

“Yesterday is history. Live now and use yesterday to construct a beautiful tomorrow.” Anonymous

**CASE STATEMENT
FOR
CHIPPEWA AREA HISTORY CENTER CAPITAL CAMPAIGN**

Preserving Local History for the Future

Chippewa County Genealogical Society
Chippewa County Historical Society

GOAL

The goal for the Capital Campaign is to establish a professionally designed History Center in Chippewa Falls that would house the Chippewa County Historical Society (CCHS) office and museum and Chippewa County Genealogical Society (CCGS) offices and library. It is the responsibility of each generation to preserve the rich history of previous generations and provide an adequate facility to display historical items.

RATIONALE

The chief rationale for a new History Center in Chippewa Falls is to provide a location that will include more suitable (traditional) History Center space, and above all, make the rich history of Chippewa County and all of its cities more accessible to visitors. To accomplish this, a new location and building is necessary. The location is critical to increasing the number of visitors. An excellent location borders Irvine Park. It is reasonable to expect that a large number of the Irvine Park visitors would visit the Center if it were visible and easily accessible. It is believed that another attraction such as the Chippewa Area History Center will also provide additional visitors to the other major attractions in the same area.

Chippewa Falls and other cities throughout Chippewa County share a rich history. Many artifacts, photographs, and written information exist in the collections of the Historical and Genealogical Societies. CCHS and CCGS are currently located at 123 Allen Street in the former Notre Dame Convent. This facility is four stories and 10,000 square feet. The present locations and facilities of these organizations are not ideal for attracting visitors. It is next to Notre Dame Church, away from Chippewa Falls’ other major attractions. The building, a former convent, is not conducive to building large exhibits, or to maintaining a consistent temperature and humidity level to protect the artifacts it possesses. Several sets of stairs prohibit easy access. It is not handicap accessible.

FUTURE LOCATION

The CCHS and CCGS have purchased the property at 12 Bridgewater Street next to Irvine Park’s main entrance and across the street from the city swimming pool. The property will house the Chippewa Area History Center building. Parking will be available across Bridgewater in the Marshall Park parking lot or Irvine Park parking areas. Handicapped parking also will be available on the property.

A facility close to other Chippewa Falls major attractions with higher traffic counts will make the History Center significantly more viable. Twelve Bridgewater Street is the ideal location because it is reasonable to expect that a large number of the Irvine Park visitors would visit the History Center when it is visible and easily accessible.

Chippewa Area History Center's proximity to Irvine Park will allow it to benefit from the 1,200 cars and approximately 4,000 people who visit the Park daily in the summertime. It will be within one block of Leinie Lodge, which welcomes 70,000 people every year to tour its facilities. Also nearby, Mason Shoe's 100,000 annual customers, the Bernard Willi Swimming Pool's 22,750 summer patrons, and the more than 60,000 visitors to the Northern Wisconsin Fairgrounds (this does not include the 78,000 that attend the fair every year) provide other draws to the area.

FACILITIES

The History Center design will be based on a 20,000 sq ft building. The projected space needs include:

1. Offices (2) = 250 sq ft and "Breakroom" (200 feet sq ft)
2. Genealogy library (900 sq ft)
3. Classroom/Conference Room (250 sq ft)
4. Education Center/Auditorium (800 sq ft)
5. Reception Desk/Gift Shop (200 sq ft)
6. Work room and artifact storage (4,500 sq ft)
7. Restrooms (300 sq ft)
8. Exhibits (12,000 sq ft)
9. Facilities Support; HVAC, Plumbing, Supplies (600 sq ft)

PROJECTED BUILDING AND EXHIBIT DESIGN COSTS

1. Building: \$3,000,000
The building will be a 20,000 sq ft building with 14 ft ceiling height. Building construction to be a steel building modeled after the historic Chippewa Lumber and Boom Company sawmill. Exhibit and office space estimated at \$116/sq ft. Artifact storage space estimated at \$100/sq ft
2. Exhibits (Design, display cases, etc.) \$500,000
3. Total projected cost \$3,500,000

TIMELINE (REVISED 03/19)

The project is an estimated four-year project with the following **anticipated** schedule:

1. Property at 12 Bridgewater was purchased 12/31/15 with \$91,000 in donations.
2. Committee developed to oversee developing the concept, fund raising, and facility and exhibit design, and oversee the construction of the History Center beginning at the 1/5/16 meeting.
3. Architect hired to provide floor plan and elevations 1/ 18 /16
4. Concept development 3/1/16 to 11/1/16
5. Property Tax Exemption Request - Approved 7/16/16
6. Conduct a feasibility study 9/1/16 to 1/1/17
7. Develop a fund-raising strategy 9/1/16 to 1/1/17
8. Lead gifts solicitation 5/1/17 to 10/1/17
9. Hire a firm to design the building 9/1/17
10. Adjacent property at 4 Bridgewater was purchased 4/18 for \$65,000
11. Broad Based Campaign 10/1/17-9/1/19
12. Design completed by 9/1/19
13. Hire firm to manage construction of the building 10/1/19
- 14. Construction begins by Fall of 2019 or at 75% campaign goal (\$2.6 M of \$3,500,000)**
15. Hire consultant to begin exhibit design 10/1/19
16. CCHS, CCGS begin to plan the move to the new building by Summer 2020
17. Hire a part-time Manager/Curator by Summer 2020

18. Develop a volunteer system and train volunteers to help operate the Center by Summer 2020
19. Construction completed by Summer 2020
20. Move completed and grand opening by Fall 2020

PARTNERS

This project needs broad community involvement to succeed. The Public Capital Campaign is planned to begin in October 2017, contingent upon the results of a feasibility study and lead gifts. The Board of Directors of CCHS and CCGS will be involved in the total project. Members of the community will be asked to help fund and volunteer to help run the Center. Community service clubs will be asked for financial support. Local architects, construction firms, etc. will be asked to help with partial **in-kind support** design and construction.

