



**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 6a

Title:

Presentation of the Service Agreement and Funding for the History Center for FY 2018-2019

Presenter:

Chris Minick and Alison Costanzo (Executive Director)

Meeting: Government Operations Committee

Date: January 22, 2018

Proposed Cost: \$ See Below

Budgeted Amount: \$ TBD

Not Budgeted:

**Executive Summary** *(if not budgeted please explain):*

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). This year, we are holding the funding presentation prior to the finalization of the budget. Budget discussions are currently occurring at the staff level and the proper funding level directed by City Council will be reflected in the budget presented for approval later this winter/spring.

Historically the History Center has received an allocation from the Hotel Motel Tax revenue stream in an amount between \$30,000 and \$35,000 annually. This level of funding has been consistent for many years. The allocation for the 2017-2018 City fiscal year is \$31,500. The History Center is seeking a funding increase to provide an ability to offer programs and services with small, incremental increases over a period of years:

- 2018-2019: \$42,000
- 2019-2020: \$44,000
- 2020-2021: \$46,000
- 2021-2022: \$48,000
- 2022-2023: \$50,000

The History Center has represented that the additional funding requested would free up time and resources to allow for additional tasks and programs to be undertaken. They will elaborate during the presentation. If the request is acceptable to the City Council, we would formally approve the \$42,000 for fiscal year 2018-2019 and the expectation would be that the funding level of \$44,000 would be approved in 2019 for the 2019-2020 funding allocation and so on, assuming results are satisfactory.

In the event that the increased funding is not approved, the History Museum requests that the \$31,500 funding allocation from the Hotel/Motel Tax line item be awarded to allow them to maintain the current programming and activity level.

A third option for the Committee is to delay a decision for funding until there is a broader understanding of the FY 18-19 budget.

**Attachments** *(please list):*

**History Center Funding Presentation**

**Recommendation/Suggested Action** *(briefly explain):*

**Committee consideration of proposals from the History Museum in light of the FY 18-19 budget.**

YOUR CITY. YOUR HISTORY. YOUR SENSE OF COMMUNITY.

# ST. CHARLES HISTORY MUSEUM

FUNDING  
PRESENTATION

Presented By: Alison Costanzo, Executive Director

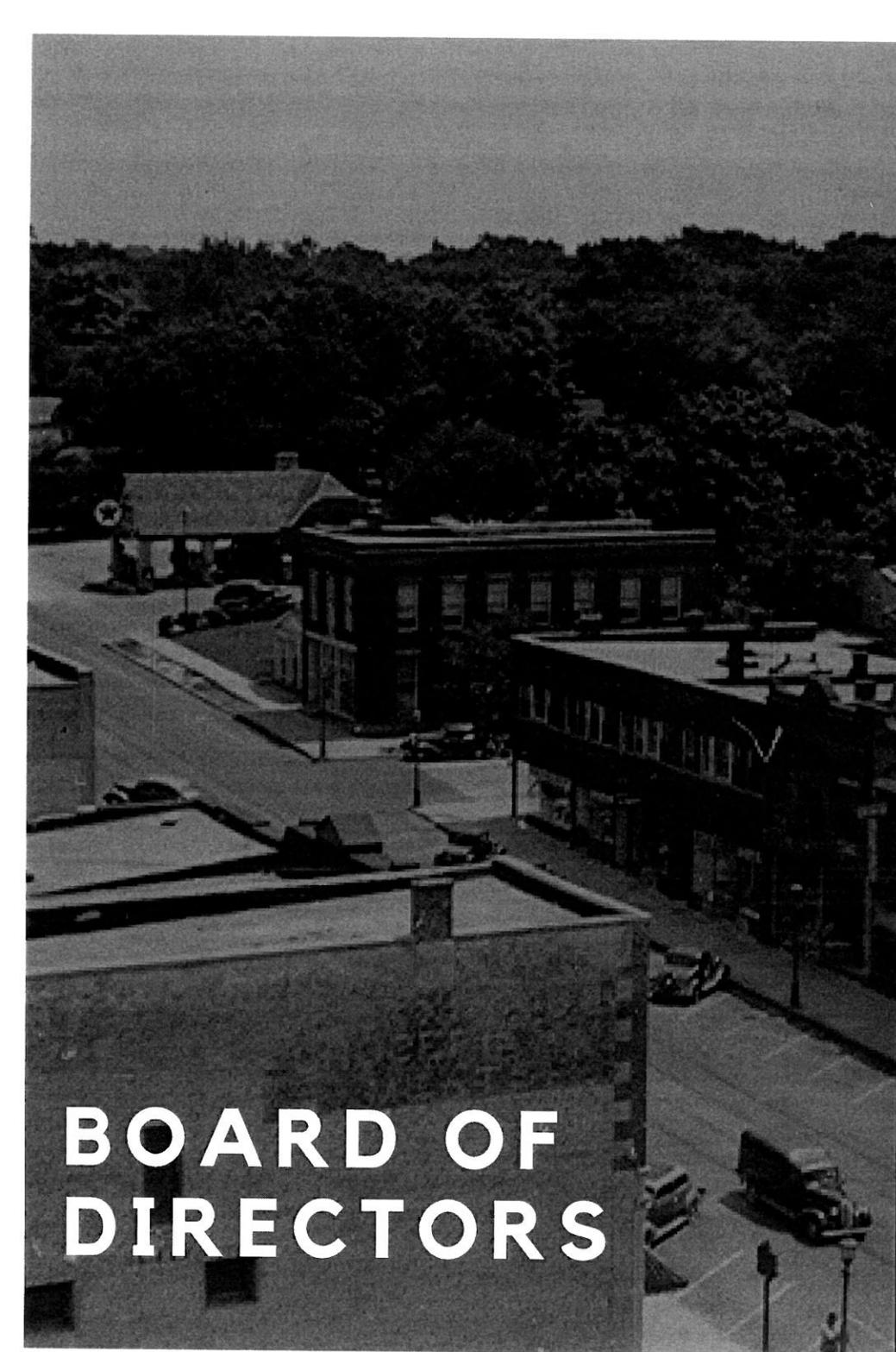
01/22/2018



## OUR MISSION

The Museum shall receive, examine, preserve, and display records, documents, textiles, and objects of historic value, which reflect or pertain to events and progress of the city and township of St. Charles from human occupation to the present date.

In pursuit of these purposes, the Museum shall exist for the educational and cultural enrichment of the City of St. Charles, the township, and community of the surrounding area.



**BOARD OF  
DIRECTORS**

President –Diana Brown

Vice President—Steve Gibson

Treasurer-Helen Jiang

Secretary— Barb Stilling

Past President— Edward Klosowski

Tom Anderson

Mike Corbett

Joyce Cregier

Ron Onesti

David Pietryla

Brian Henry

Maureen Lewis, Ex-Officio

Nancy Wolfe

Board Member Emeritas

Kathy Brens

Bob Matson

# OUR HISTORY: A LOOK BACK TO OUR BEGINNINGS

MARCH 17, 1926

AURORA BEACON-NEWS

## PLAN HISTORICAL SOCIETY MUSEUM FOR ST. CHARLES

**Kiwanis Club Committee Named  
to Seek Permanent Housing  
Place for Relics.**

St. Charles, Ill., March 17.—St. Charles is to have a historical society. The first steps towards an organization were made at the meeting of the Kiwanis club last evening when President Thompson appointed H. G. Hempstead, Col. F. D. Whipp and Harold Colson to perfect such a society.

Frank Underwood, owner of an unusually fine collection of Indian relics addressed the club last evening and as 90 per cent of the relics he owns have been found within three miles of St. Charles an informal discussion of the creation of a place for collections that will eventually be given for a museum, followed his talk. St. Charles residents have been collecting relics for years and if there is not some local place for collections they may find their way out of the city.

