Tonight...

• COVID-19 Response
• Milestones in Restoration, Programs, and Other Areas in 2019 and Updates for 2020
• Introduce and Thank the Board and Advisory Council
• Financial Summary
• Volunteer Awards
Special Thank You to our Volunteer Maria Belen Pereyra (MBPhotography)
Annual Dinner Aug 20, 2020
COVID-19 Response
COVID-19 Response

- Tracking CDC and WHO reports in January
- Feb 28 Response Planning Started
- Mar 3 COVID Plan sent to BOD
- **Two weeks** before Evers EO and closure on Mar 16
- COVID plan sent to BOD multi-phased
  - During closure
  - After reopening
COVID-19 SURVIVAL & PLAN FOR RECOVERY

1. **Cut costs** and plan for slow recovery (New Rule: *Nothing* done without a donation).

2. Develop **new operational procedures** to deal with on-going COVID-19 concerns after reopen (meeting Evers’ EOs and BBB Plan).

3. Generate **grants and donations** to compensate for loss of programming revenue (include PPP covering all payrolls and expenses).

4. **Utilize down time for restoration** and other work that can be done at *no cost* to the museum (guestrooms repaired and painted, landscaping all done with volunteer donations).
COVID-19 SURVIVAL & PLAN FOR RECOVERY

5. Develop new “products” that are ready for reopen (including cell phone based tours, on-line offerings).

6. Raise awareness and engagement so that promotion leading up to reopen is effective (H3M website donations links and engagement; social media – Tom Weiland, Jessica Killips, Megan Carpenter).

7. Postpone events and plan for rescheduling (if possible).
   - National Treasures Speakers
   - Grieg Recital
   - Mystery at the Mansions
   - OTW Picnic
   - Invention Convention
   - H3M/PDC/FRNSA tours
COVID-19 SURVIVAL & PLAN FOR RECOVERY

Bottom line:

We knew what we were going to do during our closure...

Two weeks BEFORE we closed!
COVID-19 Response

• But what was going to happen after we reopened?

• We had that covered too.
Gamed out the impact of a three month shutdown on our revenue.

A) IMPACT of THREE MONTH SHUTDOWN on OPERATIONAL REVENUE

1. Going into closure, we already knew what the impact would be coming out.

2. Sensitivity studies anticipated extension of the Safer at Home order through the end of May and so we already accounted for Governor Ever’s extension of the order to May 26.

3. Gamed four scenarios...
   “V” Shaped Recovery       “L” Shaped Recovery
   “U” Shaped Recovery       “\-” Shaped Recovery
A) IMPACT of THREE MONTH SHUTDOWN on OPERATIONAL REVENUE

Conclusions... “Reverse Square Root” (\(-\)) shaped long term recovery due to:
1. Increased corporate **bankruptcies** (for example the retail sector).
2. Increased **unemployment**.
3. Lack of **consumer confidence**. Hesitancy to spend money (increasing savings) where employment is intact will dominate in response to fear of being unemployed or that another outbreak could rear up at any time.
4. Federal **programs will expire** in Q3 and Q4 this year.
5. **Local government will face increased problems** providing services as tax revenue dries up from sales tax reductions due to lower economic activity, property tax foreclosures, user fees evaporating, etc.
6. **Ending of grace periods** on loans and evictions during Q2 and Q3.
7. Hesitancy of people to **go out in public** until they feel it’s truly safe (vaccine).
A) IMPACT of THREE MONTH SHUTDOWN on OPERATIONAL REVENUE

Bottom line:

We knew what the impact of a three month closure was going to be on our bottom line (31% decrease in revenue) in March...

Two weeks BEFORE we closed!

Much will still depend on Halloween and Christmas events.
B) IMPACT on MUSEUM OPERATIONS AFTER REOPENING to the PUBLIC

Took into account...

A. The Covid-19 virus is spread through respiratory droplets and surface contamination.

B. There would be no widespread testing to determine who is infected.

C. Pre-symptomatic and asymptomatic carriers can infect others.

D. The CDC has issued no guidance on if C-19 recoverees can still shed the virus.

E. The CDC has offered no guidance on whether immunity is acquired after recovery.

Our plan... treat everyone as infectious and simply deal with the ramifications.
B) IMPACT on MUSEUM OPERATIONS AFTER REOPENING to the PUBLIC

Created our policy...

