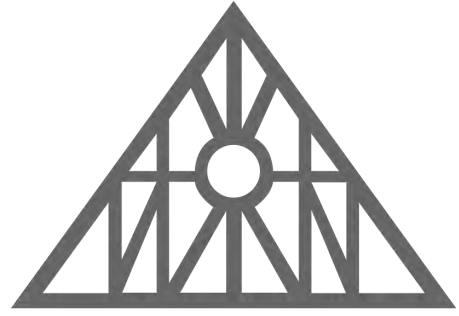
	AGENDA ITEM EXECUTIVE SUMMARY		Agenda Item number: 5a
	Title:	Seeking Direction as to Whether to Include a Funding Request from the St Charles History Museum in the Amount of \$50,000 in the FY 2020-2021 City Budget.	
	Presenter:	Chris Minick and Alison Costanzo (Executive Director)	
Meeting: Government Operations Committee		Date: February 3, 2020	
Proposed Cost: \$ 50,000		Budgeted Amount: \$ TBD	Not Budgeted: <input type="checkbox"/>
<p>Executive Summary <i>(if not budgeted please explain):</i></p> <p>Representatives of the History Museum will appear before the Government Operations Committee and present results of operations for the past year and outline relevant activities planned for its upcoming year of operations, as is required for organizations that receive more than \$25,000 in City funding support (the funding presentation). As we did last year, this year we are again holding the annual presentation prior to the finalization of the budget. Budget discussions are currently occurring at the staff level and Committee feedback provided from the annual presentation regarding the preliminary anticipated funding level will be reflected in the budget presented for approval later this winter/spring.</p> <p>Historically, the History Museum has received an allocation from the Hotel Motel Tax revenue stream in an amount between \$30,000 and \$35,000 annually. In FY 2018-19 the History Museum presented a proposed five-year plan to allow the History Museum to undertake additional initiatives and programs and increased funding to \$42,000 to allow that plan to be implemented. The five-year plan contemplated the following incremental annual funding increases:</p> <ul style="list-style-type: none"> • 2019-2020: \$44,000 (granted by City Council in spring, 2019) • 2020-2021: \$46,000 (The History Museum has requested \$50,000 from the City for 2020-2021) • 2021-2022: \$48,000 • 2022-2023: \$50,000 <p>The City Council agreed to consider these funding increases as part of the annual budget process each year based on the results achieved. The Council granted the 2019-2020 funding request of \$44,000 during last year's budget process. The History Museum is requesting FY 2020-2021 funding in the amount of \$50,000 instead of the \$46,000 as contemplated in the five-year plan presented in 2018. Staff is seeking a direction as to whether the Committee is agreeable to recommend approval of the funding request in the amount of \$50,000.</p>			
<p>Attachments <i>(please list):</i></p> <p>History Museum Funding Presentation (pending)</p>			
<p>Recommendation/Suggested Action <i>(briefly explain):</i></p> <p><i>Seeking Direction as to Whether to Include a Funding Request from the St Charles History Museum in the Amount of \$50,000 in the FY 2020-2021 City Budget.</i></p>			



YOUR CITY. YOUR HISTORY.
YOUR SENSE OF COMMUNITY

ST. CHARLES HISTORY MUSEUM FUNDING PRESENTATION

Presented By: Alison Costanzo, Executive Director
2/3/2020

Our Mission

The mission of the St. Charles History Museum is to inspire a curiosity about the past and its impact on the present by collecting, preserving, and presenting our rich unique local heritage.

Our Values



Heritage: The Museum is committed to preserving collections that contribute to the St. Charles story as well as documenting the historic architecture and character of St. Charles.

Community: The Museum is committed to serving the community of St. Charles, its residents and visitors, by providing diverse historical perspectives.

Stewardship: The Museum is committed to excellence in museum policies and practices that will conserve its collections for generations and its financial resources to ensure sustainability.

Education: The Museum is committed to engaging residents and visitors in our collective past through exciting and interactive exhibits, programs, and events.

Research: The Museum is committed to providing resources for local historical research.

2020 OFFICERS AND DIRECTORS

MEET THE BOARD

2020 OFFICERS

Mike Corbett	President
Pat Pretz	Vice President
Barb Stilling	Secretary/Fundraising Co-Chair
Helen Jiang	Treasurer
Ed Klosowski	Past President/Facilities Chair

2020 DIRECTORS

Tom Anderson	
Joyce Cregier	
Vanessa Bell La Sota	Education Chair
Brian Henry	
Diane Hemmingsen	Fundraising Co-Chair
Anna Meltzer	Membership Chair
Nancy Wolfe	
Bob Matson	Member Emeritus

City Liaison

David A. Pietryla

OUR 2019 ACCOMPLISHMENTS





2019-2021 STRATEGIC PLAN

OVERVIEW OF THE PROCESS

- Hired an Outside Consultant (\$2,000)
- Staff Interviews
- Survey: Members & Community
- Board Retreat
- Focus Group
- Additional Board Meetings
- Five Revisions
- Eleven Month Process

2019-2021 STRATEGIC PLAN



SUSTAINABILITY AND GROWTH

The Museum will focus strategies to expand and strengthen its operations and revenue streams to meet collections, office, research, and public program needs.



COMMUNICATIONS AND BRANDING

The Museum will address communications issues including consistent legal name and mission in all internal and external communications.



ORGANIZATIONAL CAPACITY

The Museum will effectively use our resources to meet our mission.



COLLECTION DEVELOPMENT

Develop collections of documents and artifacts that are relevant to the history of St. Charles, accessible to the staff and public, and properly housed and maintained.

A Look Back at 2019

Exhibitions, Programs, the Gift Shop, and More...





2019 IN REVIEW

OUR ACCOMPLISHMENTS

- Completed our Strategic Plan
- Developed New Engaging Programs
- Strengthened & Developed New Community Partnerships
 - St. Charles Public Library -Youth Services
 - St. Charles Veterans Post
 - La Mesa
 - Pollyanna Brewing Company
- Curated Three Temporary Exhibitions
 - The Underground Railroad
 - St. Charles and the Ties to the Titanic
 - The St. Charles School for Boys
- Expanded our Stock in the Curious Fox Gift Shop
 - Limited Edition St. Charles Print
- WWI Exhibition Award Winner-Illinois Association of Museums