The meeting in the Masonic hall, was one of the most interesting ever held by the club.

### ELGIN COURIER

**Kiwanis Club Meets**

The regular meeting of the Kiwanis club was held last evening in Masonic hall at 6:30 o'clock. Mr. Frank Underwood was present at the meeting with his large collection of arrow heads, which he has found in this vicinity. He told all about the collection and where they had been found, many of them north of St. Charles, near and around Person's creek.

1926

## LEGION TO START HISTORY SOCIETY AT ST. CHARLES

**Dr. I. A. Langum Presents Post  
With Antiques to Start  
Collection.**

St. Charles, Ill., Feb. 3.—Dr. I. A. Langum has presented the American Legion a number of gifts to start the historical museum in the Henry Baker memorial community house. Dr. Langum has been appointed by H. A. Wilkinson, commander of the Legion, chairman of a group of legionnaires in founding a St. Charles historical society.

The collection will be housed in cabinets on the third floor of the Henry Baker memorial community house. For some time the Legion has realized that there are many articles pertaining to the early history of St. Charles that should be placed in a collection.

Anyone having old papers, books, pictures or furniture of St. Charles from an early day is asked to give to his collection. It is hoped that within a short time the St. Charles Historical society may become affiliated with the national organization.

1928

### COLSON HEADS NEW HISTORICAL SOCIETY

A meeting called last Thursday evening to form a local historical society drew out two scores of people to the library hall in spite of the counter-attractions of Caustin's fistic bill at the Community Center.

As president, the new organization unanimously chose Harold E. Colson after that gentleman tried in vain to nominate Frank M. Underwood, who declined the post but prompted his support to the project. J. H. Rockwell was elected secretary.

President Colson promised to announce his committees and their members in the near future. He has already collected an interesting series of pictures of old Main Street which was exhibited at the meeting.

In calling the gathering to order, George E. Thompson endorsed its purpose, saying that St. Charles' history was typical of the middle west and the preservation of its data and relics a worthy design; and an invitation was given to all in sympathy therewith to join and attend the meetings of the society.

1933

# OUR HISTORY: A NEW HOME

## CITY GIVEN MUNICIPAL BLDG. TITLE

With Building Ready  
Donors Hand Over  
Title At Once.

Col. E. J. Baker, recovering from his recent illness in Community Hospital, Geneva, sent word to Mayor Langum yesterday that inasmuch as the city was ready to move into the New Municipal Building he and Mrs. L. J. Norris felt that the city should not wait for a formal dedication and that they would give the city title to the property at once. It was immediately arranged. Mayor Langum met Col. Baker and Mrs. Norris in his room at the hospital this morning and the mayor accepted the deed in the name of the city.

While there have been no definite plans made for a dedication ceremony, it has been the thought of many that the formal acceptance by the city be made at the first council meeting in the new building, with Col. and Mrs. Baker and Mr. and Mrs. Norris presenting the deed and appropriate acceptance. The council hall is large and would hold a large part of the group of St. Charles people who would like to be present. City officials and St. Charles people will no doubt desire some sort of ceremony at a later date when proper recognition can be given for this splendid gift.

For the past few weeks the Mayor and Councilmen have made frequent trips to Chicago buying the furnishings for the various municipal rooms, halls in all. In addition to the large Council room, the Council has an adjoining committee room. The large downstairs room on the south is being furnished for the City Clerk's office where light and water bills will be paid. Provision is also made for individual offices for the Mayor, City Attorney, Superintendent of Public Works, Tax Collector and Chief of Police.

The first meeting of the City Council in its new building will be held Monday evening, June 17. The City Clerk's office will begin collection of light and water bills in their new quarters June 18.

This new municipal building is outstanding in every way. Taking advantage of its location on the river bank its structure of Georgia marble and its architecture equalling Europe's palatial buildings, it is the outright gift from the donors. In addition to housing the municipal officials, provision is made for the many precious relics and historical collections for which pioneer St. Charlesites are noted. When arranged, the collection will be of wide interest.

The room given over to transportation facilities is ready for com-



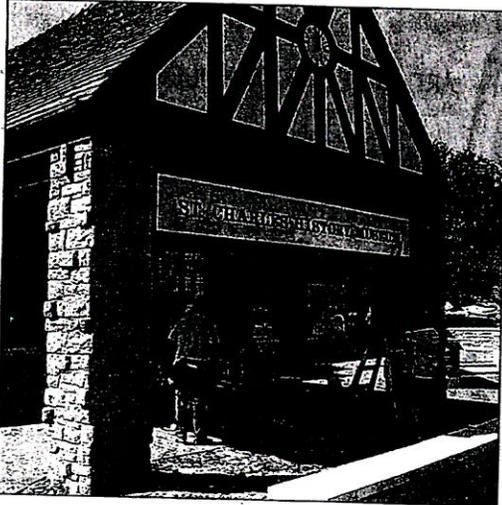
1940

# OUR HISTORY: A MOVE TO MAIN STREET

## St. Charles nearing completion of new Heritage Center

Matt Leonard of Driessen Construction, left, works on renovation of the old gas station at 215 E. Main St. in St. Charles on Thursday while Ray Rodriguez, center, and Joshua Anderson of Signs of the Fox work on the new sign marking the building as the St. Charles History Museum.

Chronicle photo by Kathy Guyer



■ Museum, research facility, gift shop and more to open to local history buffs this fall.

By KATHY GUYER  
Kane County Chronicle

**ST. CHARLES** — The transformation of the former Texaco gas station into a museum is nearing completion, and members of the St. Charles Heritage Center board and museum staff are preparing for the day they can move to their new home.

The view of the building at 215 E. Main St. has changed, with new additions, windows and a terrace area making it obvious the days of pumping gas and fixing flats at the prime Main Street location are over.

Part of the space under the roofed gas pump area has been enclosed to create a gift shop where visitors will enter.

Low brick walls create a nice outdoor pedestrian terrace with paver blocks and space for landscaping.

And another low wall in front of the

building replicates one that was removed years ago from the original gas station.

St. Charles Heritage Center board member Patty Thayer said the center tried to duplicate the original architecture and stone as much as possible when making additions or changes.

The former garage doors where people would pull their cars in for service now are window display cases.

"These will be available to community organizations on a rotating basis," Thayer said. She added the Heritage Center will give local groups a chance to promote programs while keeping the windows interesting for passersby.

The interior also is nearing completion.

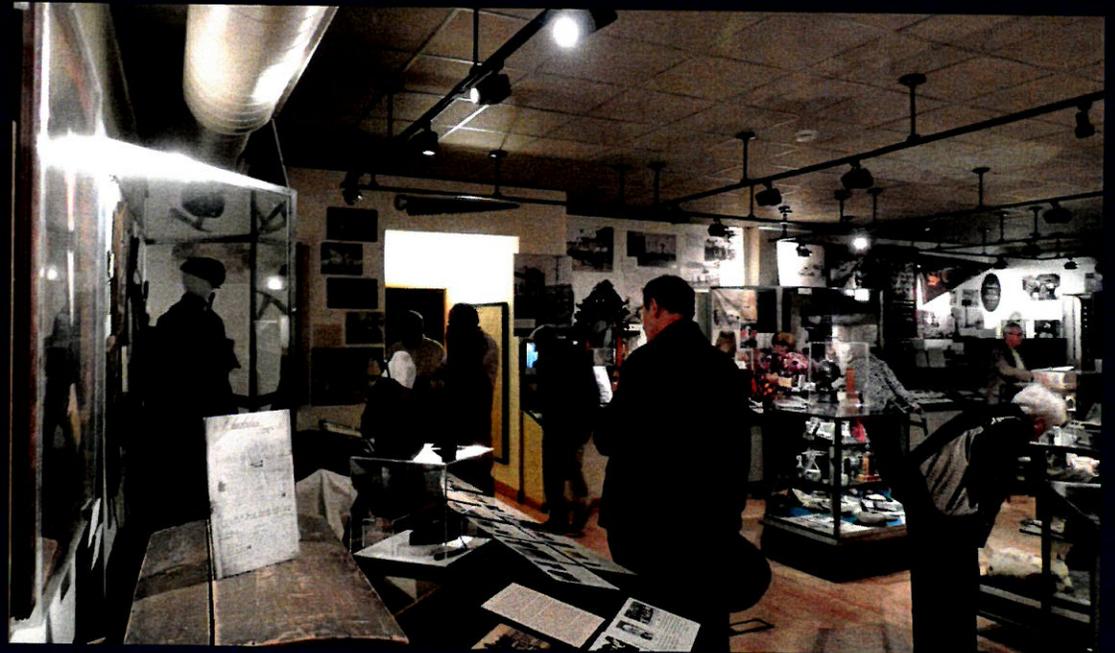
Drywall and new floors have turned the once-greasy garage into a like-new building designed for showcasing St. Charles history.

