

# ANNUAL REPORT

W I S C O N S I N   M A R I T I M E   M U S E U M



WISCONSIN  
MARITIME  
MUSEUM  
AT MANITOWOC



# MISSION STATEMENT

The Wisconsin Maritime Museum connects all people with Wisconsin's waterways, by engaging and educating the public about the Great Lakes, Wisconsin's maritime history, Wisconsin's World War II submarines and *USS Cobia*.



# WMM STAFF

Catherine Green  
Executive Director

Kevin Cullen  
Deputy Director & Chief Curator

Amy Fettes  
Business Manager

Karen Duvalle  
Sub Curator & Event Rentals Manager

Hannah Patten  
Collections Manager

Kamsin Lawrence  
Operations Coordinator

Emily Shedal  
Development Coordinator

Greg Lutz  
Education & Retail Coordinator

Caroline Diemer  
Programming Coordinator

Lizzy Farrey-Luerssen  
Community Engagement Coordinator

Jeff Hicks  
Overnight Coordinator

Paul Rutherford  
Maintenance Supervisor

# BOARD OF TRUSTEES

Stephen Dudek

President

Jamie Zastrow

Vice President (interim)

Rich Larsen

Treasurer

Thomas Griesbach

Secretary

Rebecca Abler, Ph.D.

Scott Ferguson

Sam Grage

Daniel Hassemer

Darian Kaderabeck

ex officio, City of Manitowoc

Karen Nichols

Logan Rooney

Jeff Sabel

Howard Zimmerman



# BY THE NUMBERS



Total Admission in  
2022

**30,865**



Education Group  
Participants

**3,404**



Event Rentals

**160**

# BY THE NUMBERS



Sub Bnb Revenue  
**\$20,464**



Scout Troop Overnight  
Participants  
**2,646 Scouts**



Volunteer Hours  
**1,944**





● **Powerboat Pioneers - Restoring a ca. 1906 Pierce Dory**

February 2022 - January 2023



● **Great Lakes Lore & Legends**  
2022 Summer Intern Exhibit

September 2022

# EXHIBITS 2022

- 2022 was a busy year of exhibits at WMM.
- We opened **five exhibits** inside and outside the museum and established a punch list of changes to permanent exhibit spaces.
- 2023 is shaping up to be even better, with **eight exhibits** in the works.



● **Washington Island Over & Back - 80 Years Building a Modern Ferry System**

May 21 - Sept. 26, 2022



● **Ebb & Flow: A Collaborative Art Exhibit Reflecting On The Life Aquatic**

October 2022 to March 2023



● **All Hands On Deck: Creating An Inclusive Maritime Landscape**

October 2022



# EDUCATION & OUTREACH

- **Future Underwater Archaeologists**
  - 1,386 students learned about Shipwrecks & ROVs
- **Connected with our Community:**
  - InCourage, Sensory Friendly Events, MPL Collaborations
- **WMM Programs On the Road:**

- Algoma
- Shawano
- Licking, OH
- Oostburg
- Kewaskum
- Menasha
- Hustiford



- **8 Free Lectures**
  - 161 attendees in person
  - 98 attendees online
- **Start of Thursday Think & Drinks**
  - Best attended: "Endurance22: Finding Ernest Shackleton's Endurance" with Tim Jacob

## PROGRAMS



# AAM Reaccredited in 2022!



# USS COBIA DRY DOCK

**\$56,140**

2022  
Donations

**\$31,156**

28 Boat  
Campaign

**\$500,000**

Save America's  
Treasures Grant

**\$100,000**

City of Manitowoc Pledge



**\$281,017**

Current Dry Dock Endowment

**\$747,042**

Raised for Dry Dock





## Acquired the Klopp Shipwreck Collection

- Doubled the size of our 3-D collection
- Completed inventory of all 10,352 shipwreck artifacts

## Digitization

- Completed digitization of the *Alvin Clark* and *Erie L. Hackley* Film Collection

## New Donations

- Over 300 items donated to the Collection
- Includes photos and documents from men who served on Manitowoc built subs, a Peirce Engine Co. launch, and WWII era color film footage of the MSB shipyard

