	<b>AGENDA ITEM EXECUTIVE SUMMARY</b>		Agenda Item number: 4a
	Title:	History Museum Annual Presentation	
	Presenter:	Chris Minick and Alison Costanzo (Executive Director)	
Meeting: Government Operations Committee		Date: February 4, 2019	
Proposed Cost: \$ 44,000		Budgeted Amount: \$ TBD	Not Budgeted: <input type="checkbox"/>
<p><b>Executive Summary</b> <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 City awarded the History Museum funding in the amount of \$42,000 to allow for additional initiatives and programs to be undertaken by the History Museum. As part of last year's presentation, the History Museum requested the following incremental annual funding increases:</p> <ul style="list-style-type: none"> <li>• 2019-2020: \$44,000</li> <li>• 2020-2021: \$46,000</li> <li>• 2021-2022: \$48,000</li> <li>• 2022-2023: \$50,000</li> </ul> <p>The City Council agreed to consider these increases as part of the annual budget process each year based on the results achieved. Staff will incorporate any Committee relevant feedback into the amounts ultimately incorporated into the budget draft to be presented for approval later this spring.</p>			
<p><b>Attachments</b> <i>(please list):</i></p> <p><b>History Museum Funding Presentation</b></p>			
<p><b>Recommendation/Suggested Action</b> <i>(briefly explain):</i></p> <p><b>Seeking feedback from the Committee for incorporation into the FY 2019-2020 budget draft.</b></p>			

YOUR CITY. YOUR HISTORY. YOUR SENSE OF COMMUNITY.

# **FUNDING PRESENTATION**



*St. Charles History Museum*

Presented By Alison Costanzo  
Executive Director

FEBRUARY 4, 2019



# OUR MISSION

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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.



# WHO WE SERVE

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From aquariums to art museums, botanical gardens to battlefields, children's museums to cultural centers, America's diverse and engaging museums capture the attention of nearly 900 million visitors each year.

More people explore museums than the number that attend sporting events or visit amusement parks combined! Whether they're managed by volunteers or operated by large staffs, run by government, universities, nonprofits or for-profits, museums have something to offer everyone.