Heating and ventilation also is new, an important aspect of the museum as artifacts will be stored in the basement

Please see **HERITAGE** page 6

2000

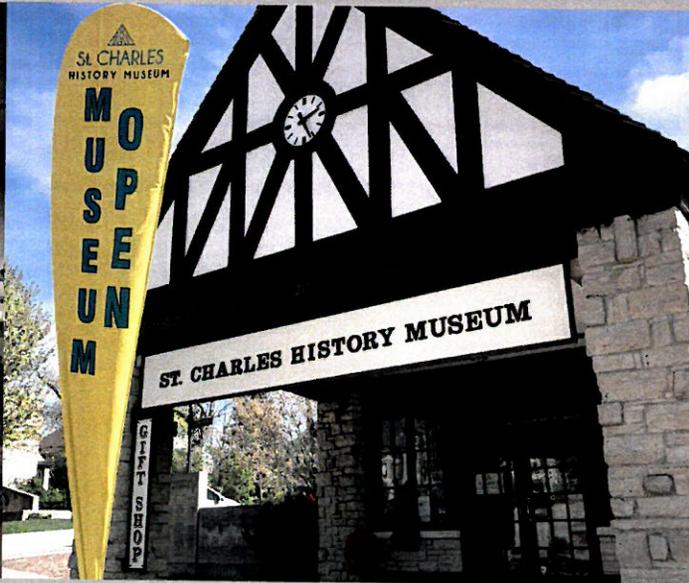
2001



# A NEW DIRECTION

2015 - 2017

ACCOMPLISHMENTS



# MOVING FORWARD



## ACCOMPLISHMENTS

- Hired Professional Museum Staff
- Developed New Brand
- Secured approximately \$80,000 in grants and gifts to update the permanent exhibit hall.
- \$40,000 in Estate Bequeathals
- Increased hours of part-time staff, working towards expanding to full time and adding additional staff.
- Expanded our community outreach, programs, and events.
- Enhanced our Social Media Presence
- Developed new partnerships for our fundraising activities.
- Branded and updated retail space to promote the City of St. Charles.
- Increased Museum attendance by 48% over the last three years.



St. CHARLES  
HISTORY MUSEUM

COLLECT • PRESERVE • PRESENT

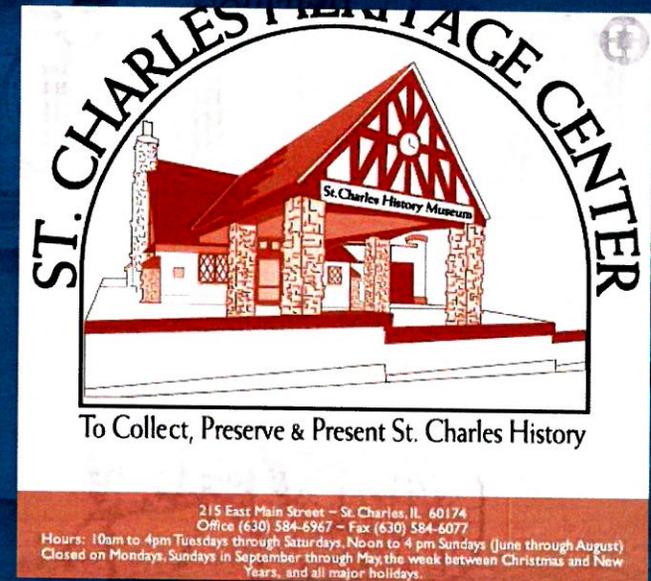
# 2018 STRATEGIC GOAL HIGHLIGHTS

- Develop event/meeting and facility policy.
- Promote nonprofit associations meeting usage at the Museum to increase community awareness.
- Improve marketing, branding, and sales of the gift shop.
- Develop a scope of work for caring for the museum archive, textiles and object collections.
- Membership drive to increase donors and long term support for the Museum.
- Continue to develop educational programming and collaboration with outside organizations



# NEW BRAND

- In 2015, the Executive Director and Board of Directors made the decision to rebrand.
- The goal was to create a consistent message that would resonate with the public and create new public awareness.
- Develop marketing material to promote the new brand and the Museum.
- In May 2015, the Museum launched its new website and brand to the public.
- In October 2017, the Museum launched a secondary brand specifically to promote the Gift Shop and make it a unique destination.
- The Museum is currently working with Streng Marketing who is donating their services to create a new line of membership and bequeathment promotional material. (February 2018)



