



2024 Annual Report



Kevin Cullen
Executive Director



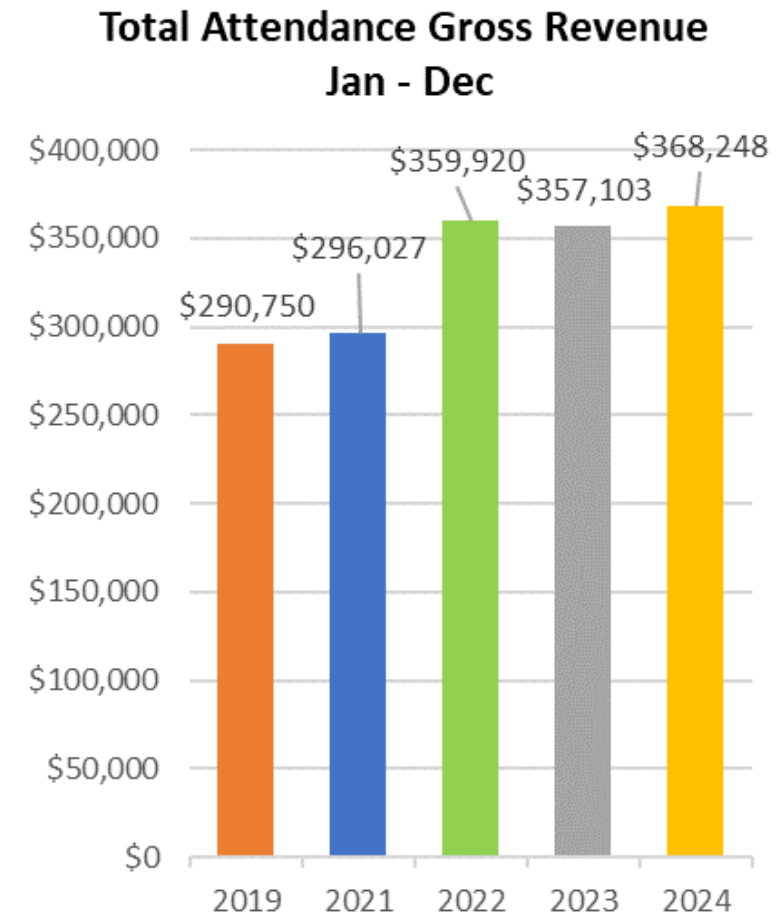
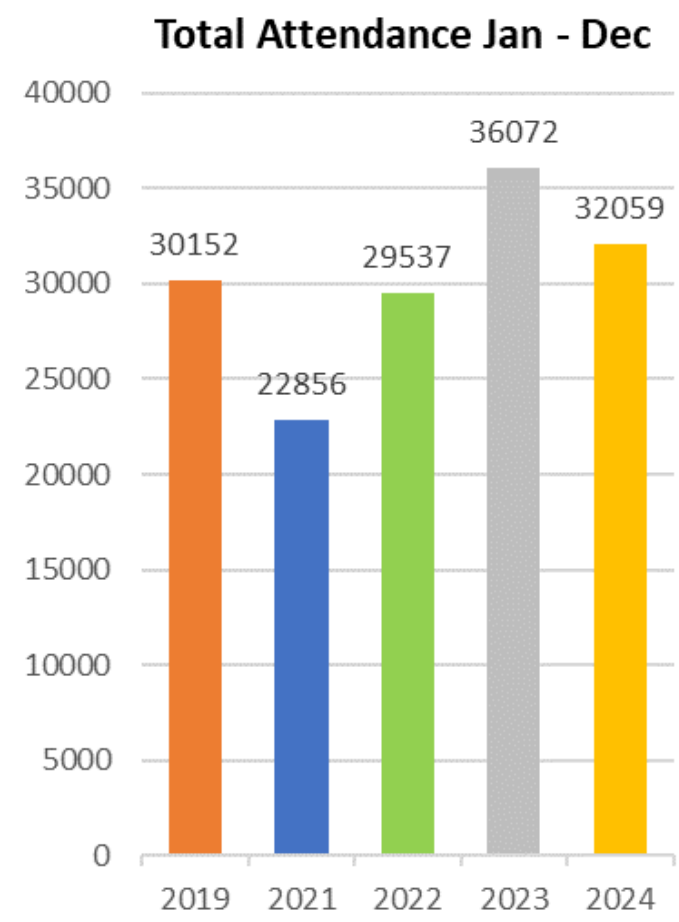
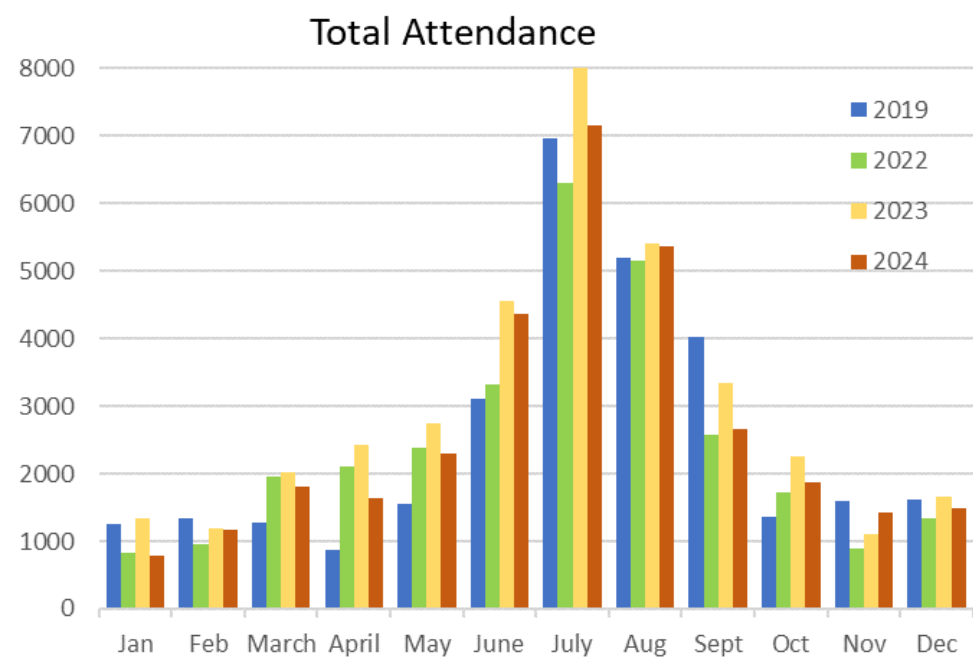
Connecting All People To Wisconsin's Waterways