WHO WE SERVE



SOCIAL & THE WEB



16% INCREASE -ST. CHARLES HISTORY MUSEUM
59% INCREASE-THE CURIOUS FOX GIFT SHOP



5% INCREASE

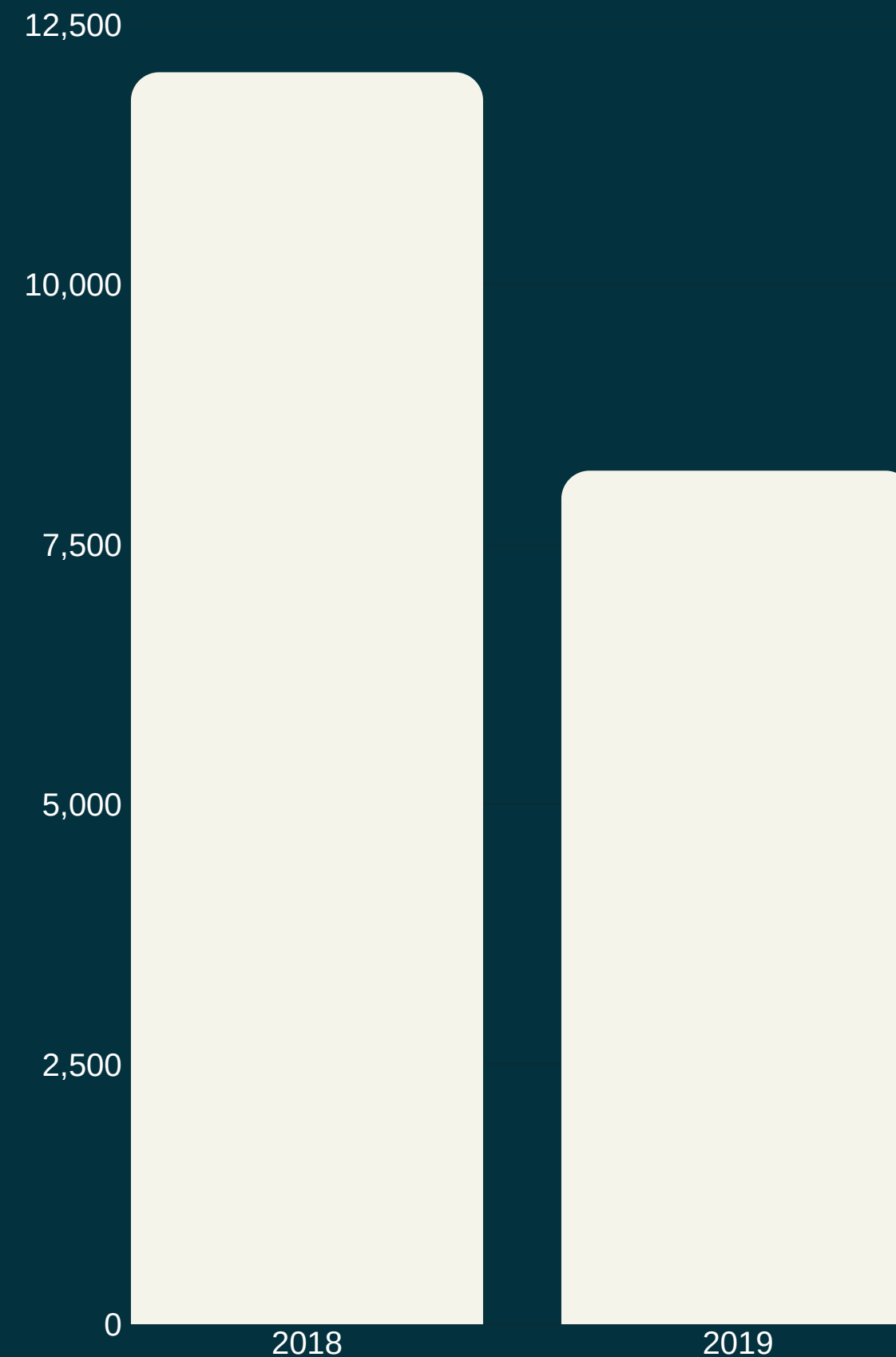


52% INCREASE



38.2% UNIQUE VISITS
20.7% VISITS
35.5% PAGE VISITS

2019 VISITORSHIP



2018 /2019 Comparison

In 2019, the Museum experienced a 31% decrease in visitor attendance.

This decrease can be directly correlated to poor weather conditions during three major community events.

Overall visitor donations were up 7.5% in 2019.

GROWTH IN PROGRAMING

In 2019, we saw an 80% growth in program attendance. We had 23 programs and served over 800 attendees.

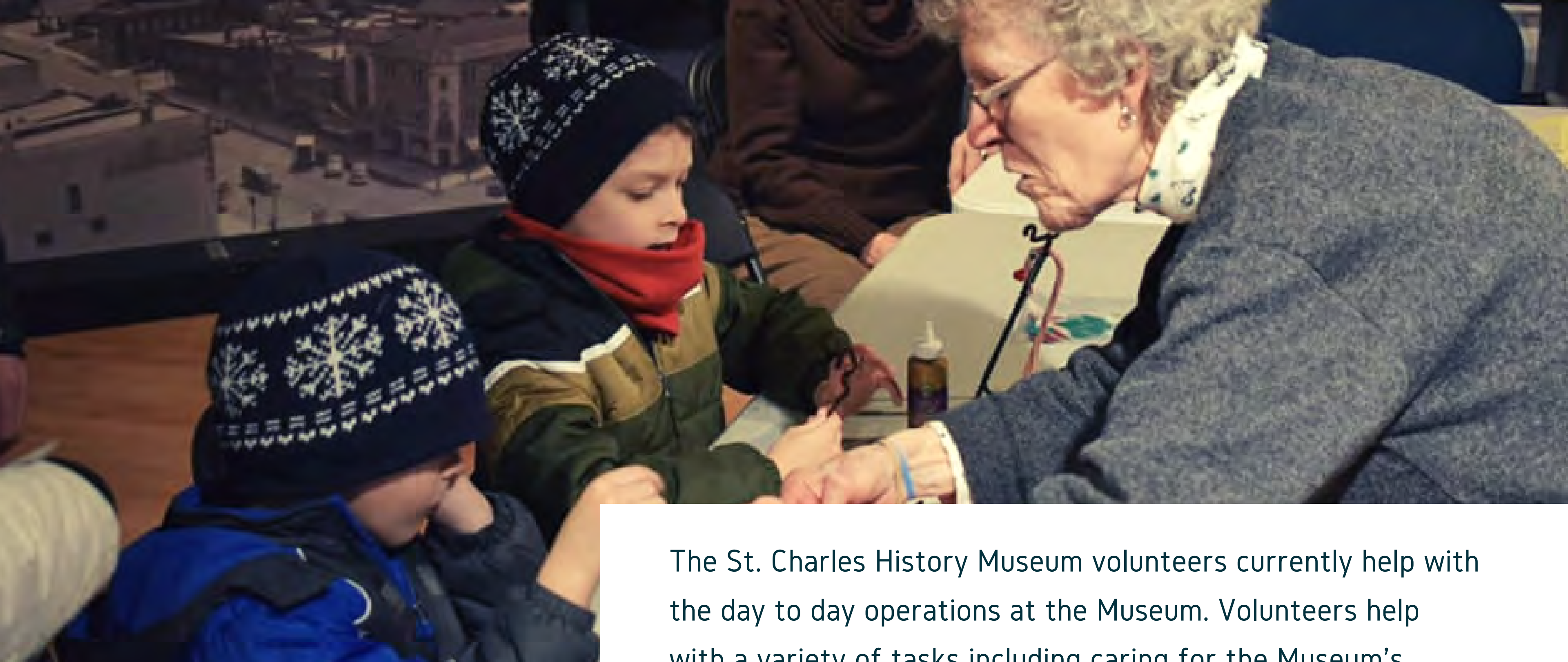




HOW DO WE DO IT?

STAFF, BOARD, AND VOLUNTEERS





The St. Charles History Museum volunteers currently help with the day to day operations at the Museum. Volunteers help with a variety of tasks including caring for the Museum's collection, collaborating on the creation of exhibitions, and helping at events.

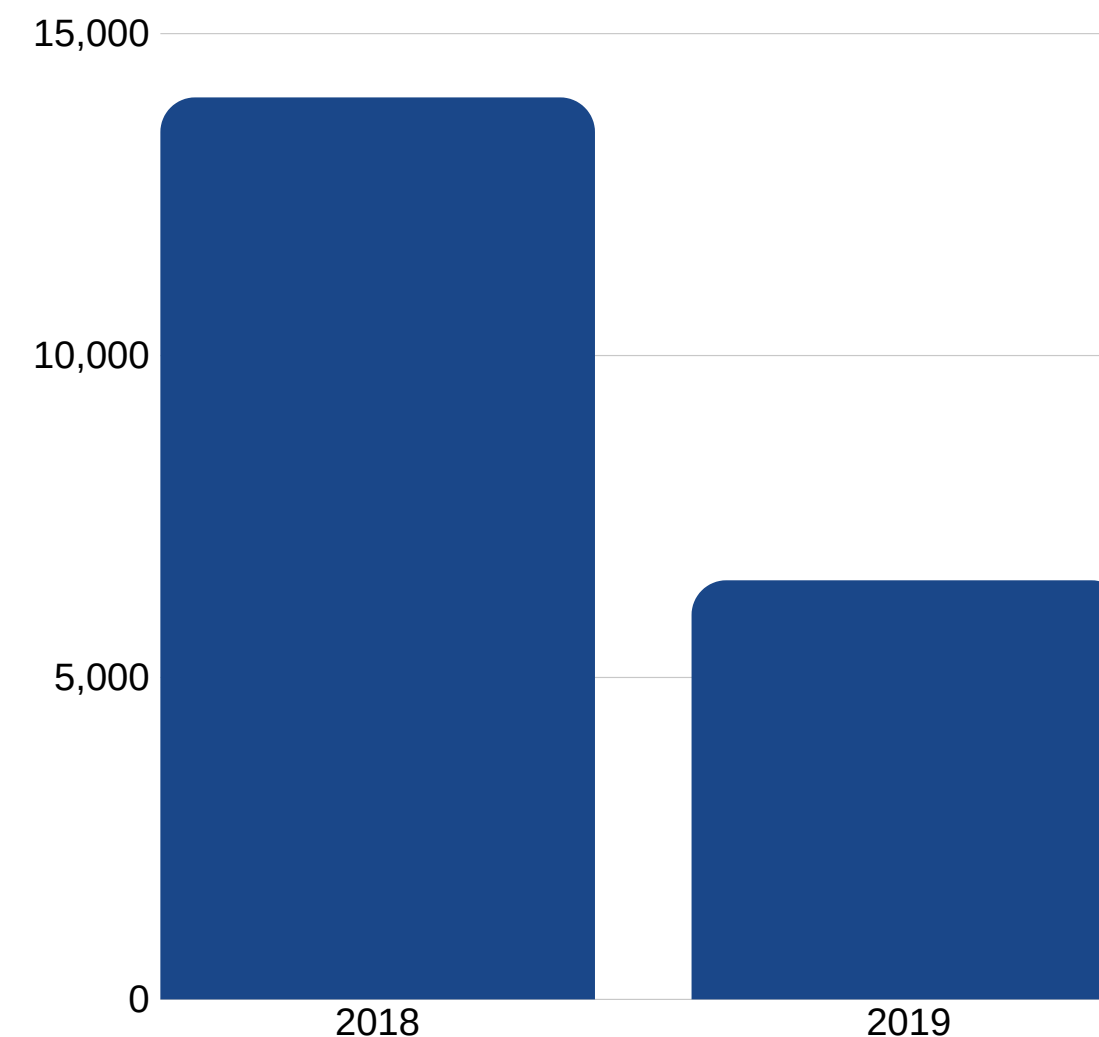




**IT'S BECAUSE OF OUR
VOLUNTEERS...**



VOLUNTEER HOURS 2018/2019



ACCORDING TO THE INDEPENDENT SECTOR VOLUNTEER HOURS ARE
WORTH \$25.43

**TOTALING
\$165,295**

ST. CHARLES HISTORY MUSEUM STAFF

2019

(1) Full Time Executive Director

(1) Visitor Engagement Coordinator (25 HPW)

(1) Marketing Manager (15 HPW)

The Visitor Engagement and Marketing Manager Position were merged in August 2019 to create a Full Time position.