St. CHARLES  
HISTORY MUSEUM

COLLECT • PRESERVE • PRESENT



THE CURIOUS FOX

GIFT SHOP

# ONLINE PRESENCE

## WEBSITE & SOCIAL MEDIA

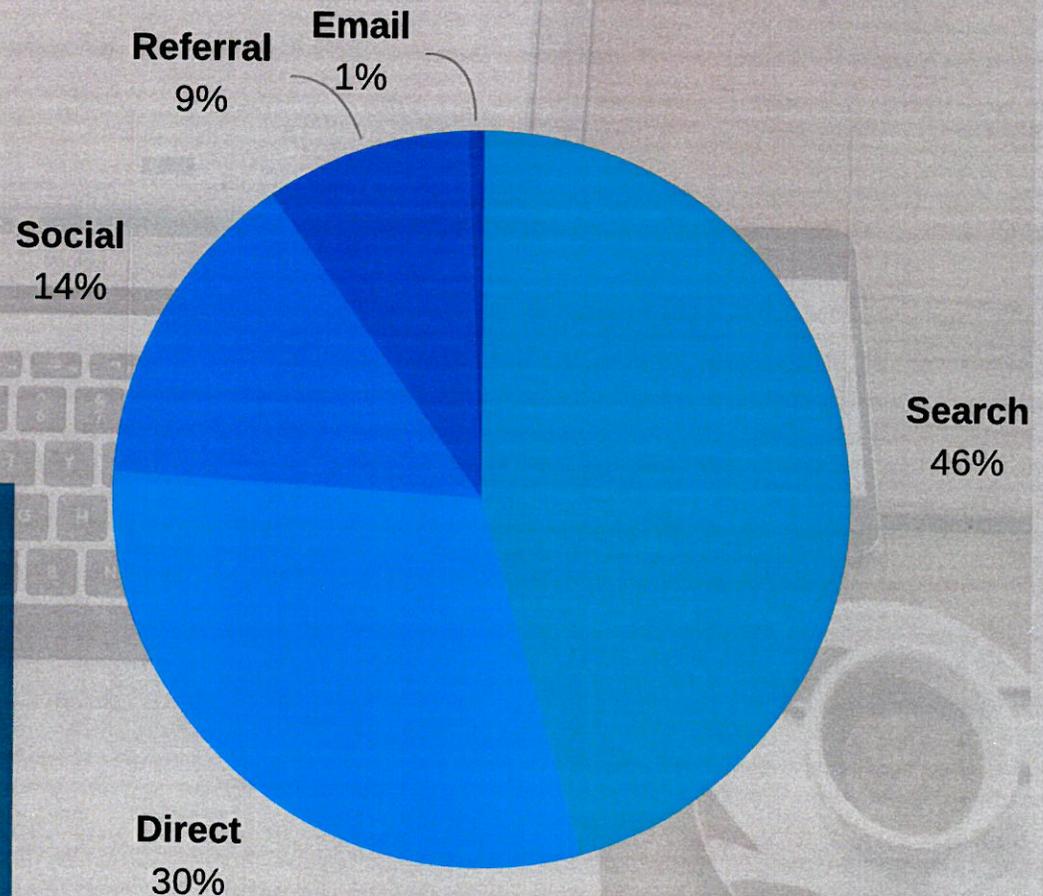
### WEBSITE STATS 2015-2017

Unique Visitors - 24.7K

Visits - 29.1k

Page Views - 61.9k

### WEBSITE SOURCES



### SOCIAL MEDIA STATS 2015-2017



2015-1,368

2016-1,849 **77.5% Growth**

2017-2,422

**4308% Growth**

2015-13

2016-261

2017-573



# EXHIBIT REDEVELOPMENT



## TELLING A NEW STORY

In 2015, it was clear that the Museum needed to redefine itself. The Museum needed to take a strategic approach grounded in a thorough understanding of the people who use museums and the role that our exhibitions and services play within the community.

By updating the permanent exhibit we are able to deliver better temporary exhibitions and programs. As well as promote and preserve the history of St. Charles.

## SECURING GRANTS & GIFTS

2015

\$8,000 Community Foundation of the Fox River Valley

\$52,500 Grand Victoria Riverboat Grant

2016

\$10,000 Grand Victoria Riverboat Grant

\$3,700 Ralph and Ginnie Minard

\$3,500 Jane Peterson Trust

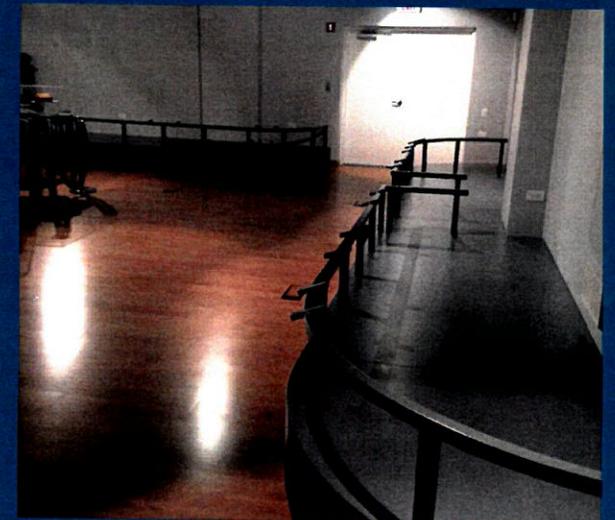
2017

\$3,500 Jack & Kathy Brens

\$3,500 Tom & Chris Anderson

2018

\$3,900 CAP Grant  
(TBD April 2018)



# EVENTS, PROGRAMS & OUTREACH

## EVENTS

- 40s Night at the Arcada
- Best of St. Charles Foodie Fest
- Family Fun Day
- Tri-Cities 50/50 Community Raffle



## PROGRAMS

- Saturday Speaker Series
- Brown Bag Lunch-New 2018
- Mystery History Food Crawl
- Grave Reminders Cemetery Walk
- St. Charles Public Library Collaborative Programs
- Local History School Program- New 2018



## OUTREACH

- St. Patrick's Day Parade
- Pride of the Fox/Festival of the Fox
- Scarecrow Fest
- Electric Parade-Holiday Hot Spot
- Pickle Scavenger Hunt



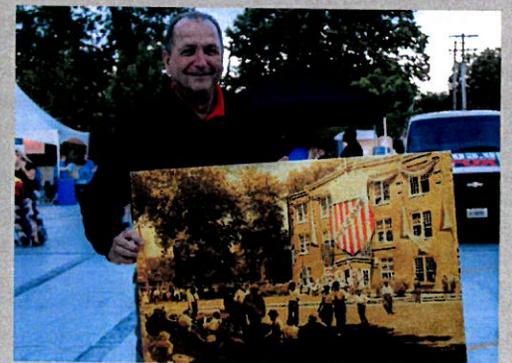
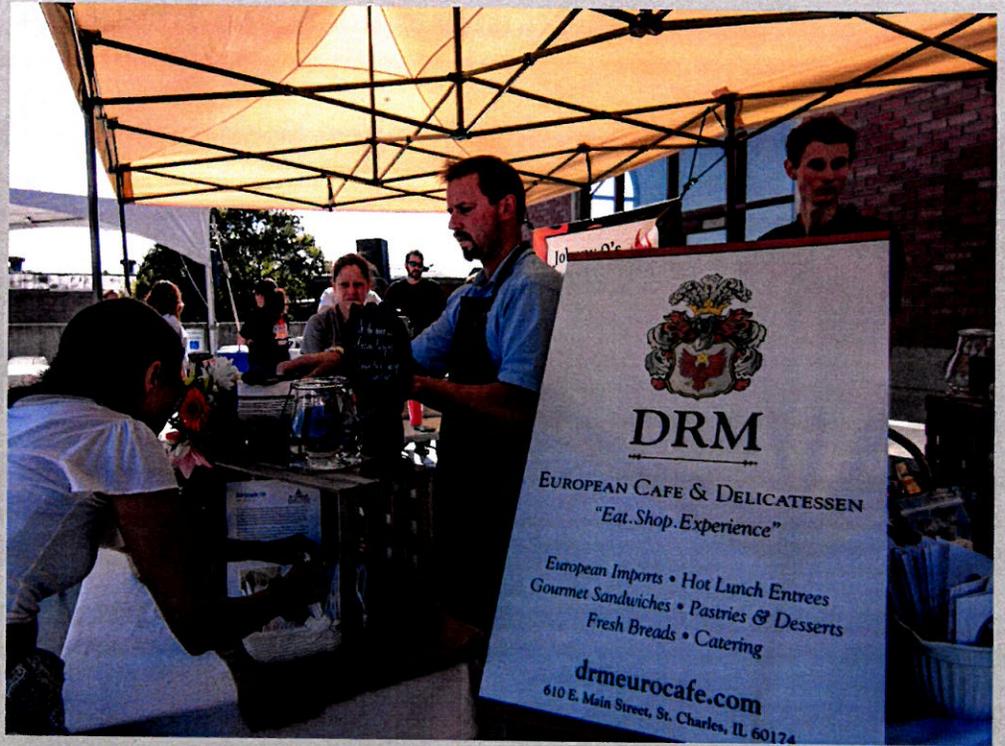


Best of St. Charles Foodie Fest

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**22 RESTAURANTS**  
**300+ ATTENDEES**

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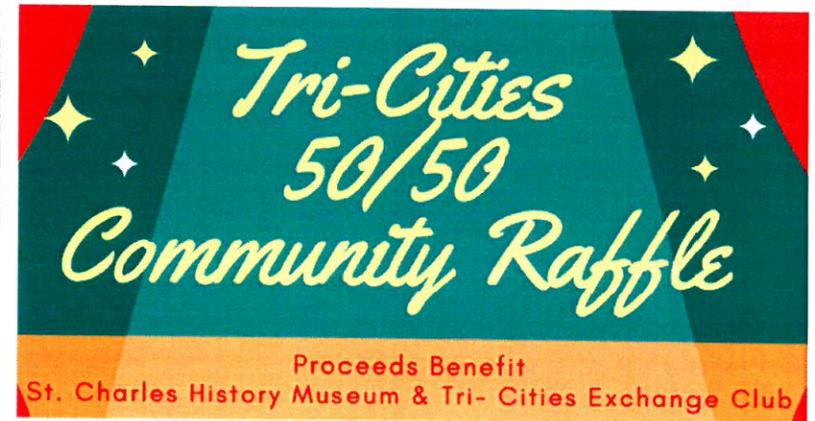
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# TRI-CITIES 50/50 COMMUNITY RAFFLE