2024 ATTENDANCE

ADMISSION, EDUCATION, PROGRAMS = 32,059

SUBMARINE OVERNIGHTS: 2,872

TOTAL: 34,931

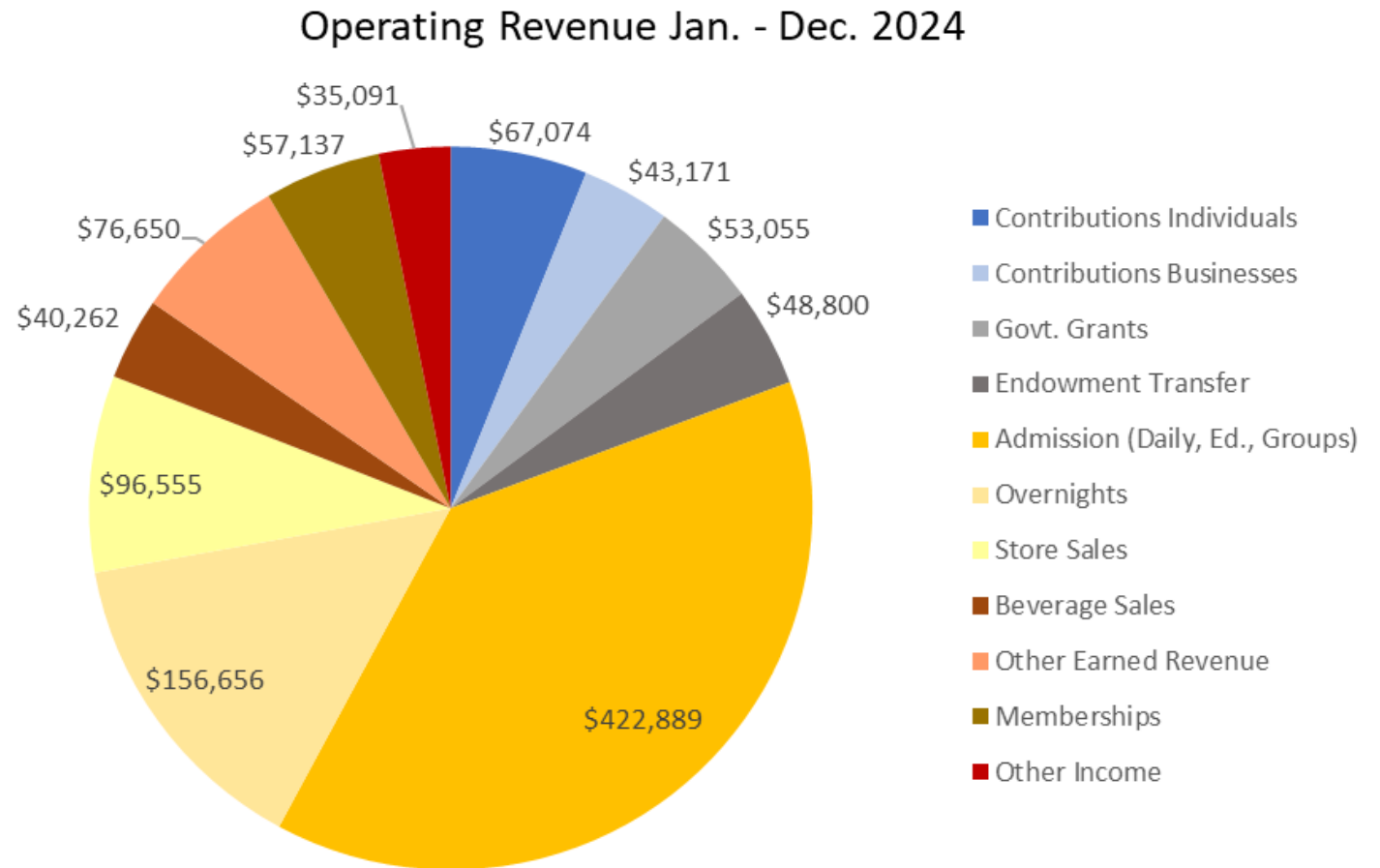


OPERATING REVENUE

JAN 1 – DEC 31 2024

**TOTAL 2024
GROSS REVENUE:**
\$1,097,341

**2023 GROSS OPERATING
(\$986,812)**



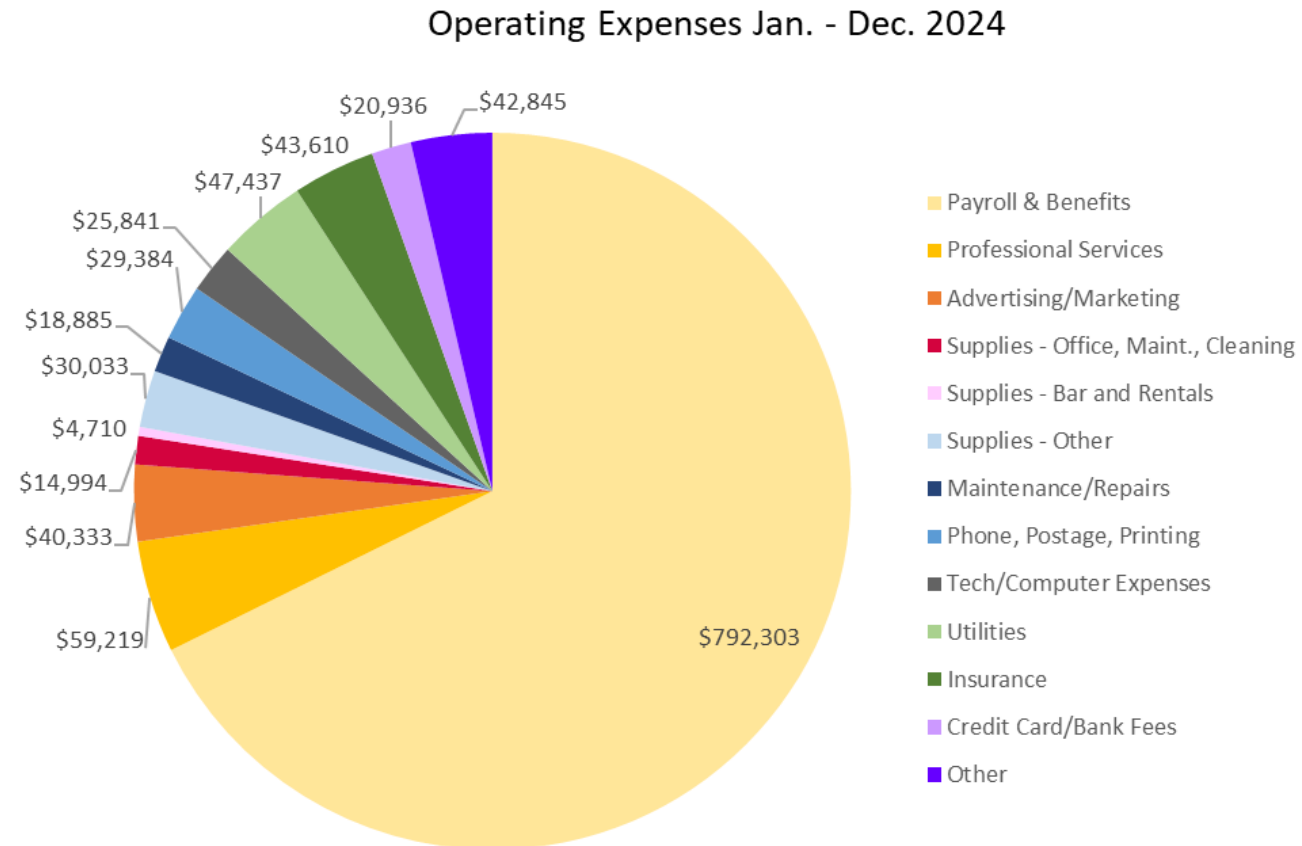
OPERATING EXPENSES

JAN 1 – DEC 31 2024