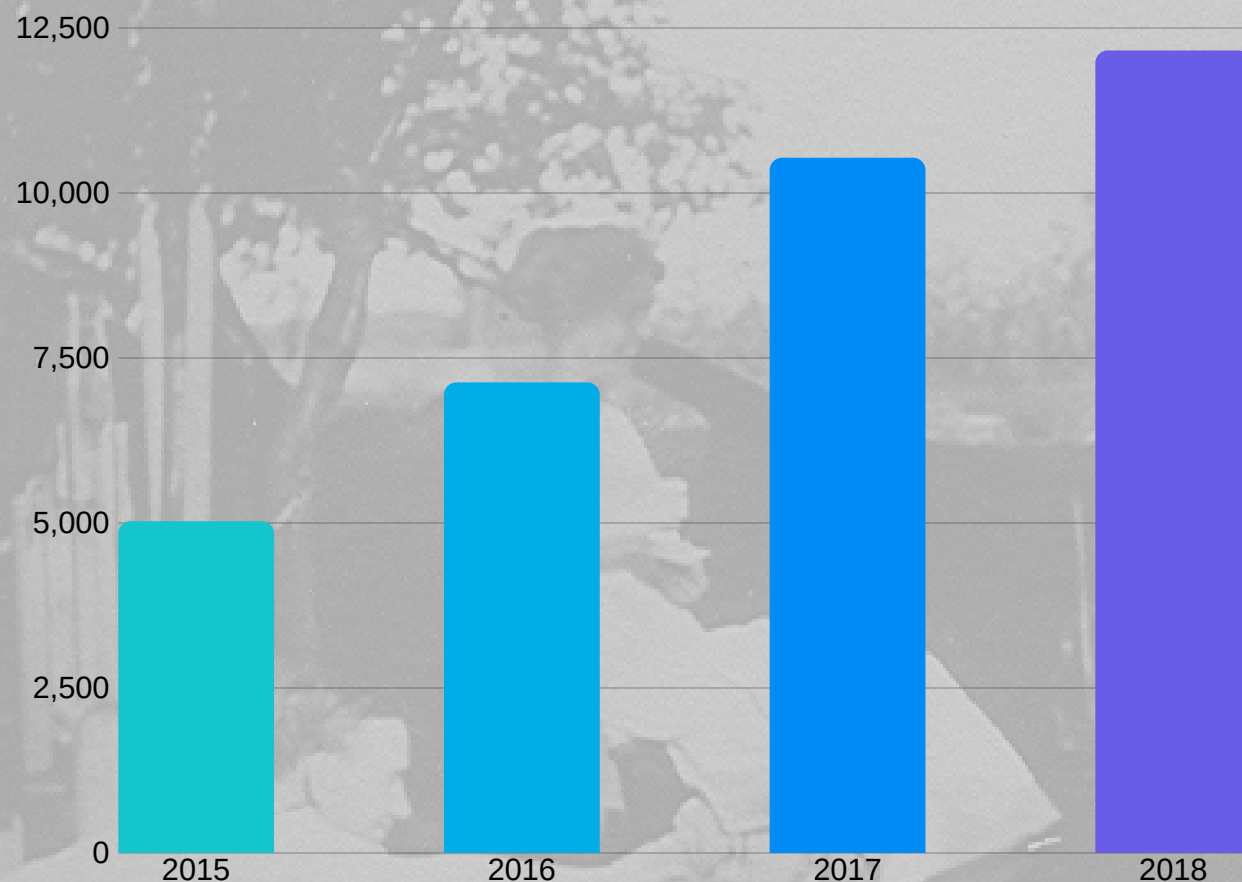
**A Look Back...**





# A LOOK BACK 2015-2017

## VISITOR SUMMARY



# 2017-2018

# 15.5%

# Increase

*In 2018, we increased our outreach efforts by developing a new local history program, expanded our membership program, and found new ways to promote the gift shop.*

# HISTORY DETECTIVES

In 2017, the St. Charles History Museum created and launched its new three part history program. This program was specifically designed as a new resource to teach local history.



# THE PROGRAM

## HISTORY DETECTIVES

DO YOU HAVE WHAT IT TAKES TO BE A HISTORY DETECTIVE?  
INVESTIGATE THE LIVES OF PAST RESIDENTS OF ST. CHARLES BY EXAMINING CLUES  
AND DISCOVER THEIR CONTRIBUTIONS TO THE COMMUNITY.



  
**St. CHARLES**  
HISTORY MUSEUM  
COLLECT • PRESERVE • PRESENT

YOUR CITY. YOUR HISTORY.  
YOUR SENSE OF COMMUNITY.

- The Makings of St. Charles
- Become a History Detective
- Grave Reminders Cemetery Walk





# MEMBERSHIP

A background image of a stained glass window with a fan-like pattern of radiating lines and leaf-like shapes. The top half is dark blue, and the bottom half is a lighter teal. A horizontal teal line is positioned below the word 'MEMBERSHIP'.

In 2018, the St. Charles History Museum Membership Committee collaborated with Streng Marketing to update our membership promotional material. The new material was presented at the Museum's first Membership Drive event, held at Hotel Baker.