# COLLECTIONS



Legal  
Precedent

# At the Fulcrum Point

A Case  
Study

WMM

Great Lakes  
Shipwrecks

*A Case Study in How Maritime Museums Become Bridges  
Between Shipwreck Artifact Salvagers and Public Agencies*

Initial  
Inventory

Building  
Capacity

Advocacy  
& Access

Exhibition &  
Interpretation



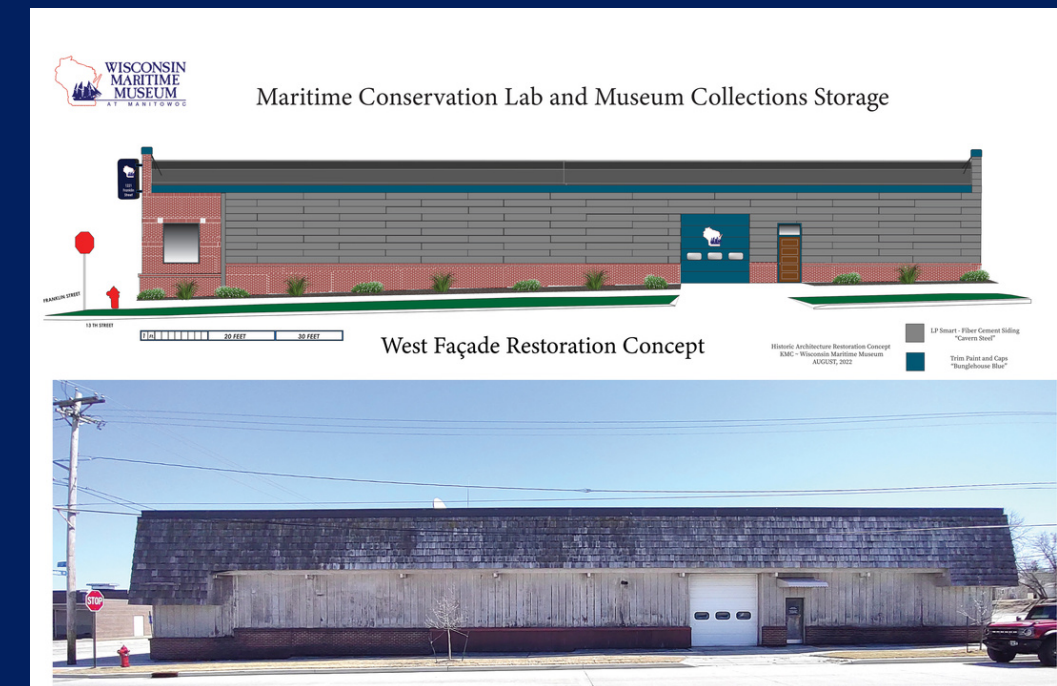
# FRANKLIN ST. REDEVELOPMENT PROJECT

**Vision:** Redevelop our secure collections storage facility with a Great Lakes Maritime Conservation lab, a boat restoration space and an outdoor maritime heritage plaza & Gardens.

**Status:** Phase 1A Scope of Work in Development.

**Funding:** Grants, donations, local, state, federal

**Timeline:** 2023 - 2025





Thank  
You!



# DEVELOPMENT

## Membership

Total Members: **380**

New Members in 2022: **64**

## Donations

Annual Appeal **\$39,760**

28 Boat Campaign **\$31,156**

## Grants

West Foundation **\$150,000**

West Foundation **\$25,000**

Cobia Save America' Treasures **\$500,000**

# 2022 CONTRIBUTIONS

\*Contributions of \$10 or more made between Jan 1-Dec 31, 2022



# DEEPENING PARTNERSHIPS

**\$250**

Americollect Inc.  
The Cawley Company  
Wrap It Up, LLC

**\$500**

Ansay & Associates LLC  
Hersite Protective Coatings  
Lates BBQ  
Leede Research Co Inc  
Manitowoc Grey Iron Foundry, Inc  
McMullen & Pitz Construction Company  
UnitedOne Credit Union  
VT Industries

**\$1,000-\$1,999**

Allstates Rigging  
Carron Net Company, Inc  
City Centre LLC  
Kaysun Corporation  
NextEra Energy Resources Point Beach  
Steimle Birschbach LLC  
Vagabond Creative Studio  
Washington Island Ferry Line