(1) Project Based Collections and Exhibitions Manager (26 HPW)

(Funded by a Restricted Gift July 2019-July 2020)

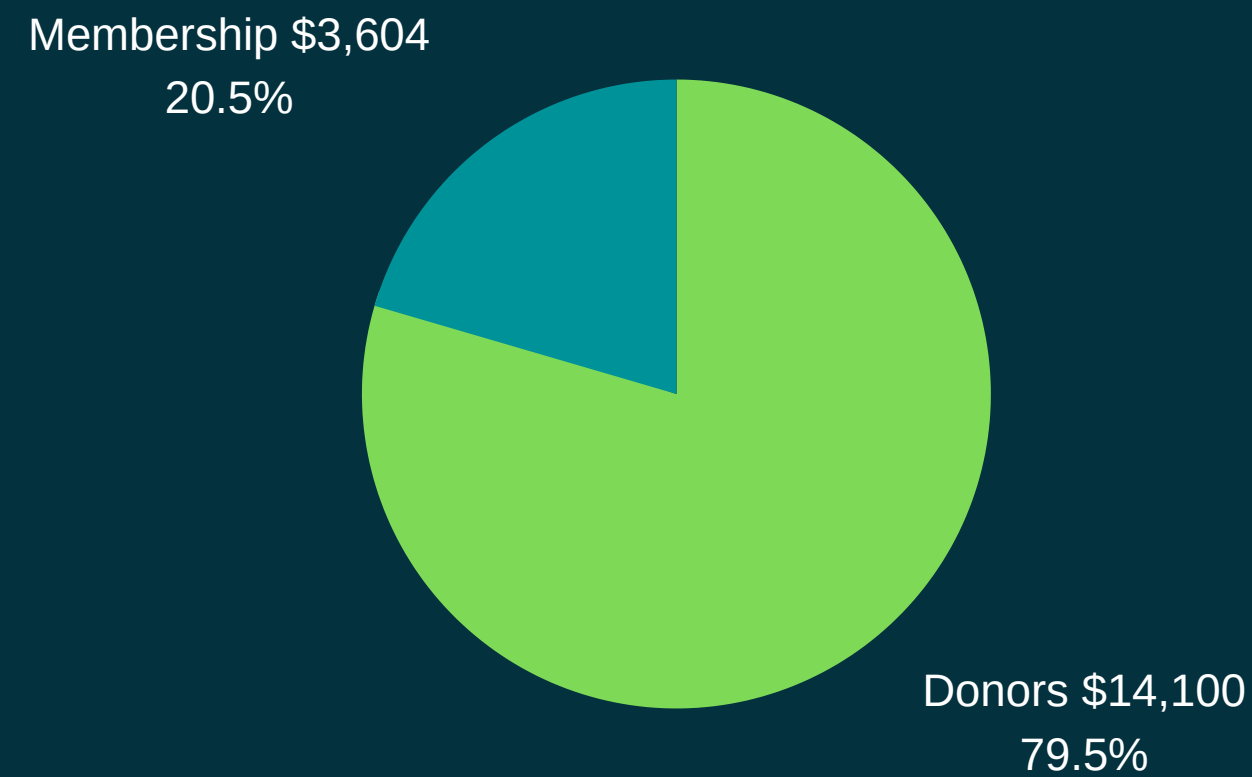
(1-3) Unpaid Intern(s)

STAFF DOES NOT CURRENTLY RECEIVE ANY HEALTH OR RETIREMENT BENEFITS.

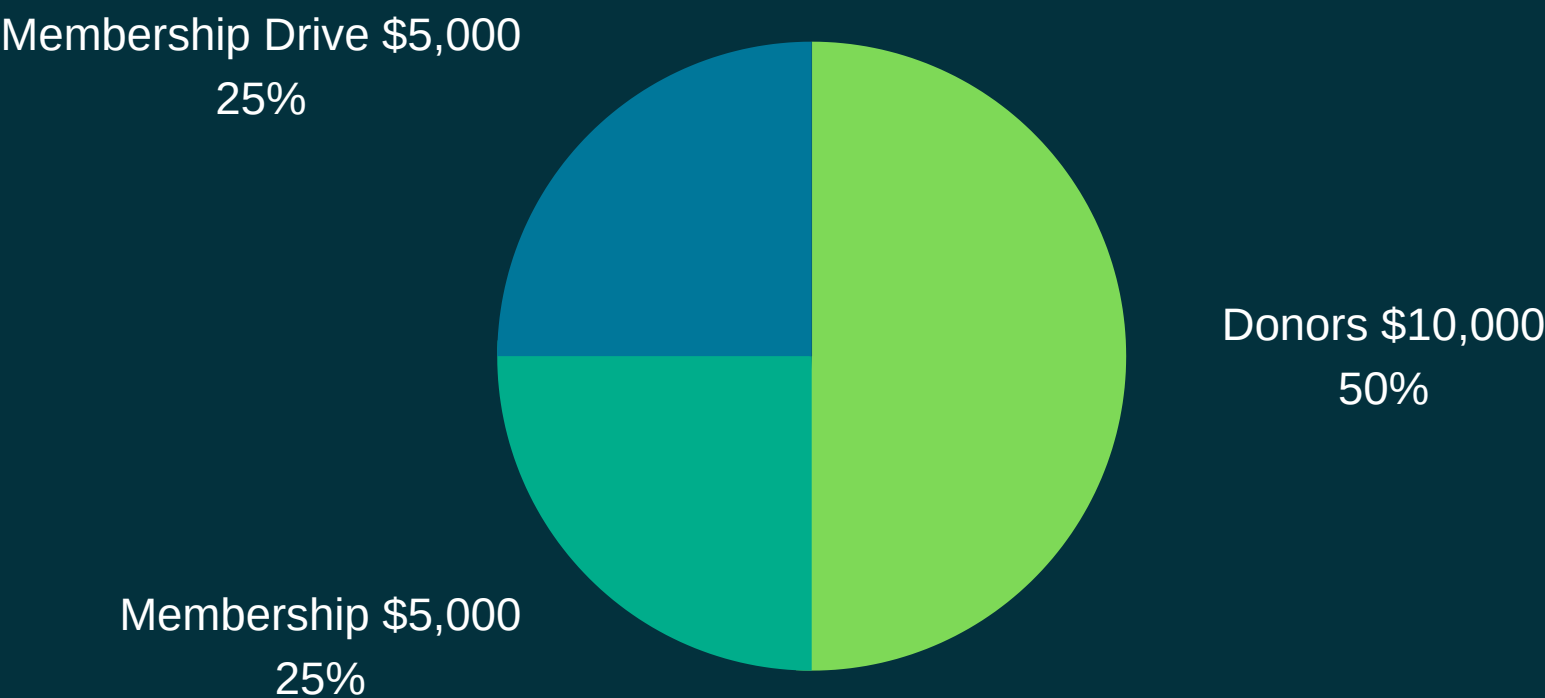


HOW ARE WE FUNDED?