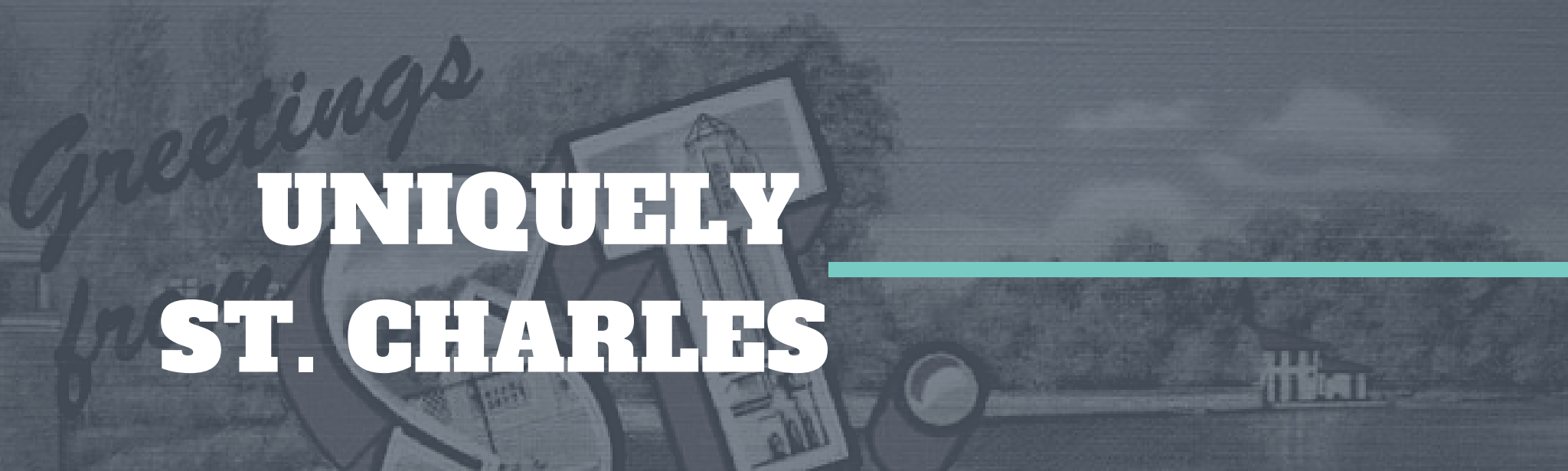
# Three Ways to Support the St. Charles History Museum



ST. CHARLES HISTORY MUSEUM - MEMBERSHIP BROCHURES

STRENGAGENCY.COM





# UNIQUELY ST. CHARLES

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In 2017, the St. Charles History Museum re-branded its gift shop and named it *The Curious Fox Gift Shop*. More than 90% of the inventory carried in the shop is locally produced in the Tri-Cities or the United States. The shop increased sales by 39% in 2018.

ON THE FOX







# ONLINE PRESENCE

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In 2018, the Museum launched its Instagram account, increased its number of posts to Facebook, and created new, engaging website content.



SOCIAL MEDIA & WEBSITE  
2017/2018 INCREASE

15.5%



SQUARESPACE

540



**AUDIENCE SIZE-38.8%**  
**VISITS-23.3%**  
**PAGES VIEWS-18%**



# HOW DO WE DO IT

The background image shows two people, likely volunteers, working in a garden. They are bent over, working with the soil. The scene is outdoors, with trees and a building visible in the background. The image is overlaid with a dark teal semi-transparent rectangle that contains the text.

VOLUNTEERS  
BOARD OF DIRECTORS  
STAFF

The background image shows a group of volunteers working in a large, well-lit room, likely a museum's storage or archival space. They are surrounded by numerous boxes, some labeled with names like 'John A. ...'. The room has high ceilings with track lighting. The text 'IT'S BECAUSE OF OUR VOLUNTEERS' is overlaid in large, bold, teal letters on the left side of the image.

# IT'S BECAUSE OF OUR VOLUNTEERS

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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.



A photograph of two young women smiling and posing for a photo. They are both wearing paper crowns. The woman on the left is wearing a striped shirt under a dark jacket. The woman on the right is wearing a dark jacket. They are standing in front of a white table covered with a white cloth. On the table, there are various items including a small potted plant, a white bag, and some other small objects. In the background, there are more tables and chairs, suggesting an outdoor community event or fair. A black trash can with the text "Brothers DISPOSAL/RECYCLING SERVICES 631-261-0400" is visible on the right side of the image.

**15,000+ VOLUNTEER HOURS**  
**TOTAL ECONOMIC**  
**IMPACT: \$370,350**

Traditionally, volunteer time has been estimated using a single dollar value for all types of volunteering. The current Independent Sector rate is \$24.69 per hour and is up 2.2 percent from the previous year.

The Independent Sector, in partnership with IMPLAN, the figure, estimated from data collected in 2017, shows the incredible contributions volunteers make to our communities and our country.





