 <p>CITY OF ST. CHARLES ILLINOIS • 1834</p>	AGENDA ITEM EXECUTIVE SUMMARY		Agenda Item number: 5b
	Title:	Funding Request from the St Charles History Museum in the Amount of \$60,000 in the FY 2024-2025 City Budget.	
	Presenter:	Bill Hannah, Director of Finance Alexander Cullum - St Charles History Museum Executive Director	
Meeting: Government Operations Committee		Date: February 5, 2024	
Proposed Cost: \$ 60,000		Budgeted Amount: N/A	Not Budgeted: <input type="checkbox"/>
TIF District: None			
Executive Summary (if not budgeted, please explain):			
<p>Representatives of the History Museum will appear before the Government Operations Committee and summarize activities over the past year and results of operations, and outline relevant activities planned for its upcoming year. Consistent with prior years, this presentation is being done prior to the finalization of next year’s budget.</p> <p>City funding for the History Museum recently increased gradually from \$44,000 in fiscal 2020 to \$50,000 in fiscal 2023. The current fiscal year 2024 funding for the History Museum remained the same in fiscal 2023 at \$50,000.</p> <p>The History Museum’s funding request from the City for FY 2024-2025 is \$60,000, an increase of \$10,000 from last year. Staff is seeking direction on the total amount of funding that should be included for the History Museum for next year so staff can move forward with completing the Draft Budget.</p>			
Attachments (please list):			
History Museum Funding Presentation			
Recommendation/Suggested Action (briefly explain):			
Seeking Direction on the amount of funding that should be allocated for the St Charles History Museum for the FY 2024-2025 city budget.			



St. CHARLES
HISTORY MUSEUM

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CITY PRESENTATION 2024

Presented by:

Alexander Cullum - Executive Director

Mary Lynn Swanson - Board President

February 5, 2024

Meet the Board and our Officers

2024 Officers

Mary Lynn Swanson, President

Pat Pretz, Vice President

Carol Patterson, Secretary

Tom Anderson, Treasurer

Steve Gibson, Past President

2023 Directors

Joyce Cregier

John Glenn

Brian Henry

Brian McNally (new in 2024)

Darlene Riebe

Kathy Brens, Member
Emeritus

Bob Matson, Member
Emeritus

City Liaison

Bryan Wirball

Our Mission

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

Inclusivity: The Museum embraces inclusivity by honoring diverse narratives, fostering understanding, and celebrating the richness of all cultures.

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, events, and programs.

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

Thank you to all of our COMMITTEES!

2023 Committees

FUNDRAISING

DARLENE RIEBE – CHAIR
KATHY BRENS
MONICA CORBETT
STEVE GIBSON
BRIAN HENRY
DIANNA PURSCH

COLLECTIONS

PAT PRETZ – CHAIR
DIANE CONN
ADAM GIBBONS
BRIAN MCNALLY
ERIC KRUPA

MEMBERSHIP

MARY LYNN SWANSON – CHAIR
TOM ANDERSON
JOHN GLENN
JOYCE CREGIER
PAT PRETZ

Thank you to our volunteers & interns

- Peggy Dula – Current Volunteer
- Josh Hautzinger - Current Intern
- Jenny Lambrecht - Current Volunteer
- Laura Laudadio - Current Volunteer
- Grace Passaglia - Summer Archivist Intern
- Kelly Ryan - Summer Curatorial Intern

Thank you also to:

- **Library Liaison** - Emma Rothenfluh, Adult Services Librarian

Our 2023 accomplishments

- Replaced all staff PCs (first upgrade in at least 7 years)
- Replaced phone system with multi line business system to provide better customer service
- Introduced our new podcast – St. Charles History Chronicle – recording 10 new episodes this year
- Marked our 90th Anniversary year with many anniversary-themed events:
- Partnered with **Onesti Entertainment** for special event – **History Rocks**, live entertainment and full dinner with cash bar at the new **Rock ‘ N Ravioli**
- Participated in Jazz Weekend with Keys and Keepsakes: Live Jazz on our Patio

More...

