

Western Illinois Museum

2023 Annual Report



Overview

Visitors to the Museum: 4,960

Acquisitions: 48, adding 420 items

Programs offered: 63

Volunteer Impact: 1,015 hours of service

Why we do what we do

The Western Illinois Museum holds our history and culture in public trust in the service of connecting us with each other, in this place, at this time in the continuum of history.

Values

Curiosity: the act of seeking how the present reflects the past and how it can guide our future.

Cultivation: the act of assessing and preserving what our community values, for the benefit of others.

Connection: the act of creating and maintaining an inviting, dynamic environment that fosters a shared desire to learn.

Staff

Karen Mencel, Collection Manager
Sue Scott, Director

Board of Directors

2023: Gary Neuhardt and Tim Roberts

2024: Jeff Kellogg, Dona Lantz, Sheila Nollen, Gary Neuhardt, Alice Trimmer, and Paul Trimmer

Advisory Council

Stasia Bath, Noralee Frankel, Dona Lantz, Sheila Nollen, Ronda McKee, Margaret Ovitt, Alice Trimmer, Paul Trimmer, Tim Roberts, and Marla Vizdal

2023 Organizational Focus

1. We examined and put in place the organizational infrastructure needed to sustain the anticipated growth.
2. We established a payroll system to ensure the Museum was meeting the tax requirements and created a better reporting system for employees.
3. We updated employee and volunteer manuals to reflect our organizational values.
4. Staff and board engaged in professional development with a fundraising and board development coach.

2024 Workgroups

New initiatives in all areas of the Museum create opportunities and a need for community members to help shape the future direction of the Museum while providing a more meaningful way to volunteer their time. More detailed plans follow.

Learning + Experiencing = Connecting

Collection

Cultivation

2023 Collection Focus

1. In 2023, the Museum undertook a Museum Assessment Program (MAP) with the American Alliance of Museums. The year-long process brought together staff, board, and volunteers to look into how we were caring for our collection.
2. The new floor plan for the Museum meant that the collection needed to be moved. We took advantage of this to improve the information in the collection database adding search terms and biographical information.
3. Of the 1,015 hours of volunteer service offered this past year, 537 hours were for the care of the collection mostly provided by seven volunteers who have a regular weekly schedule.
4. Work continued to establish a reference library of publications about West Central Illinois. This year, books that provide context for our local history have been added. The library is accessible to visitors and has become very popular.

2024 Collection Focus

The 2023 Museum Assessment Program has offered the staff and volunteers a road map to improve the conditions of the collection. Using this report, a workgroup is being formed to prioritize suggestions and to identify what resources and training staff and volunteers need to carry them out.

Public Programs

Connection

2023 Program Focus

1. In 2023 the number of programs offered was nearly doubled from 35 a year to 63. The planned increase will generate the needed revenue to sustain the new program and exhibit areas.
2. Despite the limitation on space during the renovation work, 2,341 people attended programs generating \$12,197 in revenue. Program expenses were \$10,735.
3. To manage the increase in programs, the needed infrastructure was put in place, including acquiring a liquor license, setting up a point-of-sale system, and cultivating funds and grants to support the new programs. A more nuanced tracking system was established to gather data to better assess programs and revenue goal.



2024 Public Program Focus

1. We will re-build *Our Front Porch*, funded by a grant from the Illinois Department of Commerce and Economic Opportunity.
2. In honor of Mary Stipanowich, we will launch a new lecturer series presented on *Our Front Porch*.
3. A Teaching with Primary Sources grant from the Library of Congress will support workshops for teachers offered in partnership with Cuba High School's social studies teacher, Joe Brewer.

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Exhibits

Curiosity

2023 Exhibit Focus

1. The **new galleries** in the west building are drawing people into the Museum, increasing out-of-town and first-time visitors.
2. The exhibit **Millie Sorrells: Quilter, Artist, Educator** was designed to work within our limited space. The exhibit had three different installations that allowed the complete collection of Millie's quilts to be seen, as well as brought in repeat visitors, many from out of the area. The increase in donation box revenue can be attributed to this exhibit.
3. **Open shelving** in the collection area continues to be re-installed bringing items out of boxes and making the artifacts more visible. This is a popular area for guests to linger and engage staff and volunteers in conversation.

2024 Exhibit Focus

1. As the new floor is completed, we will re-install the collection and re-launch the rotating exhibit program.
2. With funding from an NEH grant, staff and volunteers will work with a professional exhibit coach to research and design how to convey our stories using our collection.
3. In June, an exhibit about local prairie restoration will be presented that includes several oral histories and artwork.