# ST. CHARLES HISTORY MUSEUM BOARD

## Executive Board

President –Diana Brown

Vice President—Vacant

Treasurer-Helen Jiang

Secretary- Barb Stilling

Past President- Edward Klosowski

## Board of Directors

Tom Anderson

Patricia Pretz

Mike Corbett

Brian Henry

Joyce Cregier

Maureen Lewis, Ex-Officio

Ron Onesti

Nancy Wolfe

## Board Members Emeritus 2019

Kathy Brens

Bob Matson

# Staff Overview

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## **2017**

- (1) Full Time Executive Director**
- (1) Curator & Marketing Coordinator (32 HPW)**
- (1) Unpaid Intern**

## **2018**

- (1) Full Time Executive Director**
- (1) Curator & Marketing Coordinator (32 HPW)**
- (1) Project Based Collections and Exhibitions Manager  
(Funded by a Restricted Gift July 2018-July 2019)**
- (1-3) Unpaid Intern(s)**

## **2019**

- (1) Full Time Executive Director**
- (1) Visitor Engagement Coordinator (25 HPW)**
- (1) Marketing Manager (15 HPW)**
- (1) Project Based Collections and Exhibitions Manager  
(Funded by a Restricted Gift July 2018-July 2019)**
- (1-3) Unpaid Intern(s)**

STAFF DOESN'T  
RECEIVE ANY  
HEALTH OR  
RETIREMENT  
BENEFITS





# 2019

## KEY EVENTS

In the Fall of 2018, the Museum Staff and Board of Directors made the decision to create a new strategic plan. With the assistance of an outside consultant the Museum launched the first phase of this project to begin in, 2019.

Additionally the Museum has a number of new and exciting temporary exhibits, programs and collaborative efforts with community partners planned for 2019.



Alicia M. Schatteman, Ph.D.  
Associate Professor  
Center for Nonprofit and NGO Studies  
and the Department of Public  
Administration

*Online Survey*  
*Focus Group*  
*Board Retreat*  
*Strategic Plan*

# STRATEGIC PLANNING



St. CHARLES  
HISTORY MUSEUM

We need your  
feedback!

Take our Strategic Plan Survey

February-May: Ordinary People, Extraordinary  
Activities-The Underground Railroad  
in St. Charles

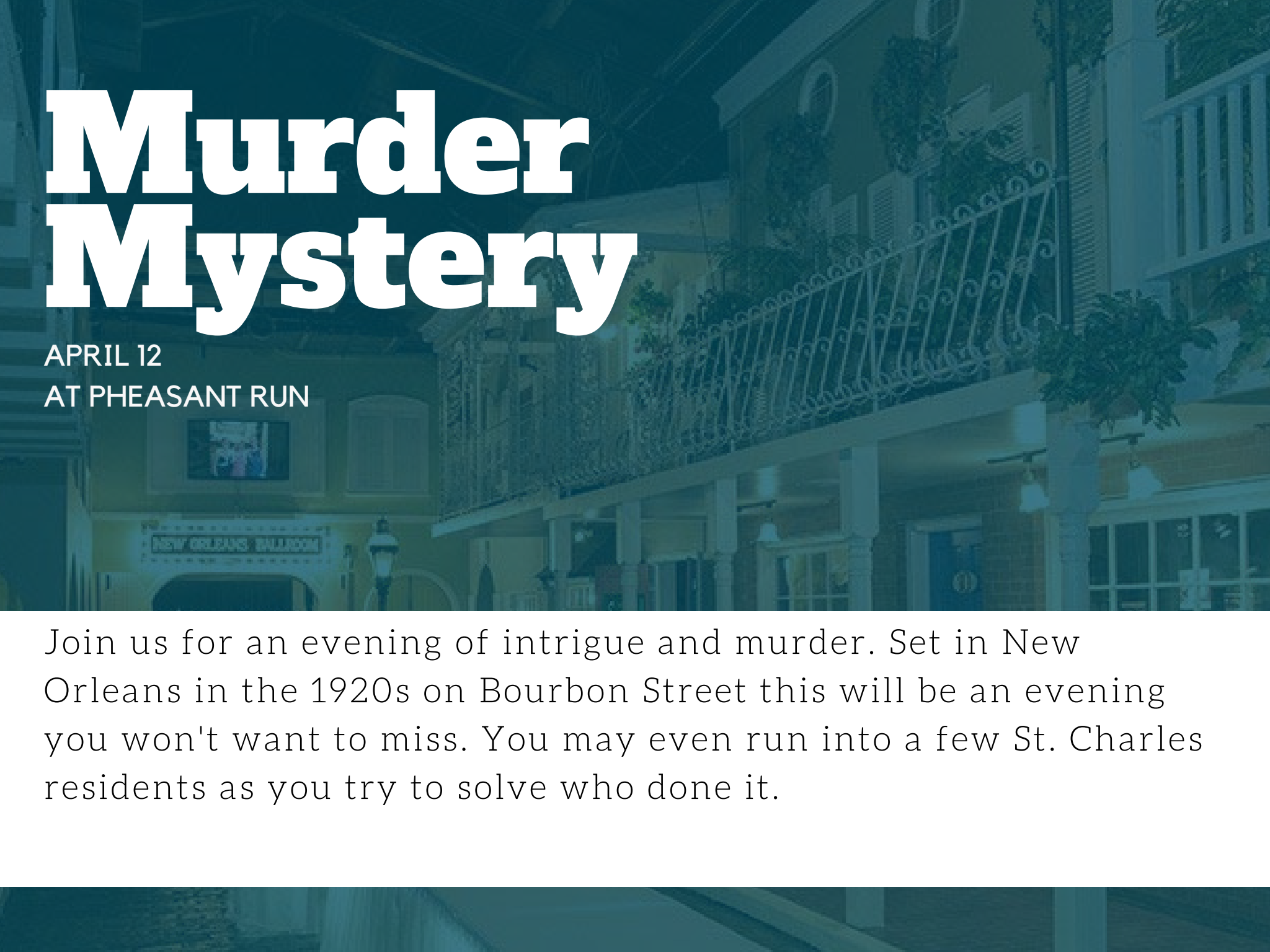
June-September: Tip of the Iceberg-St. Charles'  
Tie to the Titanic