2019/2020 REVENUE BREAKDOWN: MEMBERSHIP

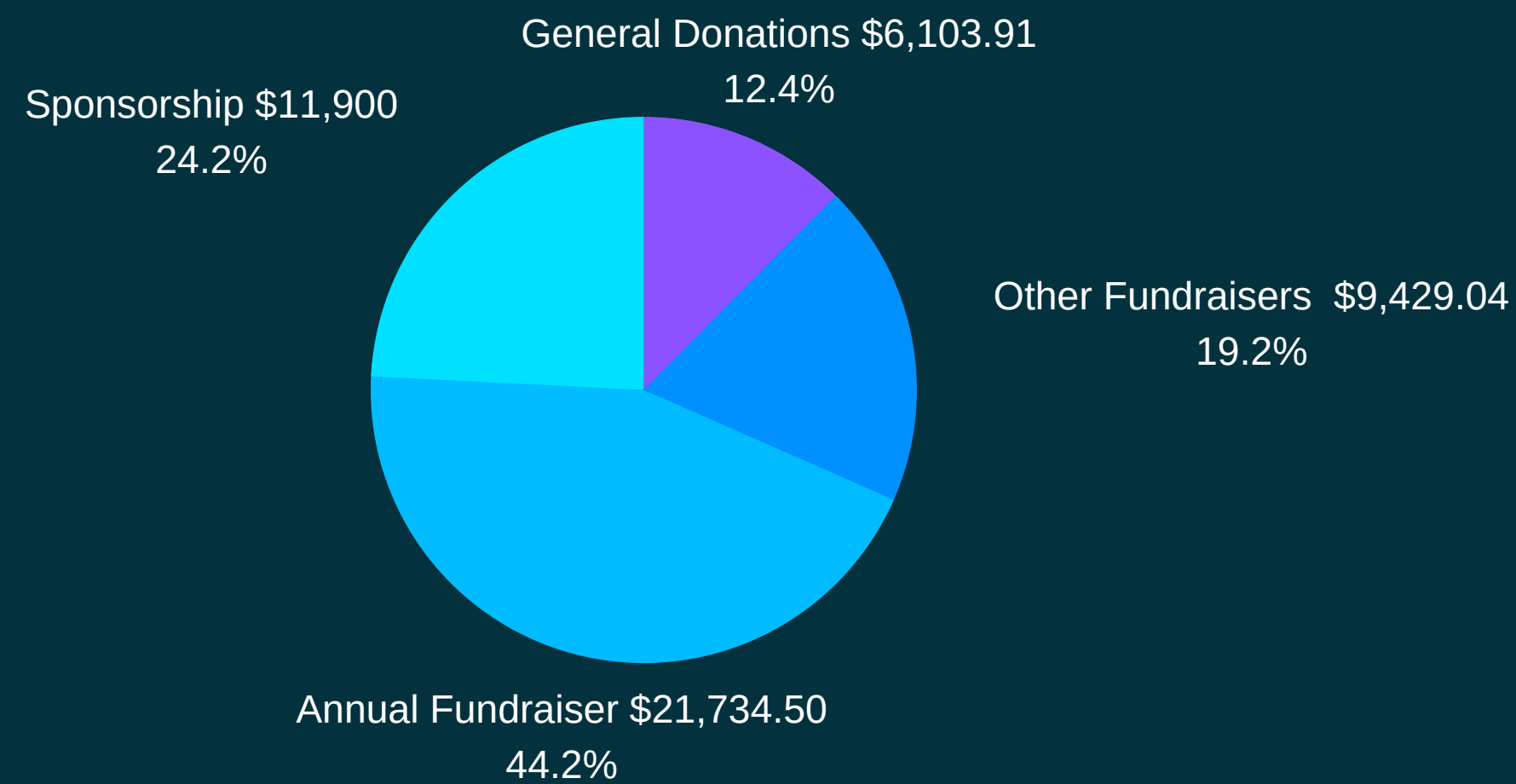


2019 MEMBERSHIP
TOTAL
\$17,704

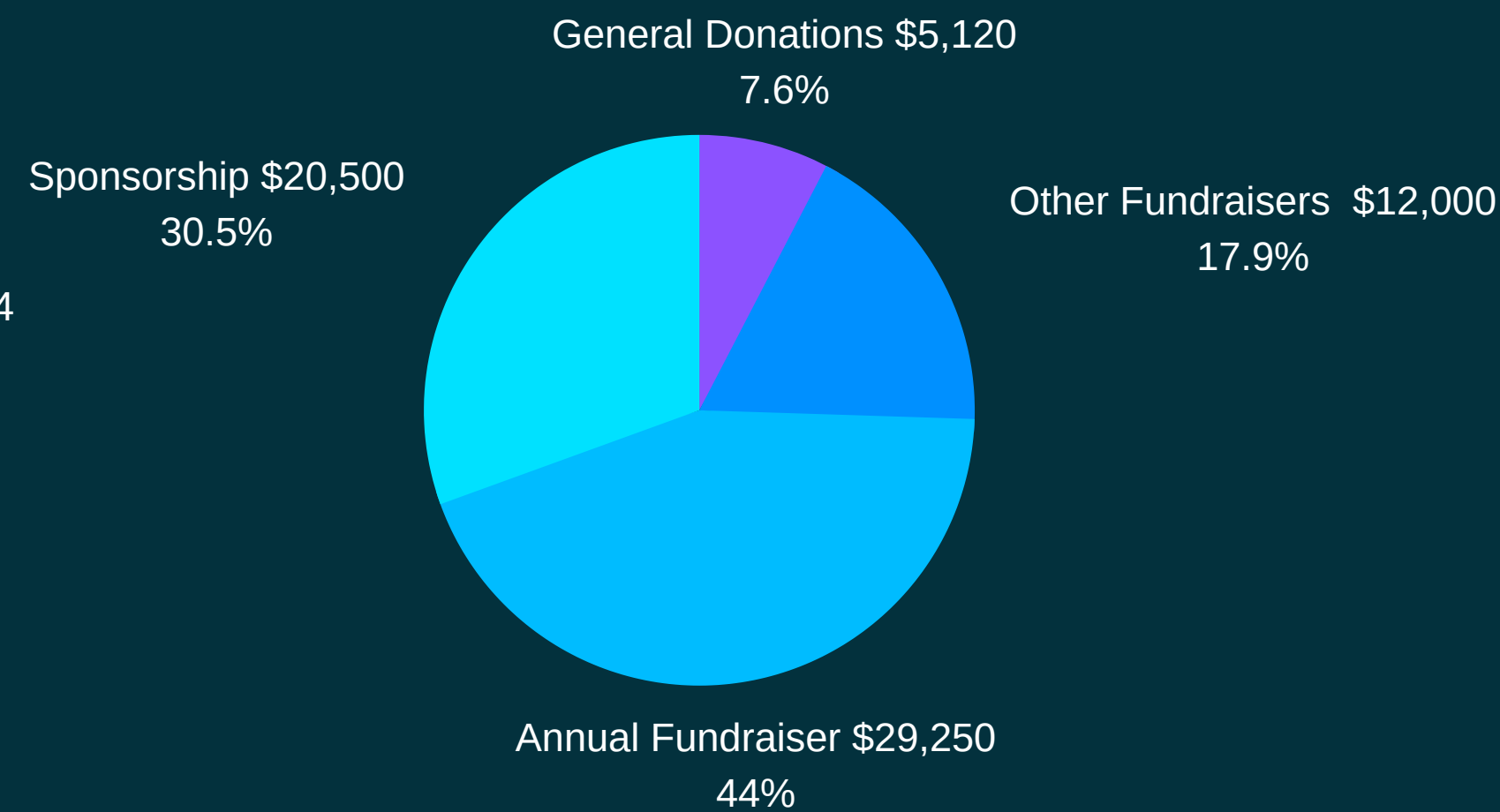


2020 MEMBERSHIP
TOTAL
\$20,000

2019/2020 REVENUE BREAKDOWN: DONATIONS & FUNDRAISING

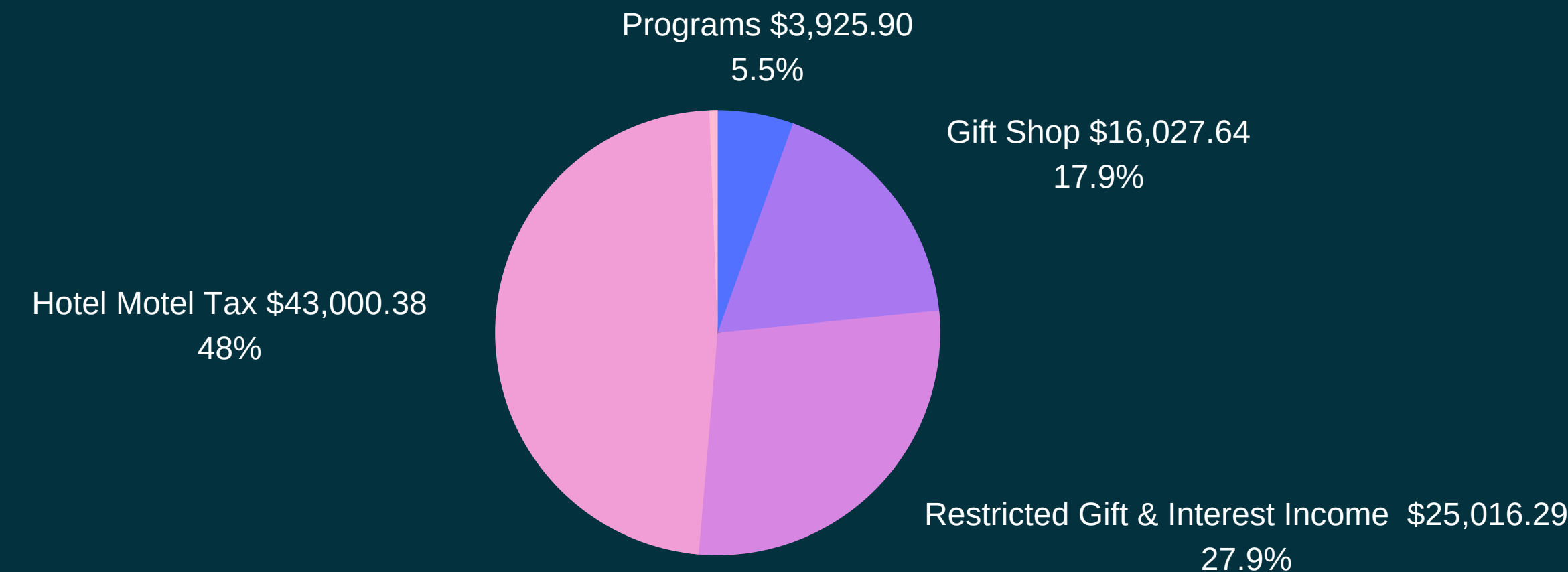


DONATIONS &
FUNDRAISING
\$49,167.45

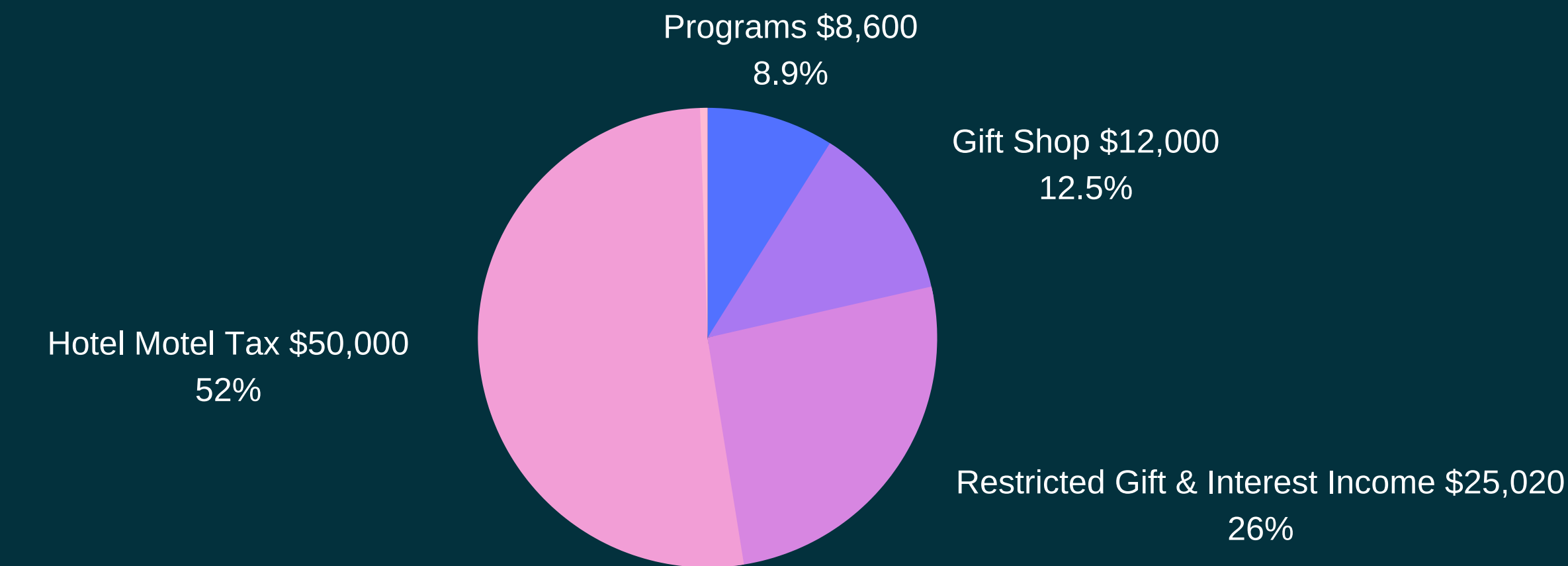