Organizational

Growth

2023 Revenue & Expenses

Capital Income: \$48,613
Capital Expenses: \$10,895

Revenue: \$89,857
Expenses: \$84,682

2023 Financial Report

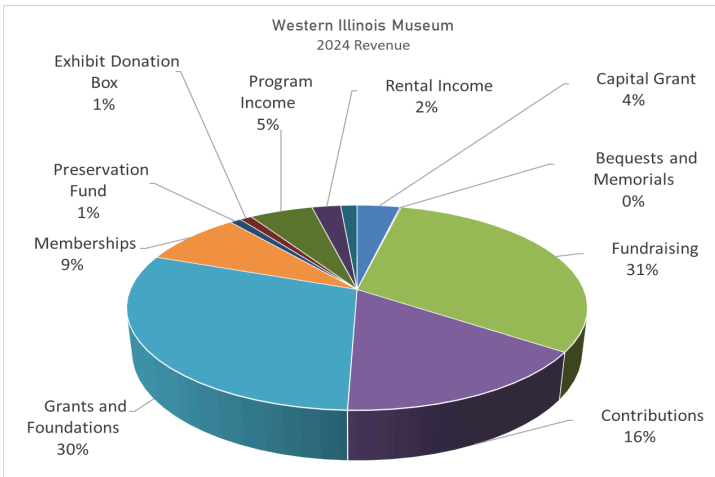
The Museum is continuing to diversify and grow its revenue in anticipation of the expansion into the east building. Compared to the previous year, contributed income saw a 25% increase while earned income grew by 75%.

2023 Revenue Sources

1. **Fundraising income** of \$48,613 is being directed to the Renovate to Innovate Capital Campaign which has received support from 209 contributors. At the end of the year, **Investment income** was \$29,600 and was re-invested. The total fluctuates with the market. These funds are allocated for capital improvements.
2. **Contributed income** of \$35,492 included annual memberships and one-time contributions.
3. **Grant funding** of \$42,168 included general operating grants from the Illinois Arts Council, the Illinois Humanities

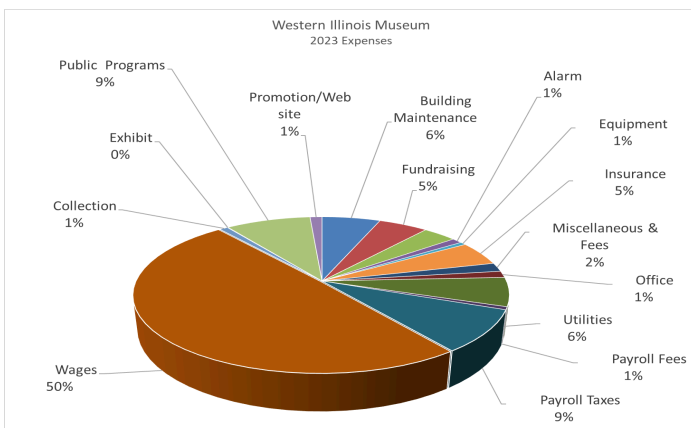


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Council, The Uncle Gus Foundation, and a Back to Business Art COVID Recovery grant. Grants for capacity building and the capital campaign have been received from the Tracy Family Foundation, McDonough Power Co-Operative, Co-Bank, and Pella Windows.

4. **Earned income** of \$12,197 included money from the donation box and space rental. Funding for specific programs was received from the Two Rivers Arts Council and the Illinois Arts Council to support the Summer Youth Employment Program and an ArtsTour grant for the LatinX Program.



Capital Campaign Pledges

Contributors to the campaign: 210
 Collected: \$232,752
 2024 Pledges: \$57,469

2024 Budget Focus

1. The key to the expansion is to identify **income for increasing the staff**. Projections show that when the east building is accessible all year, earned income from public programs and rentals can sustain another full-time staff person. In 2024, seed funds are needed to build the exhibits and increase the number of programs that will generate sustainable revenue.
2. **Grant funds** have become an increasingly important way to fund capacity-building explorations, renovations, and training for staff and board members. Given the long timeline of the grant process, planning for the future needs of the Museum needs to be considered.
3. As the renovation of the east building outlined in 2019 is nearing completion, a new **planning process** should be considered.



2024 Projected Budget

Capital Income: \$79,000
 Capital Expenses: \$163,500 (Funded by collected capital campaign contributions)

Operating and Earned Income: \$95,750
 Operating and Earned Expenses: \$95,750

Find the Museum's 2023 and previous year IRS filings at <http://guidestar.org>

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2023 Annual Report: Overview

Visitors

Projected/Actual
4,500/4,960

Programs

Projected/Actual
75/63



Number of Volunteers

42

Hours of Volunteer

1,015

Revenue

Projected/Actual
\$86,900/ \$89,857

Contributed Income:
\$68,500/ \$77,660

**Earned or Program
Income:**
\$18,400/\$12,197

Expenses

Projected/Actual
\$85,000/\$84,682

**Operating
Expenses:**
\$74,150/\$73,947

**Programming
Expenses:**
\$10,750/\$10,735



Capital Income

Projected/Actual
\$95,000/\$48,613

Capital Expenses

Projected/Actual
\$138,700/\$10,895

Tuckpointing: \$5,895

Fundraising: \$5,000

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