October-January: The Good, The Bad, and the  
Ugly of the St. Charles Boys School

# THREE EXHIBITS







# Murder Mystery

APRIL 12

AT PHEASANT RUN

Join us for an evening of intrigue and murder. Set in New Orleans in the 1920s on Bourbon Street this will be an evening you won't want to miss. You may even run into a few St. Charles residents as you try to solve who done it.



# MAY

PRESERVATION MONTH

# THIS PLACE MATTERS

May 18-Pottawatomie Neighborhood House Walk with a guided tour of Pottawatomie Park.

Two Historic Presentations

Memorial Day Weekend: Historic Trolley Tour





# **M A K E I T A S P E C I A L D A Y**

Have you ever wanted to celebrate your birthday at the Museum? Or hold a special event like a shower? In 2019, we will launch our birthday and rental packages.

# PARTY LIKE IT'S 1933

# HOW WE ARE FUNDED

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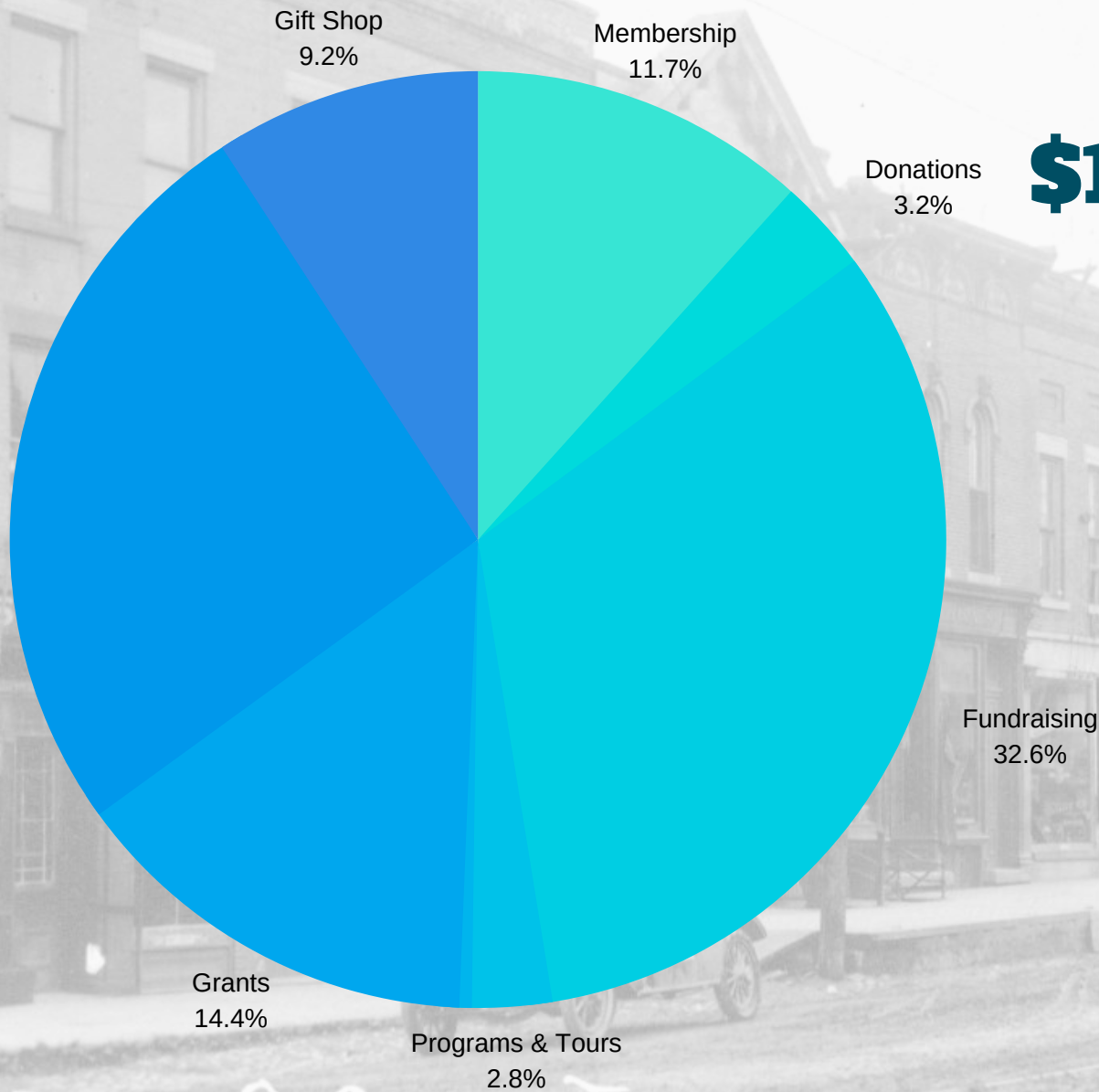
St. Charles National Bank.  
St. Charles, Ill.