DONATIONS &
FUNDRAISING
\$66,870

2019/2020 REVENUE BREAKDOWN: OTHER REVENUE

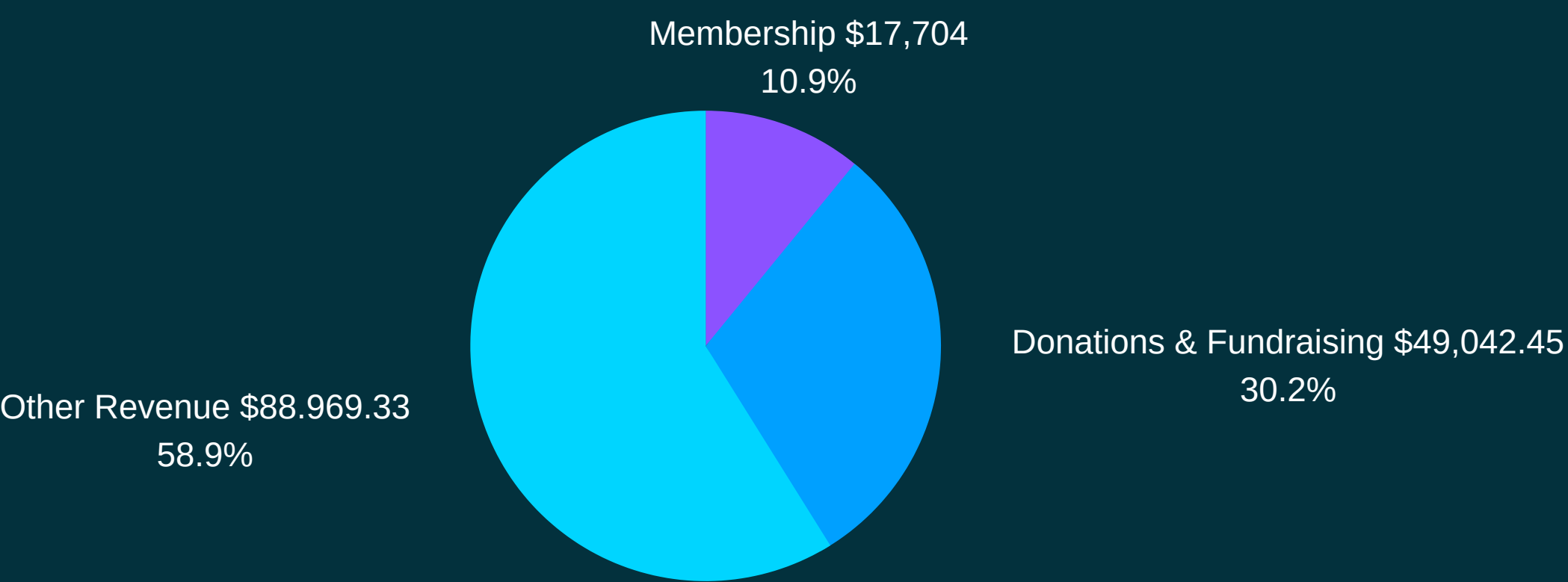


2019 OTHER REVENUE
\$88,507.65

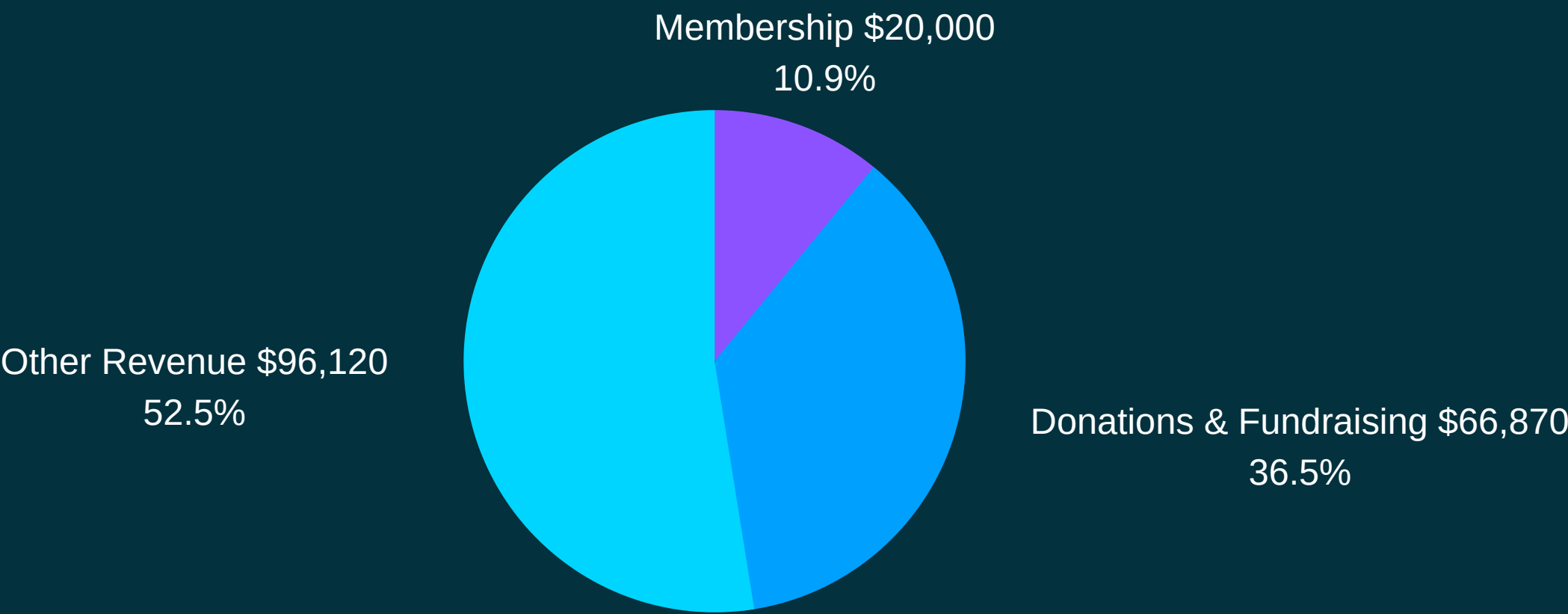


2020 OTHER REVENUE
\$96,120

2019/2020 REVENUE BREAKDOWN: TOTAL REVENUE

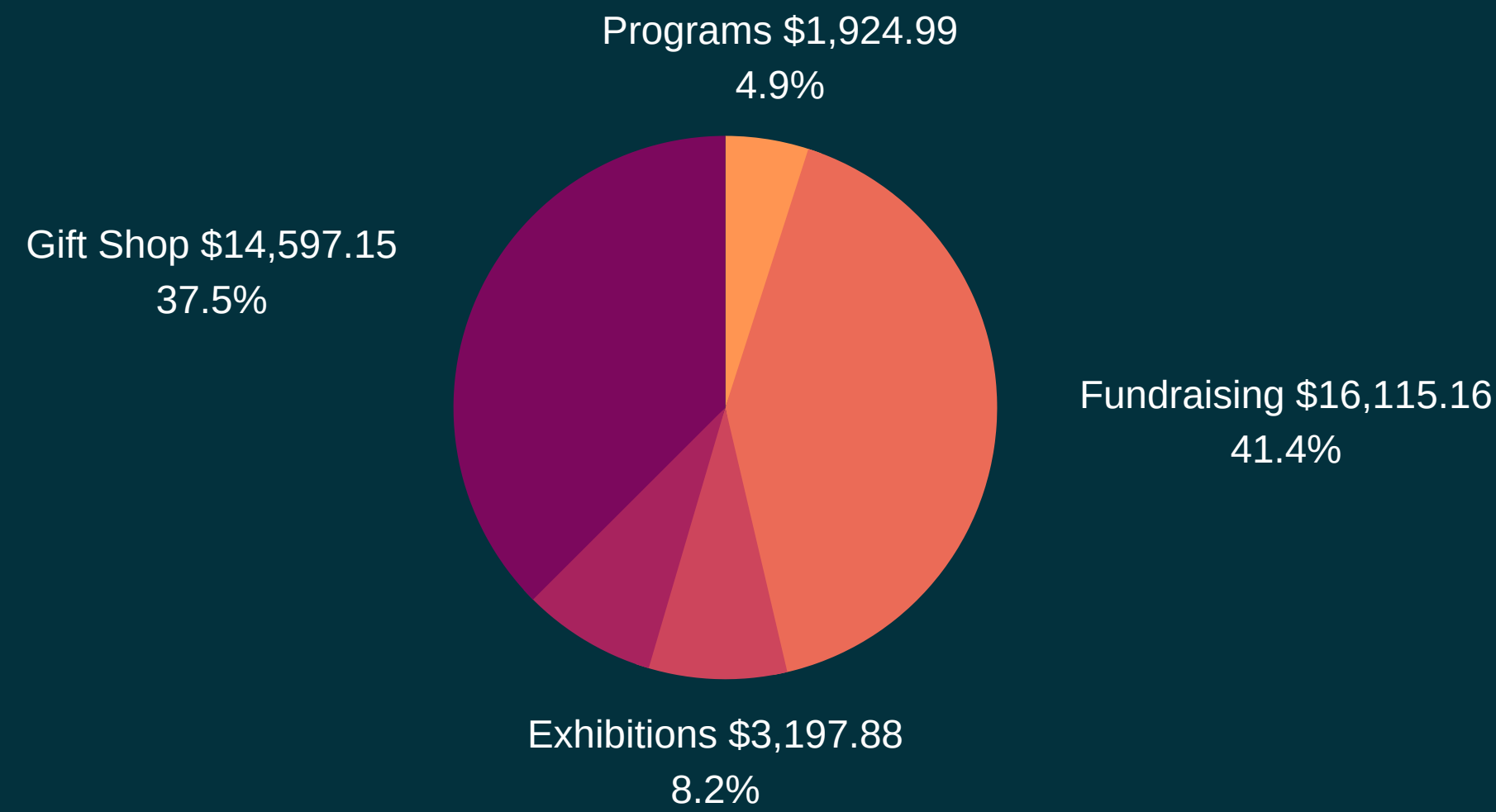


2019
TOTAL REVENUE
\$155,379.10