Our 2023 accomplishments

- **Radical Souls: The Nineteenth Century Spiritualists of St. Charles** – introduced visitors to the radical souls of St. Charles who were pivotal to this “Great Awakening” of Spiritualism locally
- Partnered with the St. Charles Public Library to present **19th Century Spiritualism In America**, presented by Karen Hall, former Executive Director of the Glen Ellyn Historical Society
- Partnered with the St. Charles Public Library to sponsor a presentation by noted Chicago World’s Fair expert architect and art commentator **Joseph M. Madda**. The event sold out two full houses at the library!
- **[Almost] Another Century of Progress/St. Charles and the Chicago World’s Fair of 1933-1934**– Our latest exhibit, opened to rave reviews from the public in early summer

More...

Our 2023 accomplishments

- Added a new fundraising event at the **Hotel Baker – Vintage Vibe**, where we celebrated the history of the Hotel with light appetizers, live swing music, and tours of the Hotel Baker, all provided by the Hotel
- We celebrated **“It’s A Wonderful Life In St. Charles – Our 90th Anniversary”** at St. Charles Country Club on December 8. Attendance was up more than 10% from last year’s event and we exceeded our fundraising goals
- Honored as Grand Marshals of the Holiday Homecoming Parade in 2023

More...

Our 2023 accomplishments

- Partnered with the Kane County Master Gardeners and St. Charles Public Works to rehabilitate the landscaping around the Museum
- Hosted the ENTIRE student body of Lincoln Elementary School for two days of museum tours and scavenger hunts
- Doubled Museum open hours year-round, including Sundays and increased Museum attendance by **40%**
- And hired a new Executive Assistant, Melanie Henrikson, and Executive Director, Alexander Cullum

The Community Responds

- In accordance with our agreement with the City for our funding, we consider ourselves ambassadors of the City in everything we do. Our events are positive, family-oriented, open to all community members and represent the City of St. Charles in the best way
- We had 130 people attend our 3rd Annual Holiday Gala, up 10% from last year. 90 people attended our History Rock event at the Arcada Theatre, a SELL OUT. And more than 75 people attended our event at the Hotel Baker – another sell-out
- We had two programs at the Public Library. The first, on Spiritualism, as was a sell-out! The second, on the Chicago World's Fair of 1933, had such a tremendous response that the library added a second show!

Our Community Partners



Thank you to our business supporters!

PRESENTING SPONSOR
KATHY BRENS



IN MEMORY OF
Jack Brens
1942 - 2009

HOTEL BAKER

|| ONESTI ENTERTAINMENT ||



Tricia R. Crosby, D.D.S., M.S.
William R. Trahan D.M.D., M.S.D.
Martin L. Kolinski, D.D.S.
DENTAL IMPLANTS • PERIODONTICS



McNally's
HEATING & COOLING



STROHSCH^{EIN}
LAW GROUP_{LLC}



ONPATH
FINANCIAL

TownHouse
BOOKS & CAFE



Colonial
CAFE



Mason, Faith & Hoscheit
Est. 1969
John M. Dickens
D.D.S.



REPERTORY
Kane
THEATRE

HOLIDAY GALA FUNDRAISER

FRIDAY, DECEMBER 8TH AT ST CHARLES COUNTRY CLUB

- Total Raised: ~\$27,000
- 10% higher attendance than 2022



Sneak peak at 2024

New Guided Walking Tours
throughout summer 2024



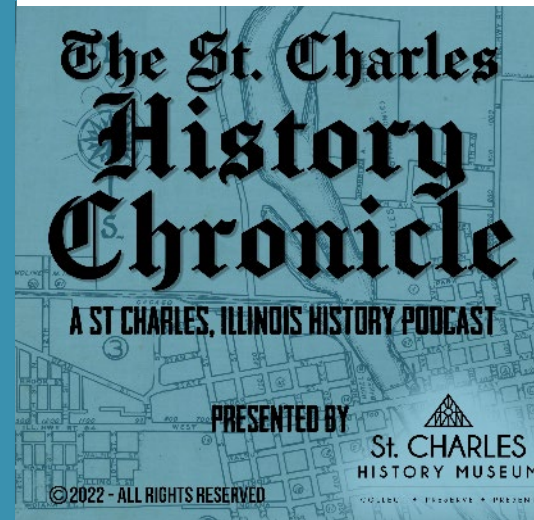
Music In St. Charles



History of DuKane/Operadio



St. Charles History
Chronicle Podcast



Grave Reminders Cemetery
Walk, NEW SCRIPTS!