**\$2,000-\$5,000**

A.C.E. Building Service, Inc.  
Burger Boat Company  
Festival Foods  
Hamann Constuction Company  
Kahlenberg Industries  
Lakeside Foods  
Manitowoc Public Utilities  
Manitowoc Marina  
Meijer  
Philip Ross Industries  
Wisconsin Aluminum Foundry

**\$20,000 +**

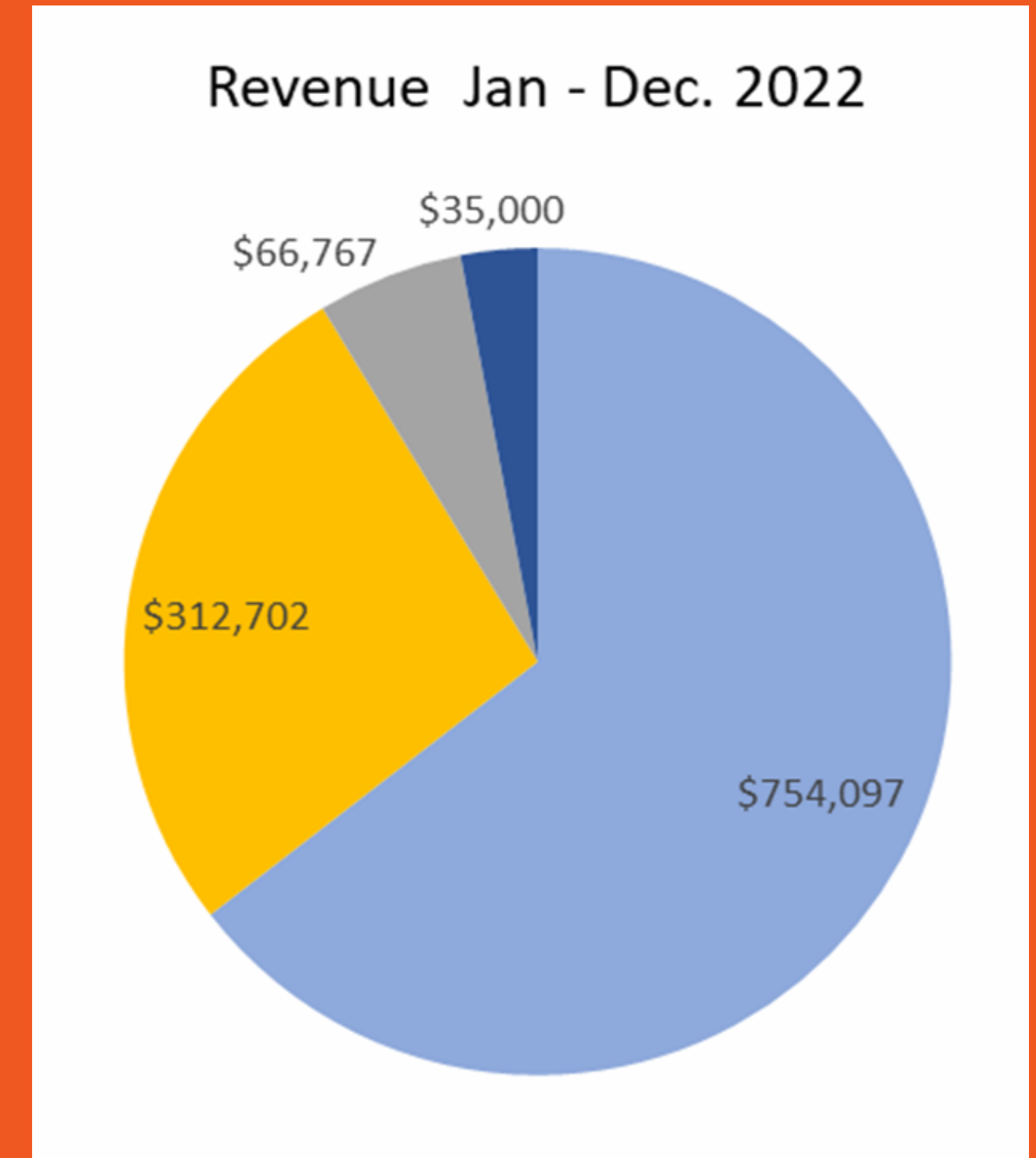
Bank First National  
Nicolet National Bank  
Seehafer Broadcasting Corporation