1. REQUIRE VOLUNTEERS TO STAY HOME if they fell into categories.
2. STRONGLY URGE VOLUNTEERS TO STAY HOME if they fell into categories.
3. CLEARLY AND ENGAGINGLY STATE our social distancing mandates to guests.
4. MAINTAIN SOCIAL DISTANCING mandates during tours (including 8 guest limit, 6 ft apart, no mixed groups).
5. VOLUNTEERS AND GUESTS ARE REQUIRED TO WEAR MASKS.

Our reopening plan is familiar to anyone who has been in the museum since May 26.
B) IMPACT on MUSEUM OPERATIONS AFTER REOPENING to the PUBLIC

Created our policy...

6. WASH HANDS AFTER EACH TOUR.

7. CLEAN AND DISINFECT COMMONLY TOUCHED SURFACES MULTIPLE TIMES DURING THE DAY.

8. REQUIRE ON-LINE SALES and USE OF CREDIT CARD FOR PURCHASES with the POS system.

9. HAND SANITIZER AND TISSUES WILL BE AVAILABLE FOR GUESTS.
B) IMPACT on MUSEUM OPERATIONS AFTER REOPENING to the PUBLIC

Bottom line...

We had our social distancing plan in place two weeks BEFORE we closed!

Model for all museums in Appleton

Guest compliance has been fantastic!
COVID-19 Response

• We were prepared from the outset.

• We have experienced minimal disruption.

• We are ready for future disruption.
Milestones in 2019
(and Updates for 2020)
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(and Updates for 2020)

Everything YOU have accomplished in the past year.
Phase One
Exterior (Top Down) Restoration
Phase One – Rebuilt Historic Chimneys by Quality Restoration
Each 25 feet tall, 60 feet off the ground
Phase One – Rebuilt Historic Chimneys - $20,500
Except for periodic repointing, these will last for decades.
Phase One – New Roof that will Last 70 years installed by J.F. Lopez Roofing Meets Department of Interior / National Park Service Standards
Phase One – Installed in only ten working days
Cost of $103,000
Phase One – Office staff and crew... they are now a part of the history of this residence.
Phase One – Failed Retaining Walls Removed and Foundation Rebuilt
By Quality Restoration
Phase One – Failed Retaining Walls Removed and Foundation Rebuilt
Paid for entirely by donation.
Phase One – Failed Retaining Walls Removed and Foundation Rebuilt
Paid for entirely by donation.
Phase One – 2500 sq ft Backyard Lawn Installed by Volunteers
Phase One – 2500 sq ft Backyard Lawn Installed by Volunteers including Mc Cain Foods and the “Give Back Bus”
Saved $5000 versus contractor costs
Phase One – Historic Brick Walkways Installed by Volunteers including Mc Cain Foods and the “Give Back Bus” Cleared 5000 bricks in 90 minutes!
Phase One – Historic Brick Walkways Installed by Volunteers
Annual Dinner Aug 20, 2020
Phase One – Historic Brick Walkways Installed by Volunteers
Saved $12,500 versus contractor costs.
Phase One – Wood Sign Restored and Installed by Volunteers
Saved $1000 versus contractor costs
Phase One – Historical Marker Paid for by Donation by Ann Kloehn and Installed by Volunteers – Saved $500
Phase One Exterior Restoration

Completed Ahead of Schedule and Under Budget by $40,000!

Plus Additional $19,000 in Volunteer Work
Update for 2020 – Phase Two

2nd and 3rd Floor
• Millwork Restored & Painted
• Start Aug 31

New ADA Lift Door

New Historical Out-Building
Certapro will start Aug 31. Project will take about a month.
Headed by Eagle Scout Candidate Patrick McGreevey, Xavier High School
Who has raised entire cost of project - $5500.
“Shine Even Brighter”
Capital Campaign
Capital Campaign

• $500,000 campaign announced at last year’s dinner.
Capital Campaign

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- Raised $251,682 by the end of the year.
Capital Campaign

• $500,000 campaign announced at last year’s dinner.

• Raised $251,682 by the end of the year.

• Paid for all of last year’s work and all of Phase Two in 2020.
Interior Restoration

Bathroom

Lower Level
Classic wallpaper from the 1970s that graces the bathroom before restoration.
1882 Historic Bathroom Interpretation
Minimal Cost to the Museum Thanks to Volunteer Donations and Labor.
Lower Level Exhibit Space – Facelift
Annual Dinner Aug 20, 2020
Lower Level Exhibit Space – Facelift
Annual Dinner Aug 20, 2020
Lower Level Exhibit Space
No Cost to the Museum Thanks to Volunteer Donations and Volunteer Labor.