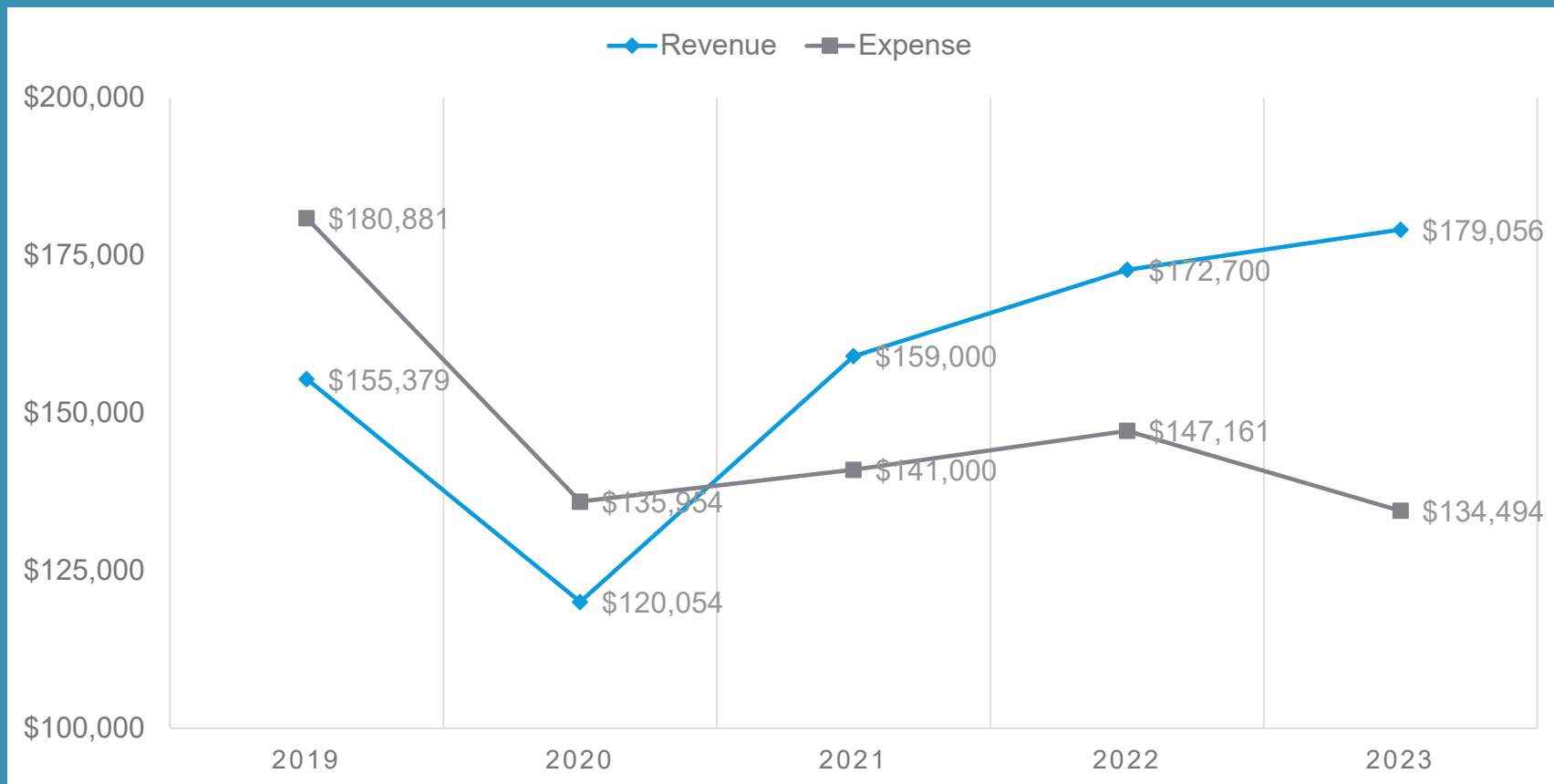


The Curious Fox Gift Shop

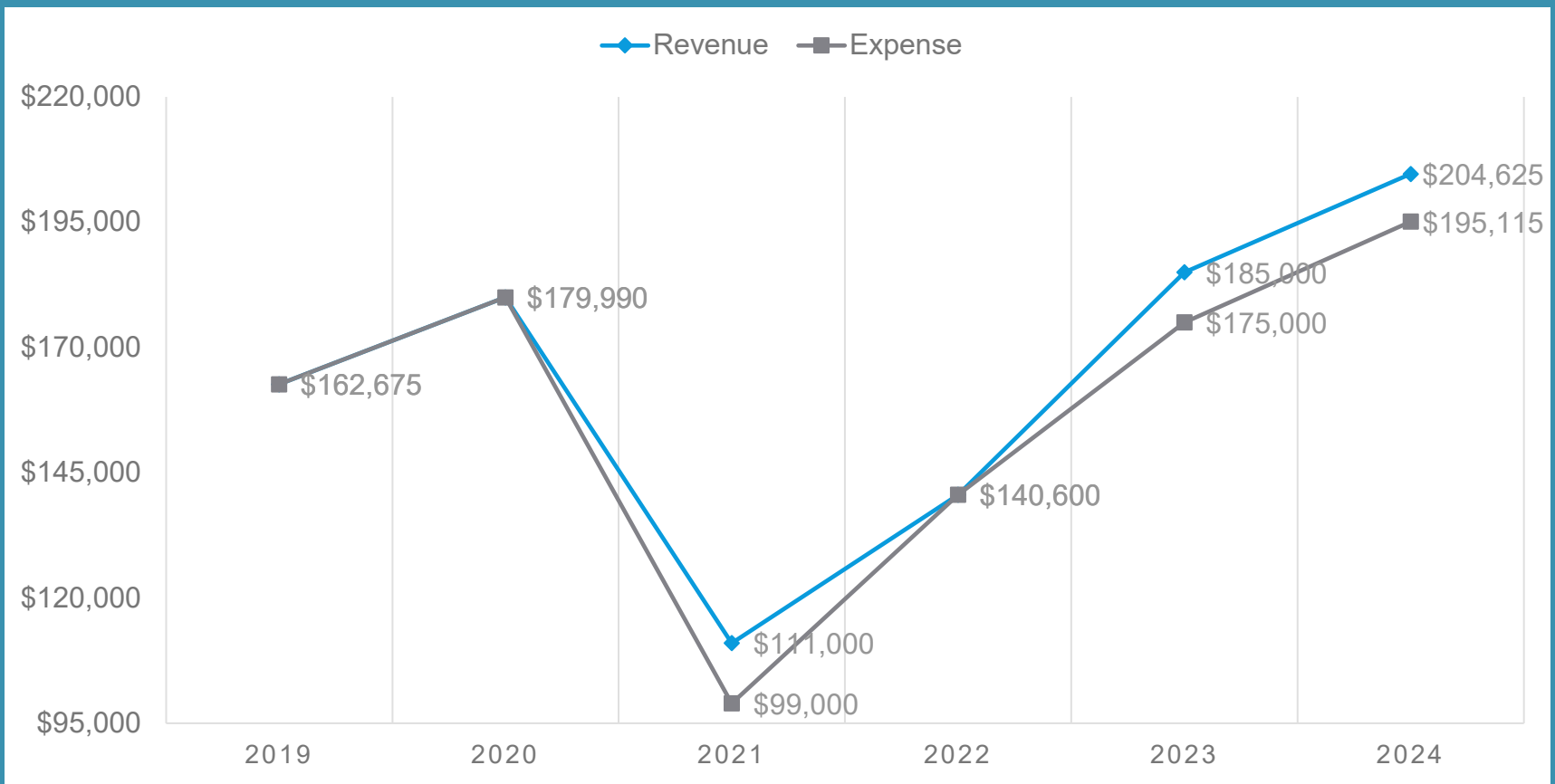
- 62% increase in sales revenue over 2022
- Many new items
- More open hours for store and museum