## WITH THE TRI-CITIES EXCHANGE CLUB

### FINAL WINNINGS OVER \$10,000

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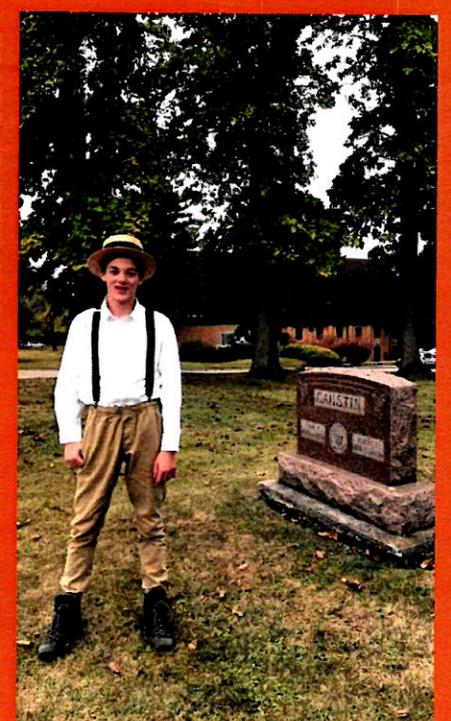
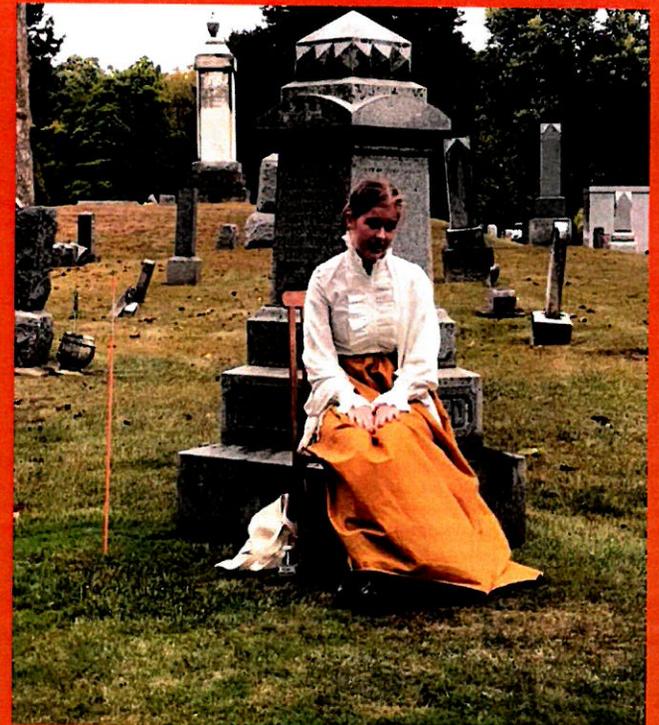
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# GRAVE REMINDERS CEMETERY WALK

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Collaboration with the  
St. Charles Park District  
& St. Charles East High  
School Drama  
Department

North Cemetery



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# COMMUNITY EVENTS

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St. Patrick's Day  
Parade

Festival of the Fox

Pickle Scavenger  
Hunt

Scarecrow Fest

Electric Parade  
Holiday Hotspot



**TEMPORARY EXHIBITIONS 2017**

*Game Changers:  
Sports in St. Charles*

*Head to Toe: Celebrating 100  
Years of Fashion*

**2015-2018**

## **TEMPORARY EXHIBITIONS**

- *From the Start: Lincoln's Funeral*
- *It's A Big Dill*
- *A Look at Zook*
- *Whiskey Bend: Taverns, Trolleys & Temperance*
- *Sharing*
- *Garden Gods*
- *Baby, it's Cold Outside: Womens Fashion Exhibit*
- *Industry*
- *Arcada: Celebrating 90 Years*
- *Game Changers: Sports in St. Charles*
- *Head to Toe: Celebrating 100 Years of Fashion*
- *Serving Gas to Preserving History- February 2018*

ON AVERAGE IT TAKES

# 730

**HOURS TO CREATE A  
TEMPORARY EXHIBIT**

### **Why Create Temporary Exhibitions?**

- **Allows the Museum to rotate more of the collection out for exhibition.**
- **We can tell more in-depth stories about St. Charles.**
- **Creates a reason for visitors to come back and visit the Museum again.**
- **Brings in new visitors based on topic.**

# COMMUNITY PARTNERSHIPS

## COMMUNITY ORGANIZATIONS

- The City of St. Charles
- St. Charles Park District
- St. Charles Public Library
- Downtown Partnership
- Chamber of Commerce
- Greater St. Charles Convention and Visitors Bureau
- Baker Community Center
- District 303
- Youth Baseball
- Pride of the Fox
- Boy Scout Troop 1 & 13
- America in Bloom

## LOCAL BUSINESS

Abby's  
Alexanders  
Arcada Theater & Club Arcada  
Arcedium  
All Things Art  
AvenueTwo  
Beardsley Barber Shop  
Bespoke Dental Company  
Blue Goose Market  
Brunch Cafe  
Button Man Printing  
Charleston on the River  
Chic Boutique  
Crazy Fox  
Colonial Café  
Cooper's Hawk  
Dave's Slow Food  
Day Spring Pediatrics Dentistry  
Dick Pond Athletics

Dream Dance Academy  
DRM  
Edward Jones  
El Puente  
Fine Line Creative Dance  
Center  
Forever Yogurt  
Francesca's by the River  
Ginger Root  
Home Brew Shop  
Hairy Ant  
Hotel Baker  
Jeans and Cute Top Shop  
Joseph M Wiedemann & Sons  
Jonny Qs BBQ  
Kilwins  
Kimmers

McDowell Remodeling  
McNally's  
Mixology  
Muscle Maker Grill  
Neo  
Neri Landscapes  
Norris Cultural Arts Center  
On the Border  
Painted Vine  
Paragon Flowers  
Pheasant Run  
Rivers Edge Crystals  
Riverside Pizza  
Two Wild Seeds  
Vintage 53  
West Valley Graphics



# Who We Serve

MORE THAN JUST OUR COMMUNITY

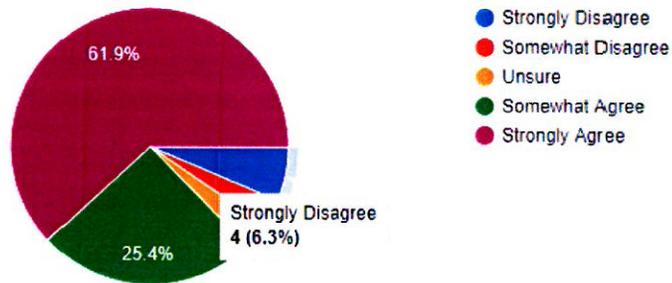


# SURVEY RESULTS

To better understand how we are serving the St. Charles community we distributed a survey through our social media. Presented are some of the results from that survey.

Please rank your level of agreement or disagreement with this statement:  
Historical preservation is important in St. Charles.