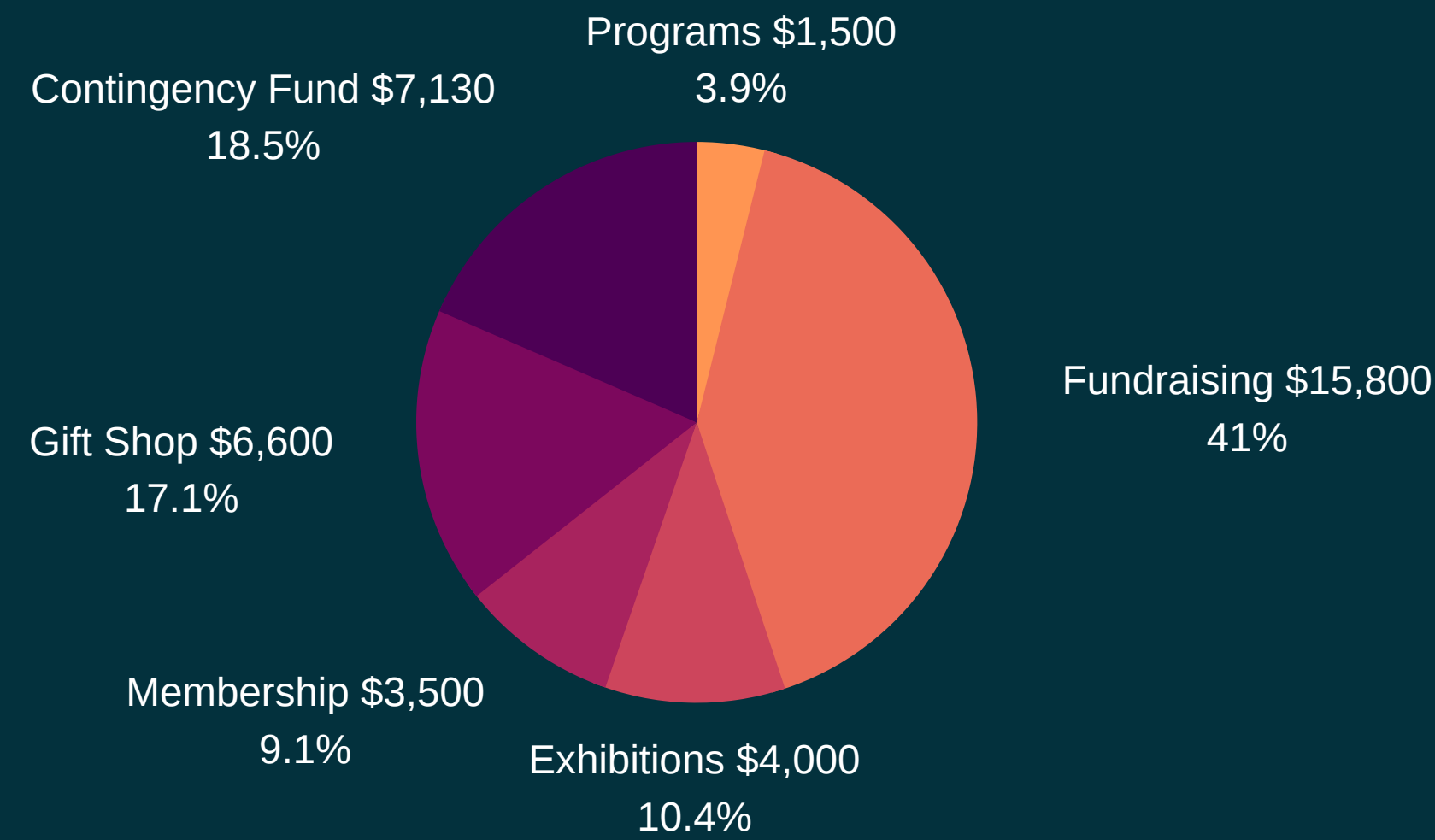


2020
TOTAL REVENUE
\$182,990

2019/2020 EXPENSE BREAKDOWN: ACTIVITIES

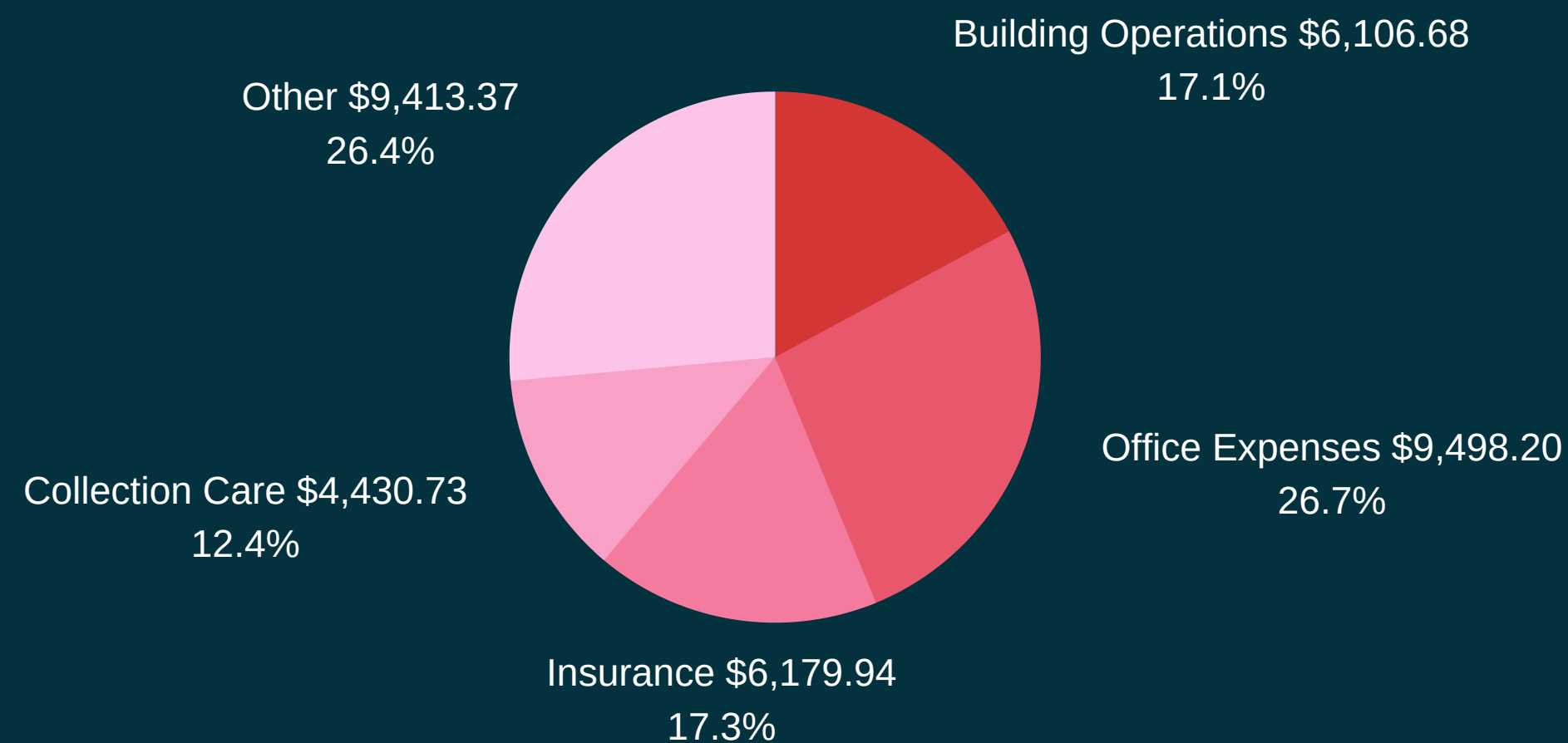


2019 ACTIVITIES
\$38,933.75

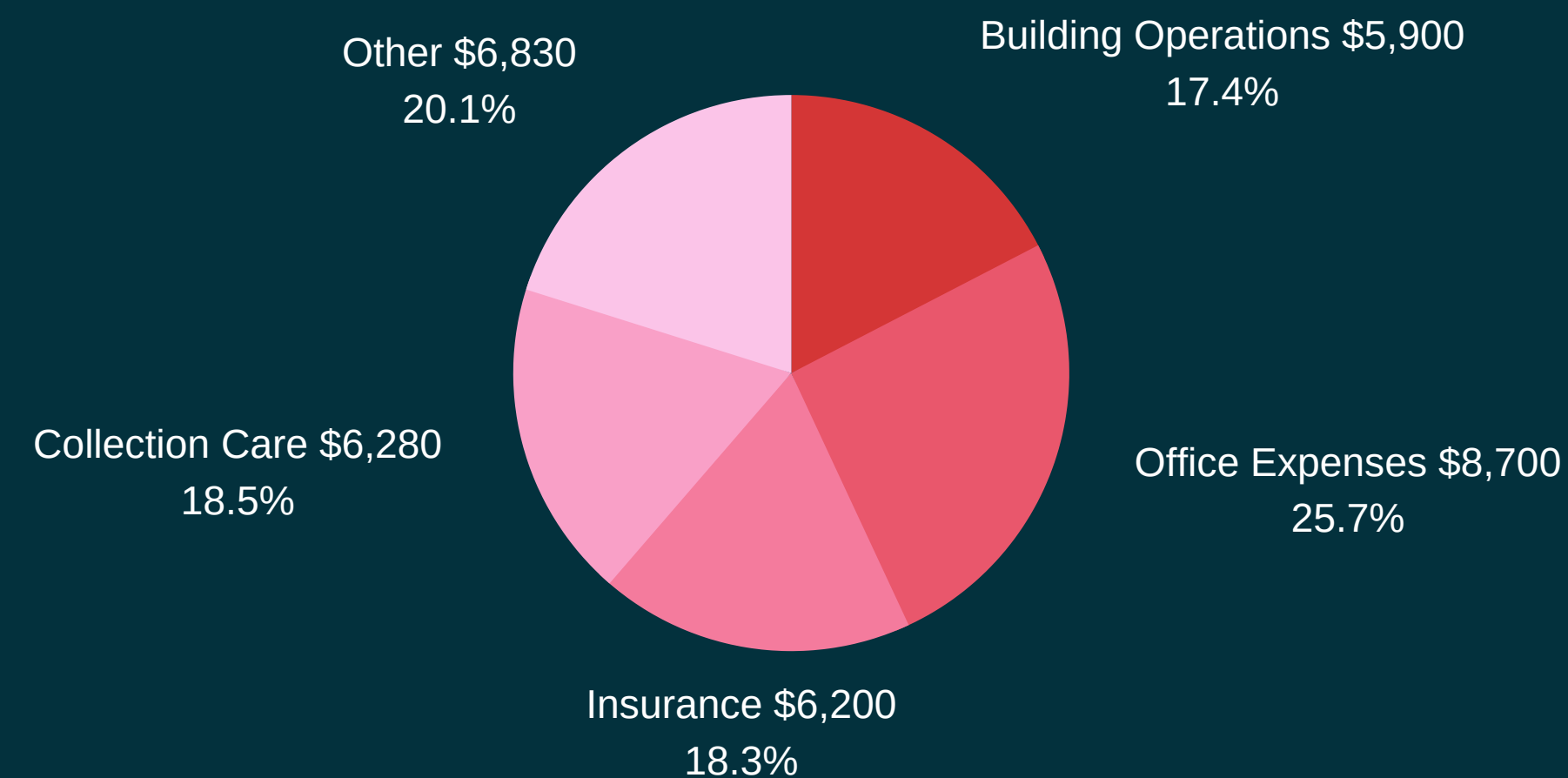


2020 ACTIVITIES
\$38,580

2019/2020 EXPENSE BREAKDOWN: OPERATIONS



2019 OPERATIONS
\$35,628.92

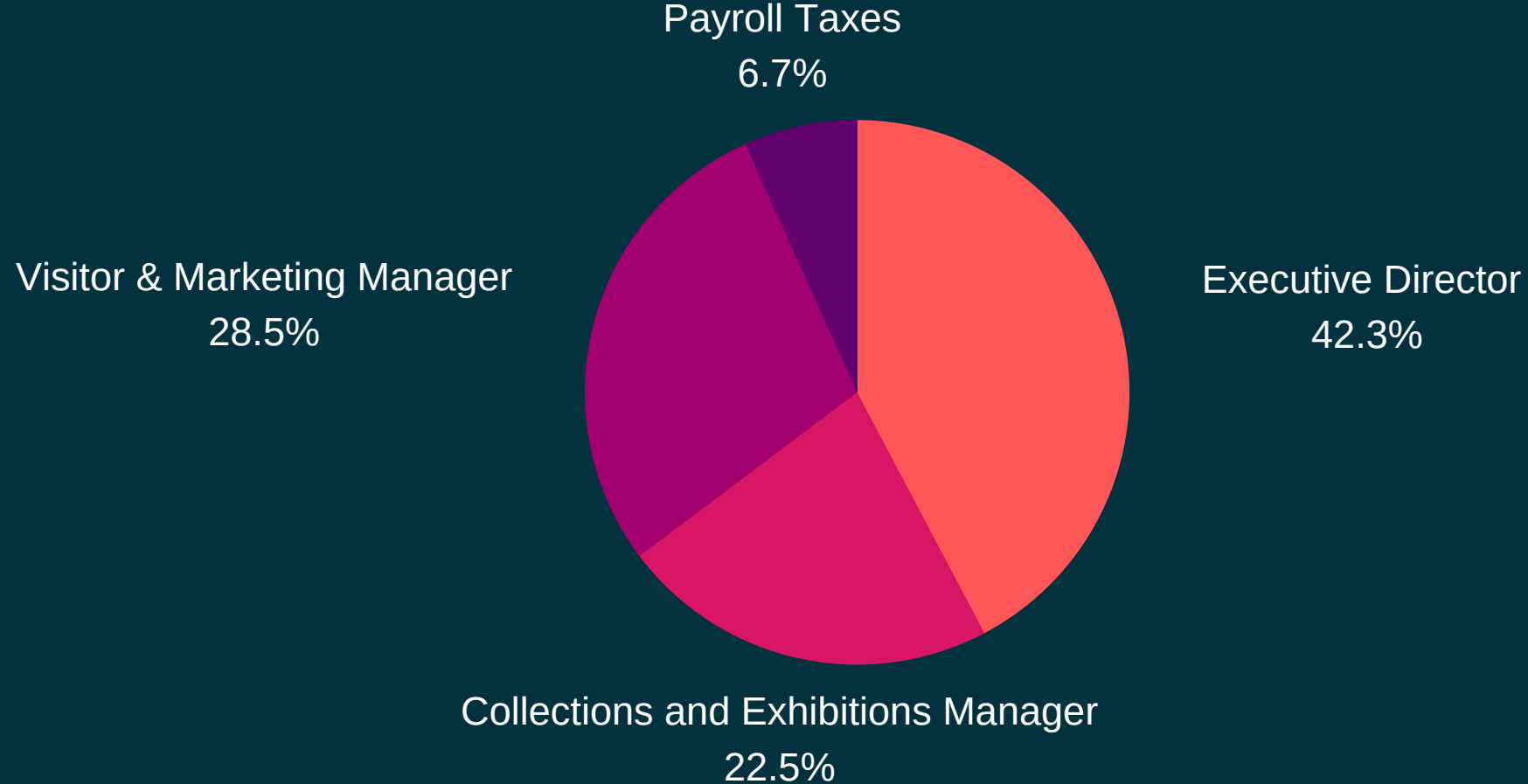