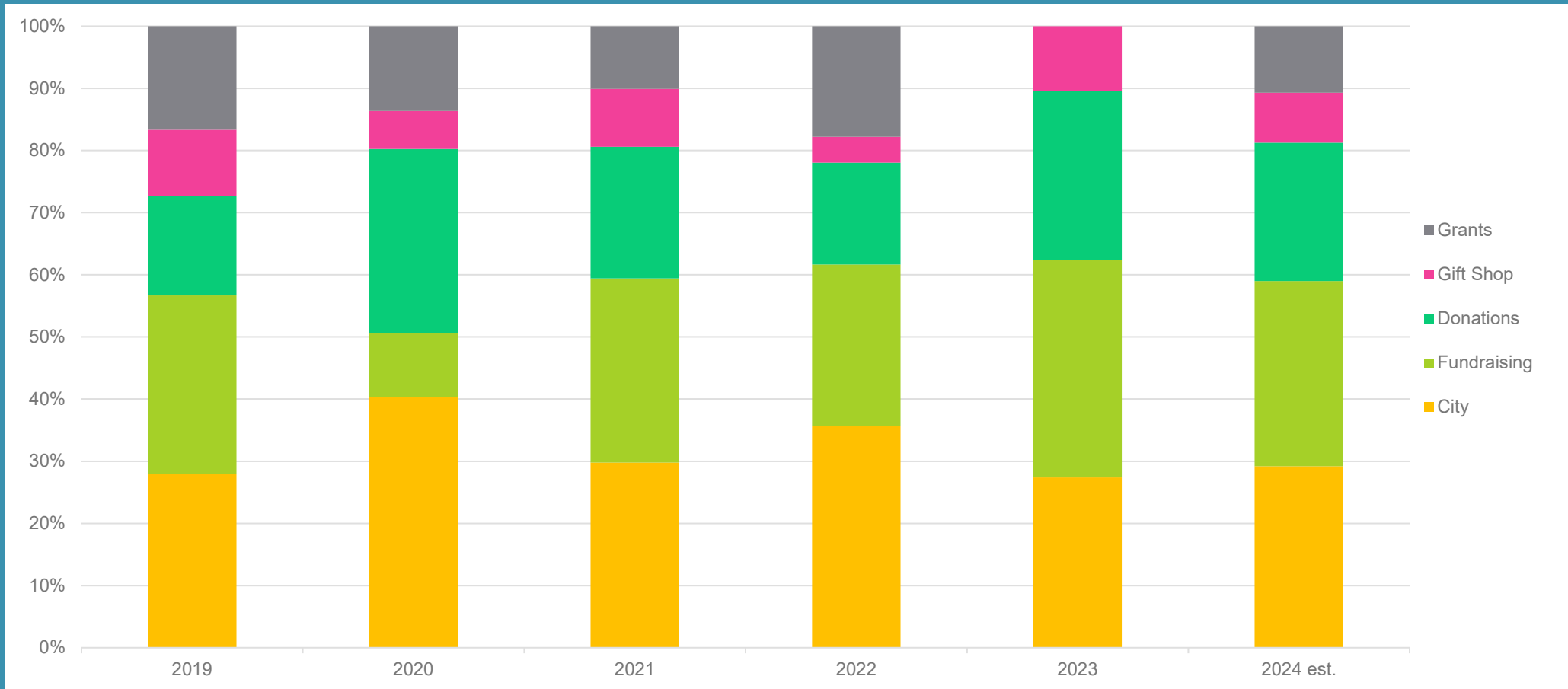
Actual Revenue vs. Expenses (2019 - 2023)