68 responses

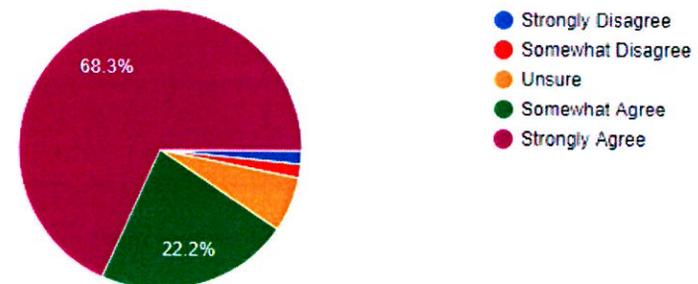


**87% BELIEVE  
HISTORICAL  
PRESERVATION IS  
IMPORTANT**

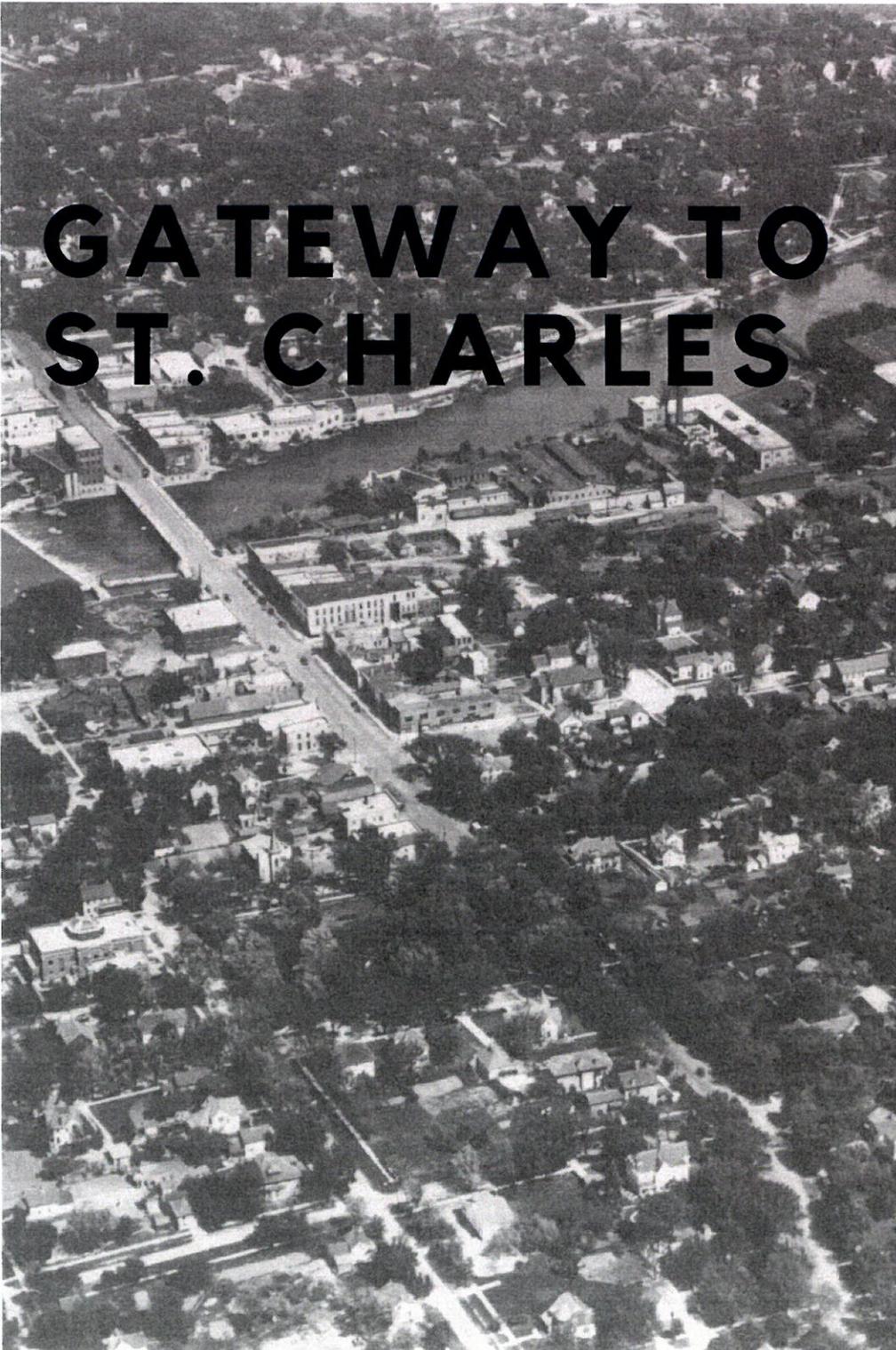
**90% BELIEVE THE  
ST. CHARLES HISTORY  
MUSEUM IS AN  
IMPORTANT COMMUNITY  
ORGANIZATION**

Please rank your level of agreement or disagreement with this statement:  
The St. Charles History Museum is an important organization in St. Charles.

68 responses







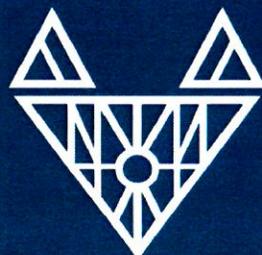
# GATEWAY TO ST. CHARLES

## WELCOME TO ST. CHARLES

- The Museum and Gift Shop are conveniently located on Main Street with extensive open hours and accessible parking.
- Many of those visiting from out of town and even locals treat the Museum as the information center or "Gateway to St. Charles."