# FINANCES

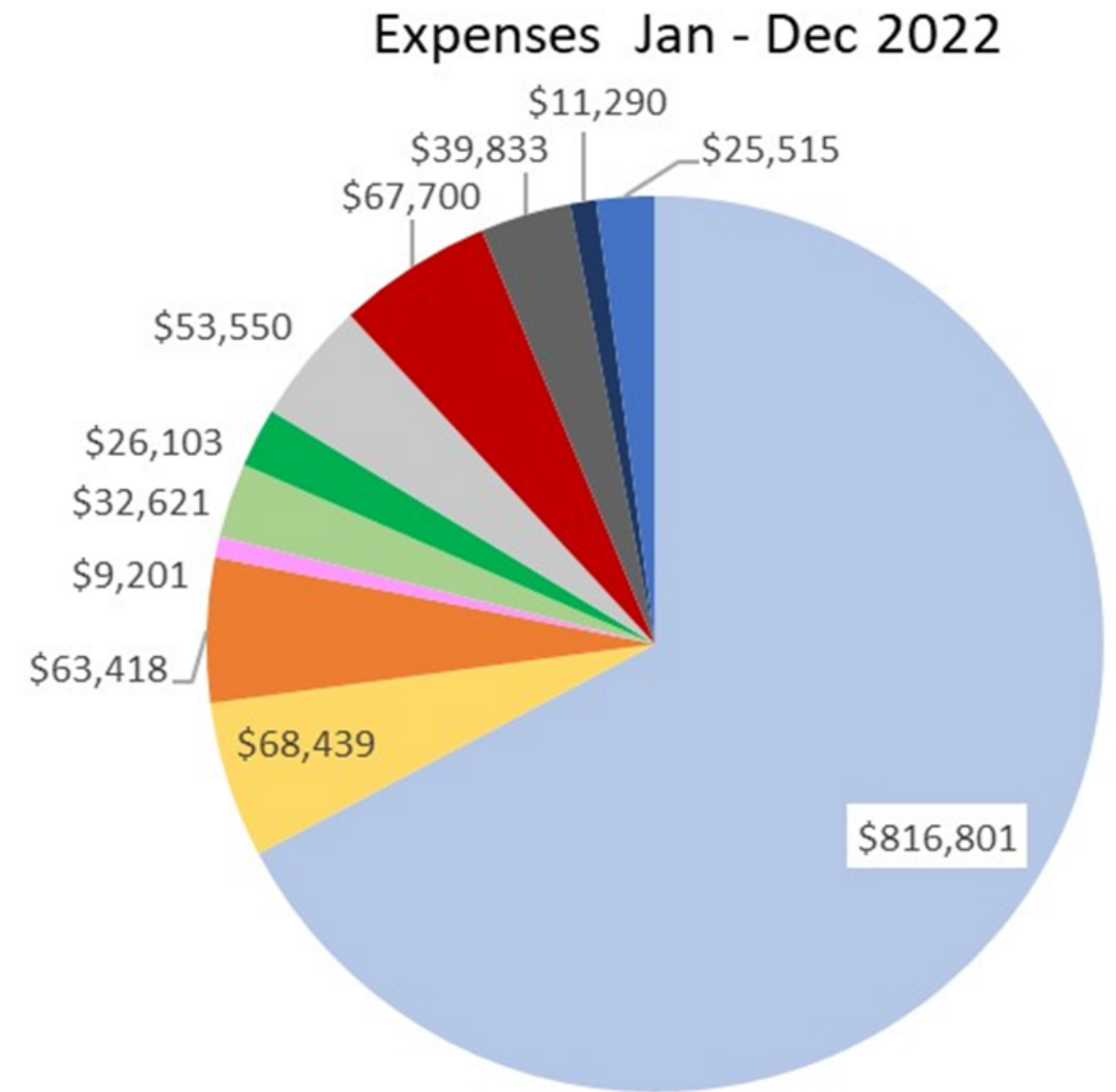
Support & Revenue		2022
	Earned Revenue	\$754,097
	Contributions & Memberships	\$312,702
	Interest/Dividends	\$66,767
	Restricted Endowment Contributions	\$35,000
Total Revenue		\$1,168,566