75 30



# 2019 Projected Income

**Total 2019  
Income  
\$162,675.00**



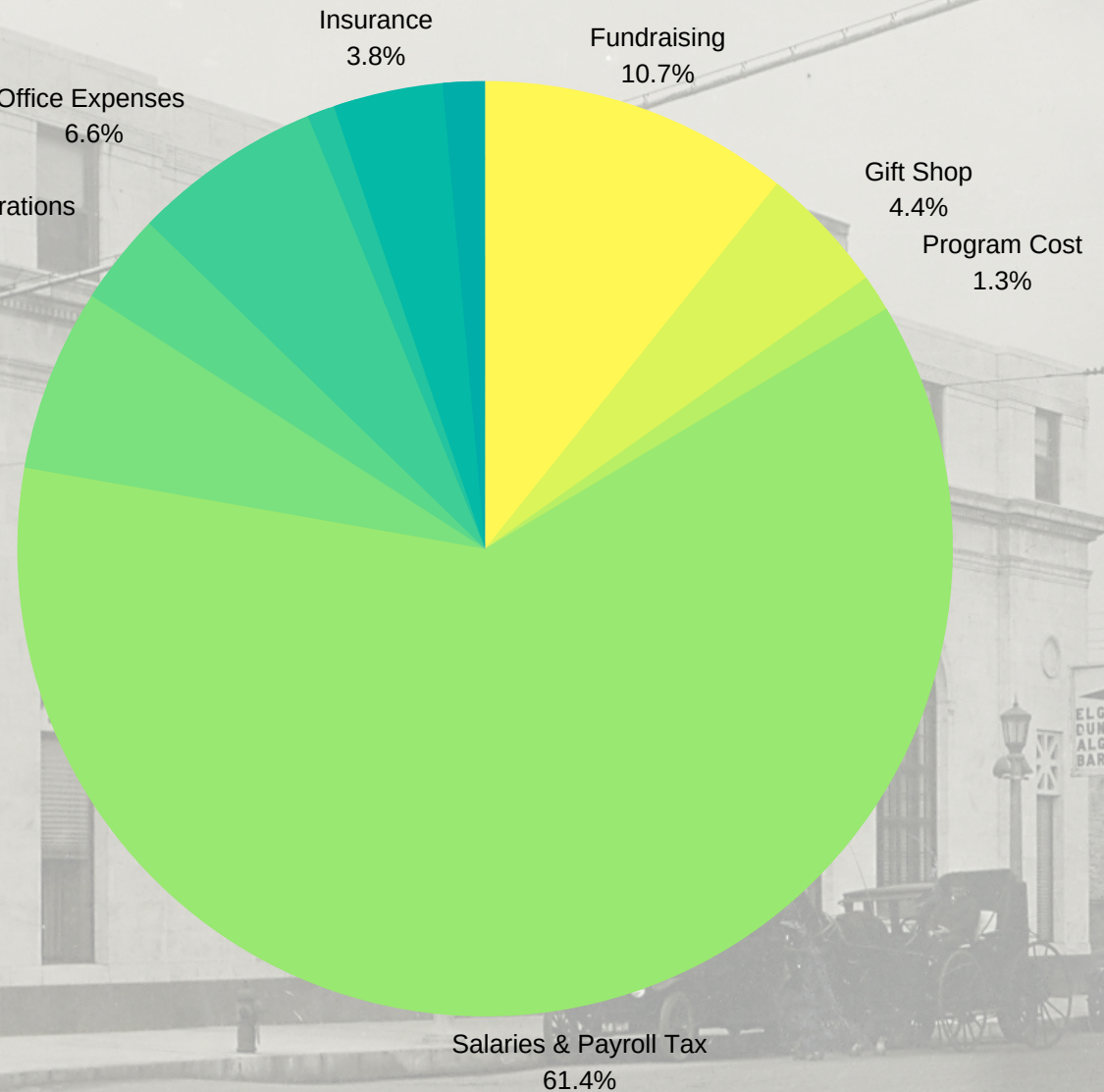
IN ST W OF BRIDGE. ST. CHARLES ILL.

18

M.L.PHOTO

# 2019 Projected Expenses

**Total 2019  
Expenses  
\$162,675.00**



St. Charles National Bank.  
St. Charles, Ill.

75 300



# Promoting our Message and our Partners

## A SPECIAL PROJECT: COMMUNITY INFORMATION SIGN

To better promote the Museum's programs, events, and the Curious Fox Gift Shop, we propose installing a digital sign..

The sign also could be used by the City of St. Charles and our community partners to promote local events such as parades and Scarecrow Fest.

Estimated cost for this project is approximately \$40,000-\$50,000

This cost of the sign is based on three factors:

***Size of Screen***

***Pixel Size***

***Materials***

Similar signs have been installed recently in Lombard and Lisle

Omega Sign and Lighting is a leader in the industry and would be willing to setup a demo sign to see how the sign would look on our property..



COMMUNITY INFORMATION SIGN CONCEPT





# Funding Proposal

Increase the current \$42,000 budget line item by \$2,000 to \$44,000.

*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.
- Increase Visitor Attendance by 5%
- Expand Current Educational Programs



A black and white photograph of the St. Charles History Museum. The building features a steep gabled roof with a clock face in the center of the gable. The entrance is framed by stone pillars, and a sign above the entrance reads "ST. CHARLES HISTORY MUSEUM". Tall grasses are in the foreground, and a car is visible through the entrance. The entire image has a dark overlay.

# Thank You

*Your City. Your History. Your Sense of Community*