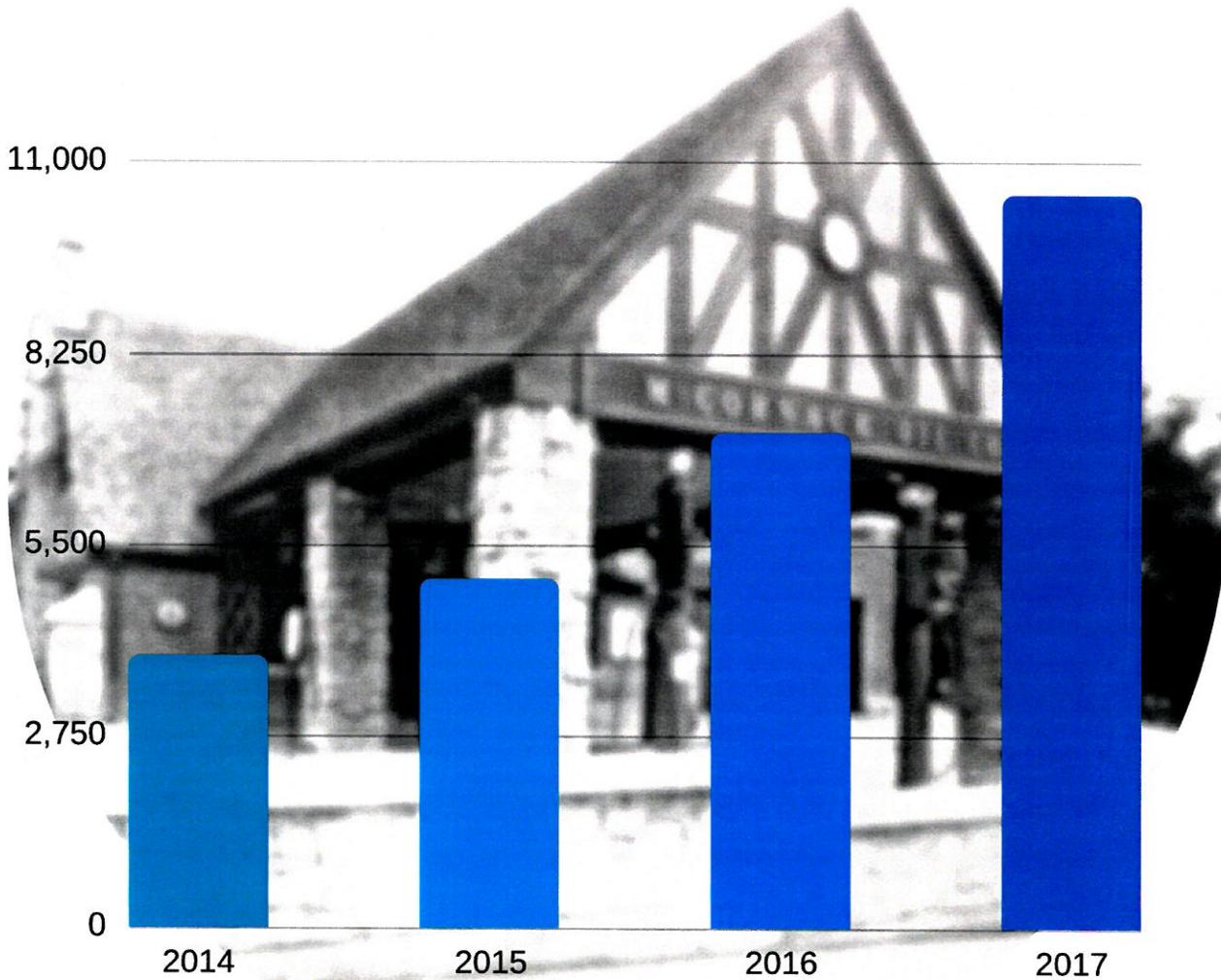
## MEETING A NEED

- Early on it was clear that the Museum began to fill a need in the community.
- Staff took notice and began to listen to visitors' needs and wants.
- Created a destination for the community and those visiting.
- Offered One Stop Shopping
- Offered uniquely St. Charles merchandise, work with local vendors and artisans.
- Created its own identity and social media presence.



THE CURIOUS FOX

GIFT SHOP



# A LOOK BACK 2014-2017 VISITOR SUMMARY

## OVERALL GROWTH

2014/2015 - 28%

2015/2016 - 41%

2016/2017 - 48%

## UPDATED BRANDING

## SOCIAL MEDIA

## COMMUNITY ENGAGEMENT

## NEW EXHIBITS & PROGRAMS

# HOW WE DO IT

STAFF, BOARD OF DIRECTORS,  
& VOLUNTEERS



# STAFF OVERVIEW

2014

- (1) Full-Time Director
- (1) 12 Hour a Week Part-Time Employee

2015

- (1) Full Time Executive Director
- (1) 12 Hours a Week Part-Time Employee
- (2) Stipend Interns

2016

- (1) Full Time Executive Director
- (1) 20 Hours a Week Part Time Curator & Marketing Coordinator

\*Increased to 24 than to 28

- (1) Unpaid Intern

2017

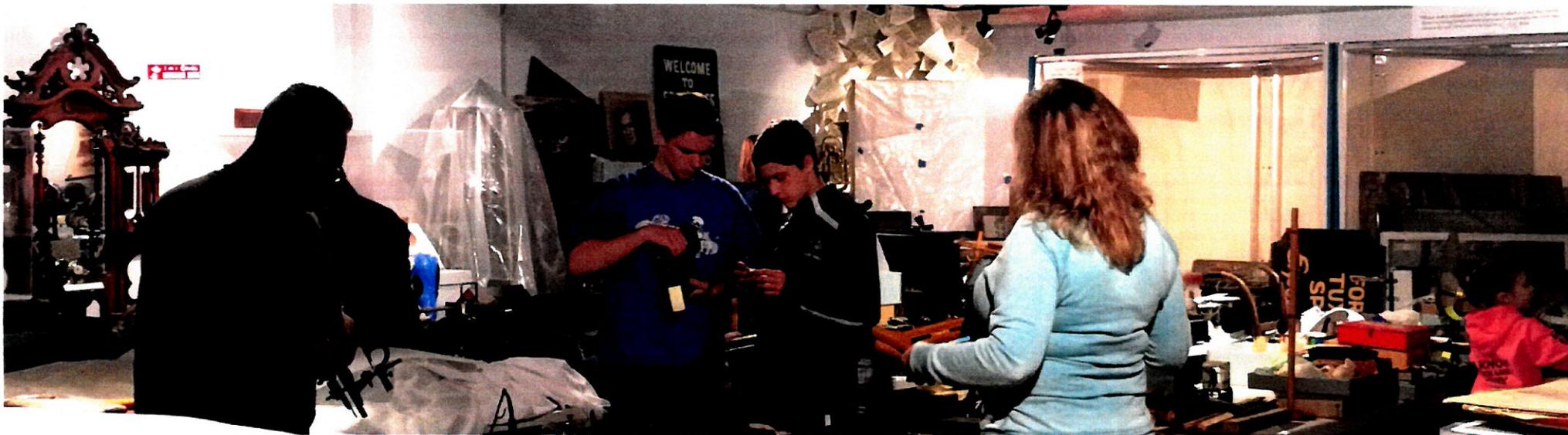
- (1) Full Time Executive Director
- (1) 32 Hours a Week Part Time Curator & Marketing Coordinator
- (1) Unpaid Intern

2018

- (1) Full Time Executive Director
- (1) 35 Hours a Week Curator & Marketing Coordinator
- (1) Unpaid Intern

**STAFF DOESN'T RECEIVE ANY  
HEALTH OR RETIREMENT BENEFITS**





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

The St. Charles History Museum volunteers currently help with the day to day operations at the Museum, assist with the collection, exhibits, and help at Museum events.