# FINANCES

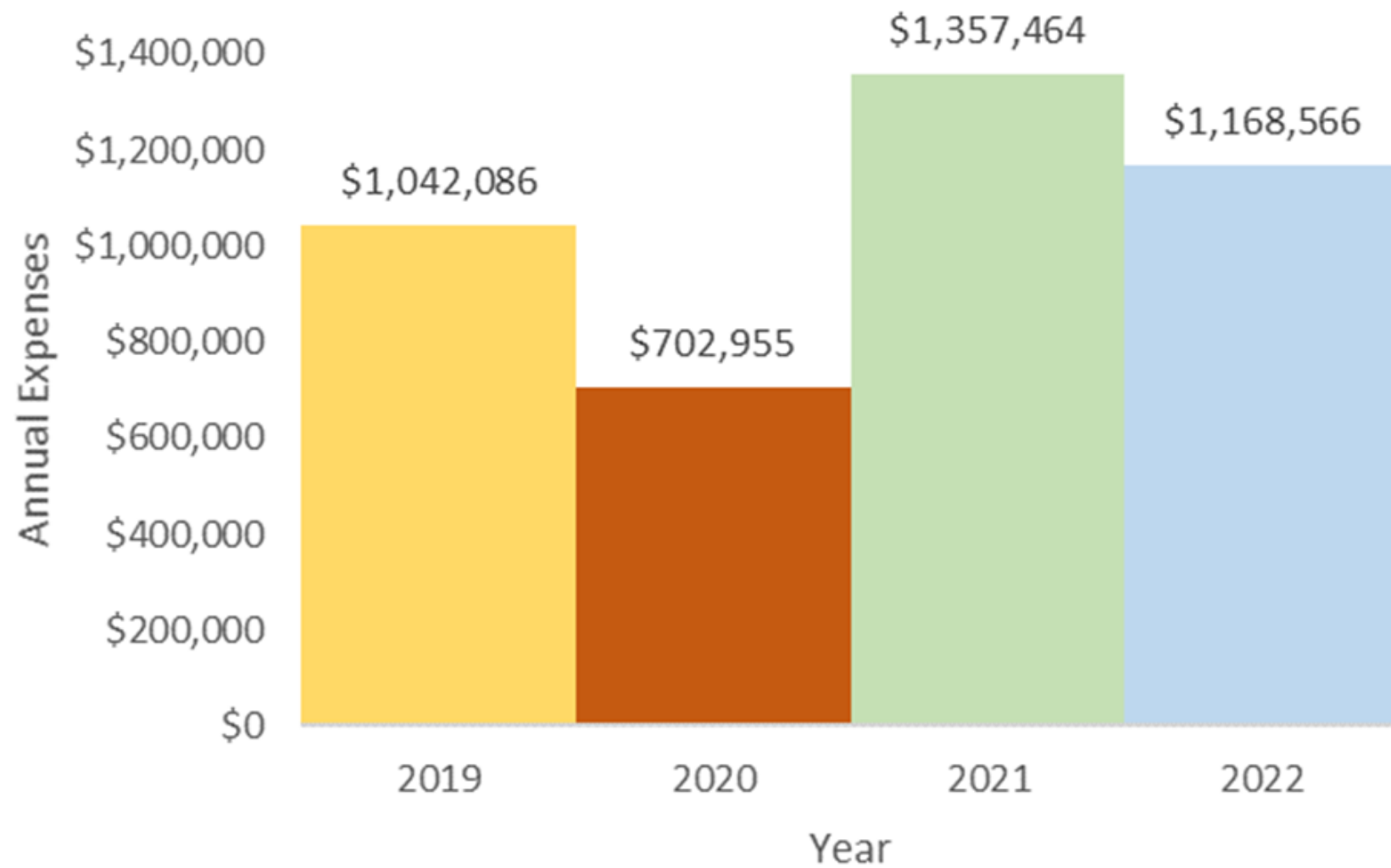
Expenses	2022
Wages & Benefits	\$816,801
Cost of Goods	\$68,439
Supplies & Subscriptions	\$63,418
Travel	\$9,201
Insurance	\$32,621
Marketing/Donor Development	\$26,103
Maintenance	\$53,550
Utilities	\$67,700
Professional Fees	\$39,833
Exhibits	\$11,290
Miscellaneous	\$25,515
<b>Total Expenses</b>	<b>\$1,214,471</b>
Depreciation	\$214,800
<b>Total Expenses</b>	<b>\$1,429,271</b>