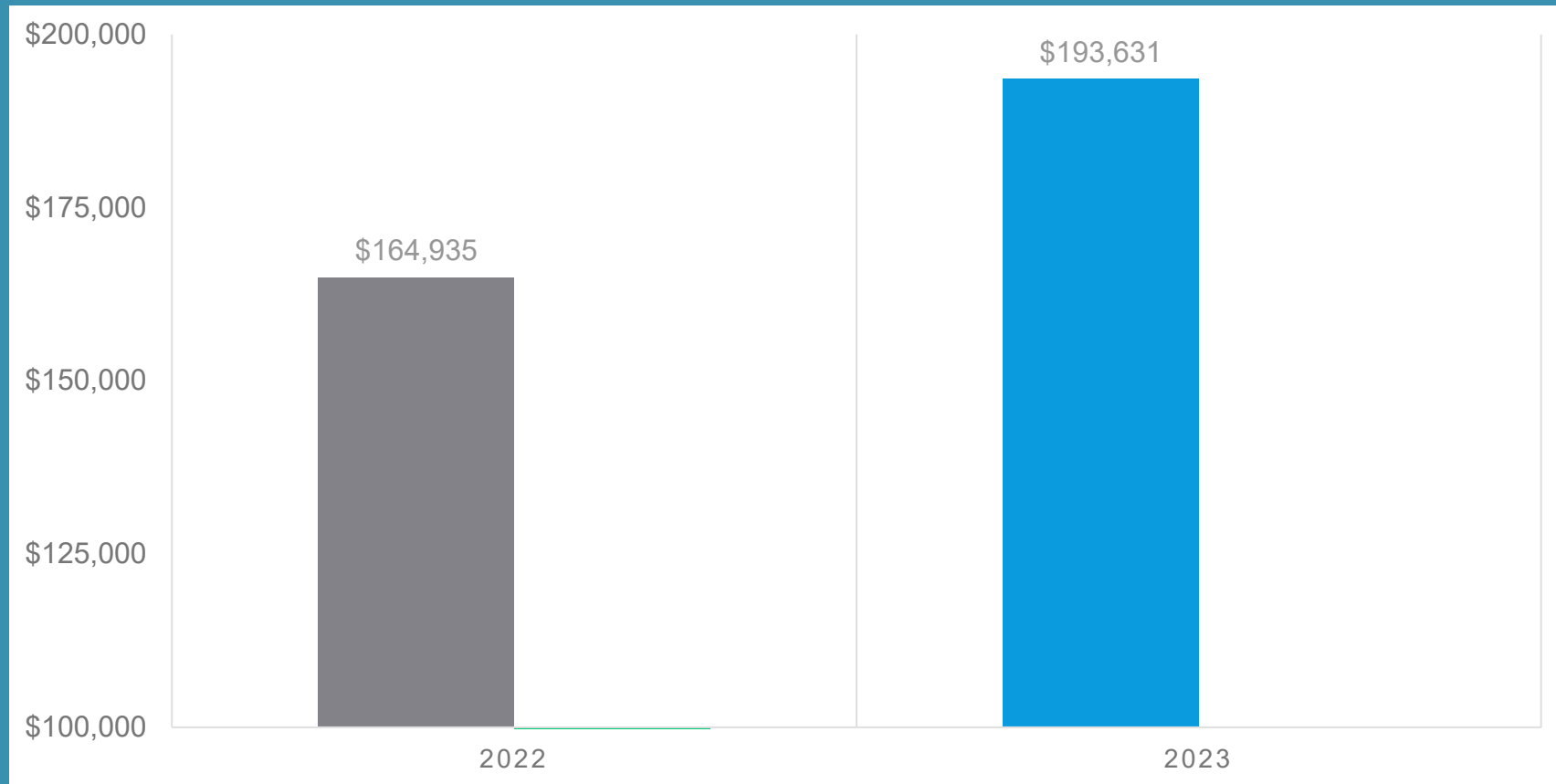
Budget Revenue vs. Expenses (2019 - 2024)



Revenue Sources (2019 - 2024)



Investment Balance (2022 - 2023)



Museum Staff

Staff at the beginning of 2023:

- Full Time Executive Director
- Part Time Collections Manager

Staff at the end of 2023:

- Full Time Executive Director
- Part Time Executive Assistant
- Part Time Collections Manager

2023 Payroll

Budget

\$96k

2023 Payroll

Actual

\$72k

Past President Steve Gibson worked as full-time Executive Director from January through July of this year pro bono

We are asking the City of St. Charles

The St. Charles History Museum is asking The City of St. Charles for \$60,000 for the 2024 Fiscal Year so that it can continue serving the community as it has for over 90 years

This amount of funding will help the Museum with its operating costs including, but not limited to:

- Maintaining current employment levels
- Increase marketing thru signage, brochures, updating and maintaining content on website and social media
- Seeking additional grants, leveling up its grant writing through webinars and engaging a grant writing professional, as needed

More...

We are asking the City of St. Charles

As a cultural institution that preserves and promotes the City of St. Charles and its history, additional funding will allow the Museum to:

- Develop and implement more interactive exhibits in the Museum and bring pop-up exhibits to community events
- Reestablish the Museum's Education Committee to provide educational programming to the school district, home-schooled children, children's clubs and reinstate the Junior Historical Society
- Provide more walking tours of the city and expand collaboration with the Park District, Public Library, Norris Cultural Arts Center, etc. to host events promoting St. Charles and all it has to offer the community and its visitors.



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THANK YOU!
QUESTIONS?