OPERATIONS

1. The staff will initially include one part-time manager/curator. (25 -30 hrs/wk)
2. The ideal manger/curator should have a Bachelor's Degree in History, Museum Studies, or a related field and minimum one-years' experience working in museums, archives, or public history. The manager should understand best practices for care and exhibition of museum artifacts, and possess innovative ideas for physical as well as virtual exhibition of Chippewa Area History. The manager will have responsibility for the artifacts, their storage and the display of them in exhibits. The responsibility of the manager/curator will include, but not be limited to, climate control of the facility, proper storage and display of all artifacts, exhibit design and grant writing. This individual will report to the Center's volunteer Board of Directors.
3. Volunteers will serve as guides, greeters at the reception desk, gift shop attendants, and would assist the Manager/ Curator with specific project tasks, as directed.
4. The Center would initially be open to the public three days per week:
 - a. 10:00 a.m. to 4:00 p.m. Tuesday, Friday and Saturday
 - b. 1:00 p.m. to 4:00 p.m. on Sunday (Summer only, June through August)
(CCHS and CCGS member meetings could also be scheduled on other days)
5. Annual memberships to the Center (Includes CCHS and CCGS members):
 - a. Family - \$100
 - b. Individual - \$50
6. Daily admissions:
 - a. Adults - \$5.00
 - b. Youth 11 through 18 - \$3.00
 - c. Children 10 & under – Free (with adult)
7. Donations will be encouraged.
8. The Center will have permanent exhibits and rotating exhibits to attract return visitors.
9. Both organizations will have guest lecturers, educational events and regular meetings.
10. There will be special exhibits for children designed to increase return visits.
11. Class field trips will be promoted by local educators from Chippewa County school systems, and other interested area schools.
12. The facility will be available for rental for special events.

INCOME AND EXPENSE PROJECTIONS

PRESENT (OPEN ONLY ON TUESDAYS)

	CCHS	CCGS
Memberships	216	175
Visitors per year	1274	250
Admissions	Donations	Donations
Budget	\$20,000	\$5,000

NEW HISTORY CENTER PROJECTIONS

Annual membership cost		
Individual		\$ 50
Family		\$100
Daily admission (Non-members)		
Adults		\$5
Youth 11 through 18yr		\$3
Children 10 & under		Free (with adult)

INCOME

Individual Memberships	400	\$20,000
Family Memberships	200	\$20,000
Visitors	13,000	
Adults	7,000	\$35,000
Youth 11-18yr	2,500	\$ 7,500
Children 10 & under	3,500	0
Gift Shop Sales		\$ 3,000
Special Events/Fundraisers		\$10,000
CCHS Endowment Fund Earnings		\$20,000
CCGS Endowment Fund Earnings		\$2,000
Grants		<u>\$10,000</u>
Total		\$127,500

EXPENSE

Salaries/Wages		\$40,000
Utilities		\$30,000
Supplies		\$30,000
Maintenance/Cleaning		\$20,000
Marketing/Advertising		\$ 3,000
Misc.		<u>\$ 4,500</u>
Total		\$127,500

DATA FROM NEARBY CULTURAL CENTERS AND BUSINESSES

Cultural Centers

The Chippewa area boasts a variety of cultural centers, all of which serve a unique function in the community, and all of which attract thousands of visitors every year. The following numbers attest to the cultural richness of the Chippewa Valley.

- Chippewa Valley Museum's Annual Report listed 17,839 visitors last year (on-site only, from Sept. 2013-Sept. 2014); its museum store and ice cream parlor brought in \$19,179 in 2014.
- The Heyde Center reports that it welcomes approximately 11,000 visitors annually for a variety of events, and another 1,500 for what the Director termed "arts-related facility rentals," which include weddings and other "arts related events such as high school jazz concerts (fundraisers for the departments) or a variety show for bus groups."
- The Children's Museum of Eau Claire reported 67,600 visitors, which includes approximately 400 visitors for special events. They also had approximately 7,000 visitors for field trips, and 3,000 visitors for birthday celebrations.
- The total museum attendance to the Dunn County Historical Society in Menomonie was 9,250 in 2014. This includes approximately 1,200 students for school tours.

The Chippewa Area History Center's contribution to the cultural richness of the Chippewa Valley will be **unique**, including historic exhibits, public and private events, and resources for visitors to research Chippewa Area families. The Center will compliment other local cultural centers.

GENEALOGY/RESEARCH

The Chippewa Area History Center will also be a resource for people doing research into family, town, and area history. As a part of the Center, the Chippewa County Genealogical Society Library will be a major research center, offering a space for genealogists and visitors to make use of its considerable resources, which include:

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| a. Census Records | g. Maps/ Atlases |
| b. Family Histories | h. Yearbooks |
| c. Area Histories | i. City Directories |
| d. Church Histories | j. Cemetery Indices |
| e. Vital Records | k. Obituaries |
| f. Genealogical Publications | l. Newspapers |