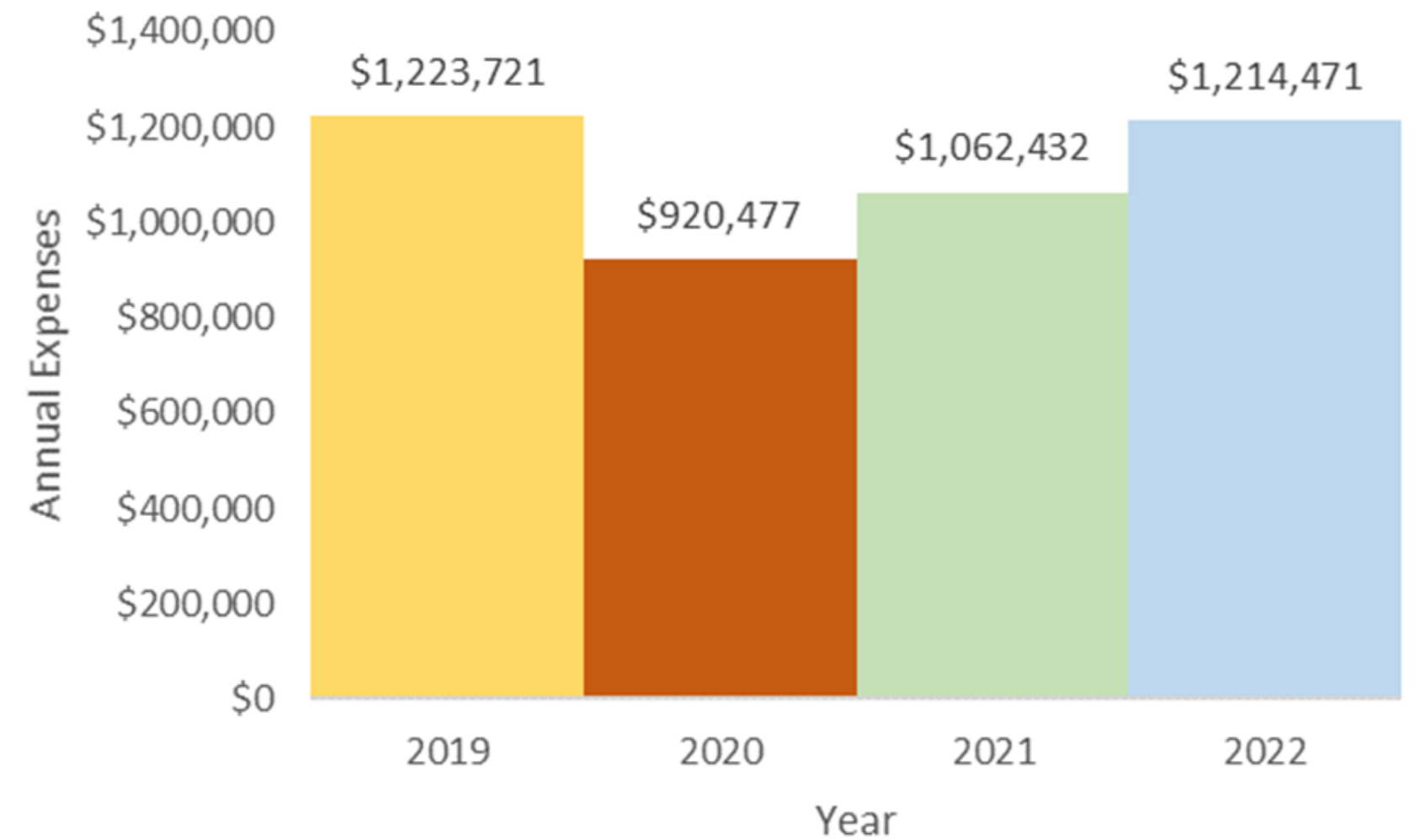


# FINANCES

Revenue  
2019 - 2022



Expenses  
2019 - 2022







**THANK YOU**