2020 OPERATIONS
\$33,910

2019/2020 EXPENSE BREAKDOWN: PAYROLL & TAXES

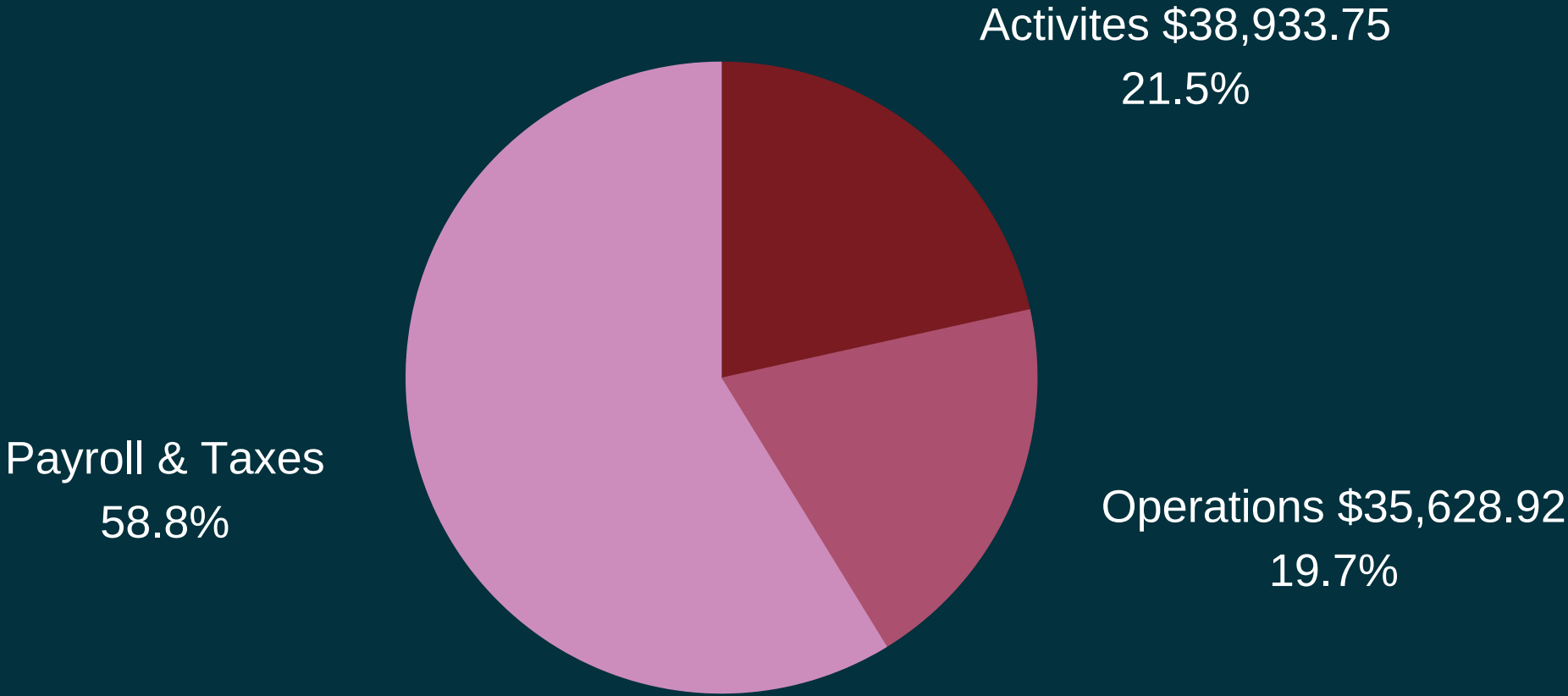


2019 PAYROLL & TAXES
\$106,319.19

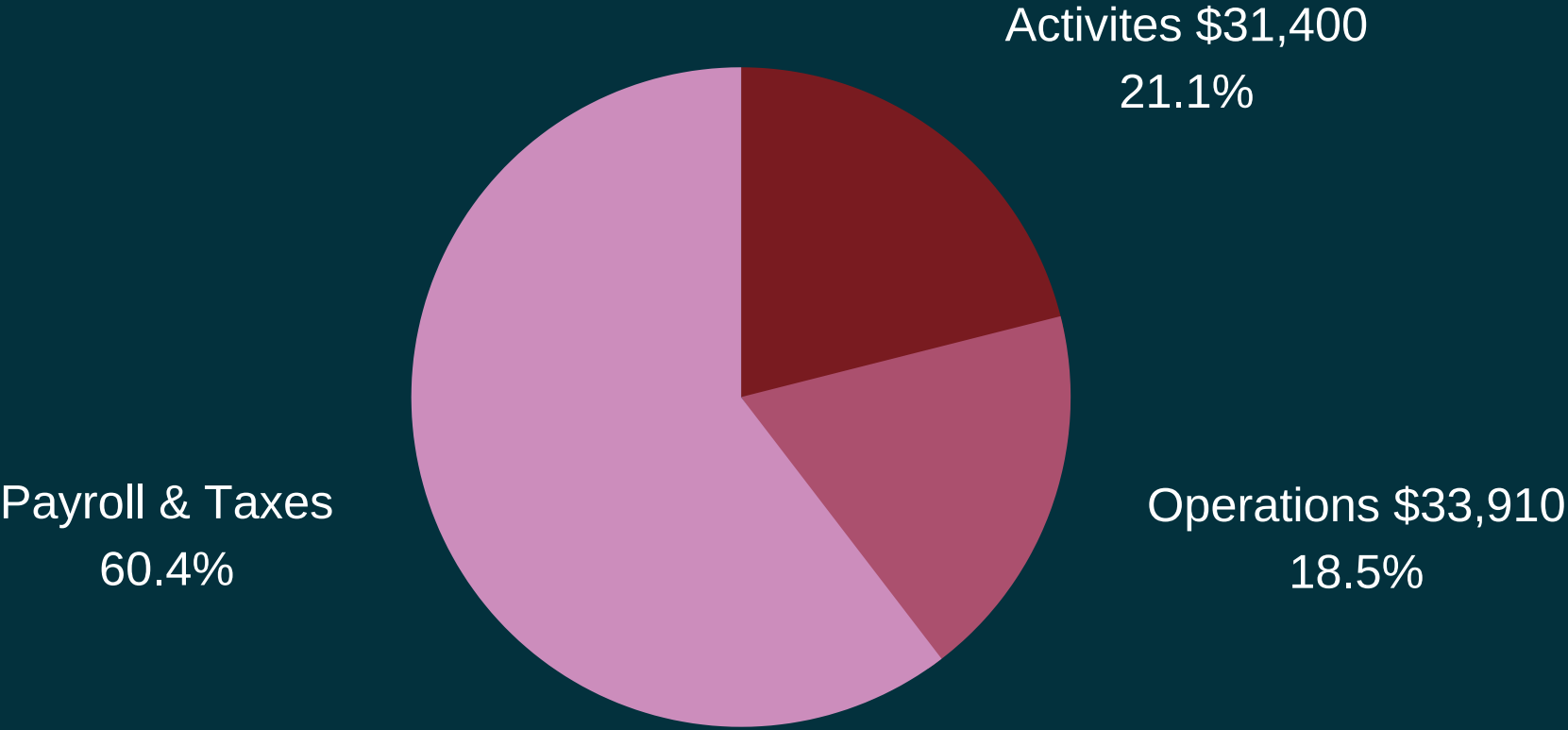


2020 PAYROLL & TAXES
\$110,500

2020 EXPENSE BREAKDOWN: TOTAL EXPENSES



2019 TOTAL EXPENSES
\$180,881.86



2020 TOTAL EXPENSES
\$182,990

Funding Proposal

Increase the current \$44,000 budget line item by \$6,000 to \$50,000.

INCREASING OUR FUNDING AT THIS LEVEL WILL:

- Fund the Full-Time Director Position (Excludes Benefits & FICA Taxes).
- Maintain our current events, programs, and outreach efforts.
- Care for the St. Charles History Museum Archives and Collections





THANK YOU

Your City. Your History. Your Sense of Community