**6400+ VOLUNTEER HOURS**

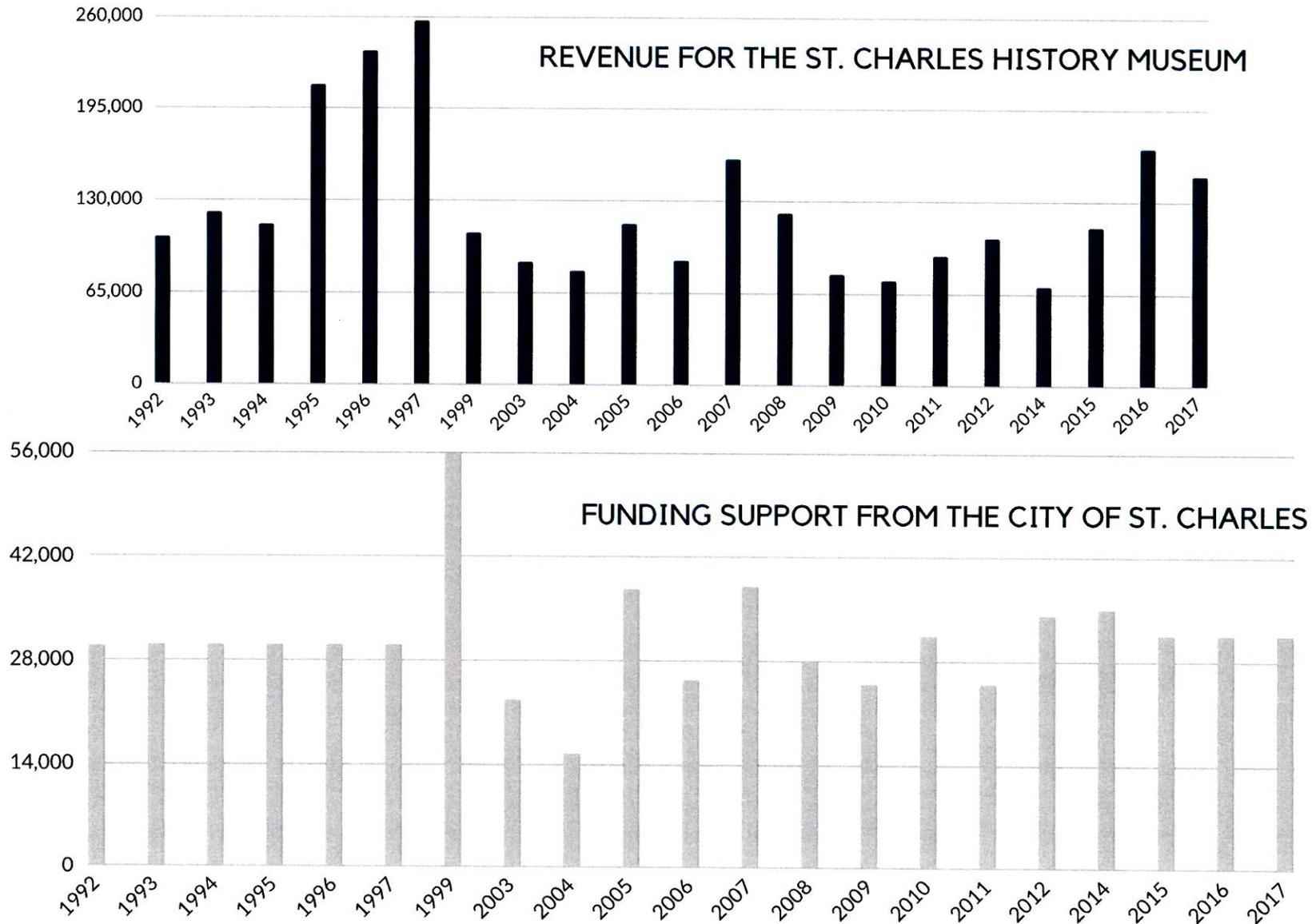


# HOW ARE WE FUNDED?

A LOOK BACK AT THE  
LAST 20 YEARS

# AN OVERVIEW

OVER THE LAST 20 YEARS THE AVERAGE FUNDING SUPPORT RECEIVED BY THE MUSEUM HAS BEEN \$30,000.



# REVENUE SOURCES

FUNDRAISING  
9 MONTHS

CITY OF  
ST. CHARLES  
HOTEL MOTEL TAX &  
MAINTENANCE OF THE  
BUILDING

DONORS  
MEMBERSHIP DUES  
BEQUEATHALS  
GIFT SHOP  
DONATIONS  
PROGRAMS  
12 MONTHS

2018 TOTAL  
PROJECTED REVENUE  
\$137,810

75% OF THE MUSEUMS  
REVENUE IS  
GENERATED BY STAFF  
& BOARD

# OPERATING EXPENSES



OPERATING  
& PAYROLL

UTILITIES  
INSURANCE  
OFFSITE STORAGE  
STAFF DEVELOPMENT



FUNDRAISING  
GIFT SHOP  
TEMPORARY EXHIBITS  
COLLECTION CARE  
PROGRAMS

2018 TOTAL  
PROJECTED EXPENSES  
\$137,810

# CURRENT FUNDING FROM THE HOTEL MOTEL TAX

2017-2018 PROPOSED CITY OF ST. CHARLES BUDGET



Estimated Revenue from  
the Hotel Motel Tax  
2017-2018

**\$1,959,118**

St. Charles History Museum  
Budgeted Line Item \$31,500

**1.6%**

Out of the Total Revenue

# FUNDING PROPOSAL

## OPTION ONE

Increase the current \$31,500 budget line item to \$42,000 in 2018 and increase by \$2,000 over the next four annual budgets to \$50,000.

### INCREASING OUR FUNDING AT THIS LEVEL WILL:

- Fund the Executive Director's Salary by 2022-Excludes Benefits & FICA Taxes
- Increase Part-time Staff Hours to Full-time
- Fund a Professional Collection Assessment
- Develop New Educational Programs for Grades K-5th
- Achieve a 10% Increase in Visitor Attendance



## OPTION TWO

Continue funding at the current level of \$31,500.

### FUNDING AT THIS LEVEL WILL:

- Maintain our Current Events, Programs, and Outreach Efforts
- Maintain Visitor Attendance
- Maintain Current Educational Programs



# OUR MISSIONS

## Heritage: A Cornerstone of City of St. Charles Mission

Heritage. It's one of the four main tenets of our Mission Statement. Honoring our history is a big part of who we are as a community.

We appreciate the time and effort of the Historic Preservation Commission's seven citizen volunteers in maintaining historic architecture in our City.

And if you really want to experience local history, be sure to take part in the events organized by the St. Charles History Museum. They bring an energy that makes St. Charles history spring to life.

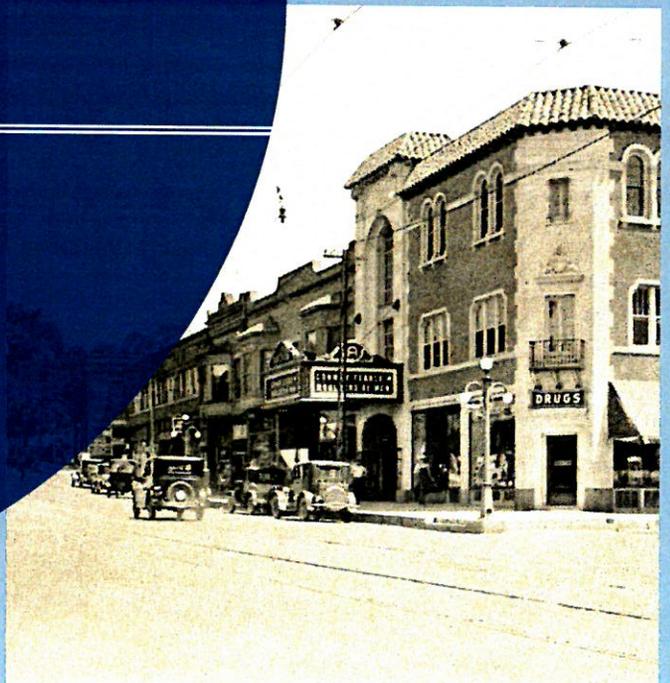
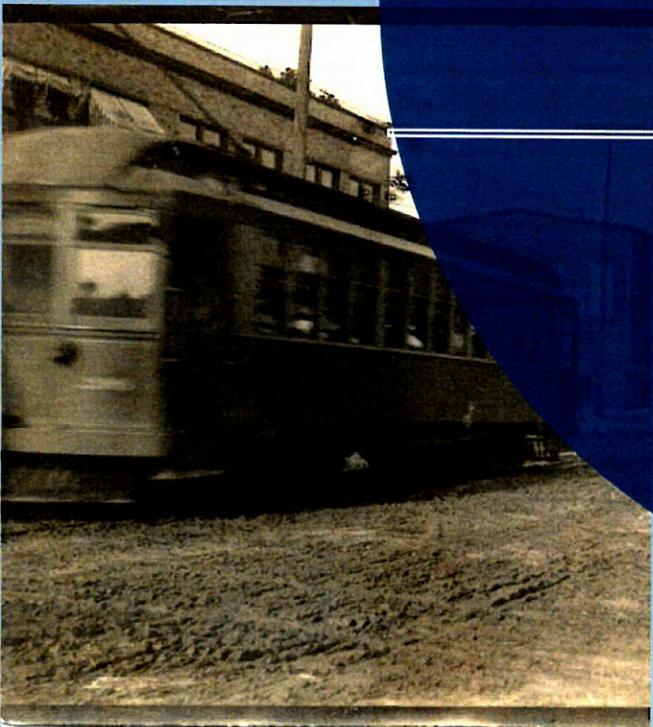
=Sections of City of St. Charles Strategic Plan

## St. Charles History Museum Mission

The Museum shall receive, examine, preserve, and display records, documents, textiles, and objects of historic value, which reflect or pertain to events and progress of the city and township of St. Charles from human occupation to the present date.

In pursuit of these purposes, the Museum shall exist for the educational and cultural enrichment of the City of St. Charles, the township, and community of the surrounding area.





East Main Street showing Arcada Building, St. Charles, Ill.

Thank You