**TOTAL 2024
GROSS EXPENSES**

\$1,170,530
(- depreciation)

2024 NET OPERATING (-\$73,189)



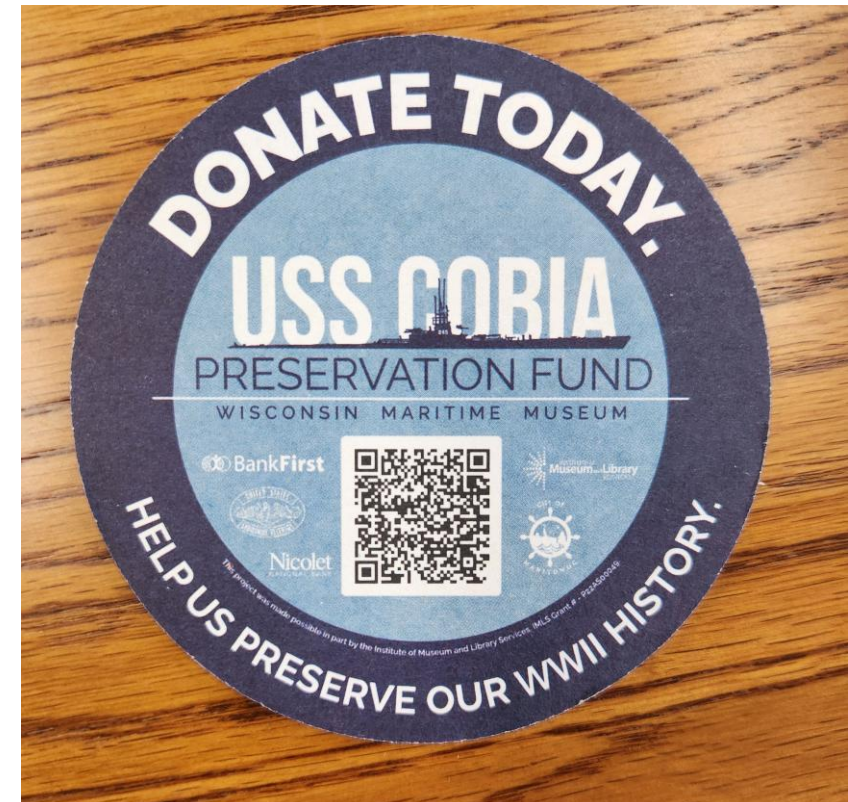
USS COBIA



PRESERVATION FUND

WISCONSIN MARITIME MUSEUM

- **Additional Fundraising Efforts**
 - 28 Boat Campaign
 - Own a piece of USS COBIA
 - GUITAR made of COBIA Deck Wood
 - Wood Coasters
 - Metal Hull Pieces
 - Auction: Brewers Suite Tickets
 - COBIA Fund Coasters



USS GOBIA



PRESERVATION FUND

WISCONSIN MARITIME MUSEUM



- **Elected Officials Toured submarine and met staff & board members on 12/19/24**
- **State Senator: Devin LeMahieu**
- **State Representative: Paul Tittel**

Amount Raised Through March 30, 2025

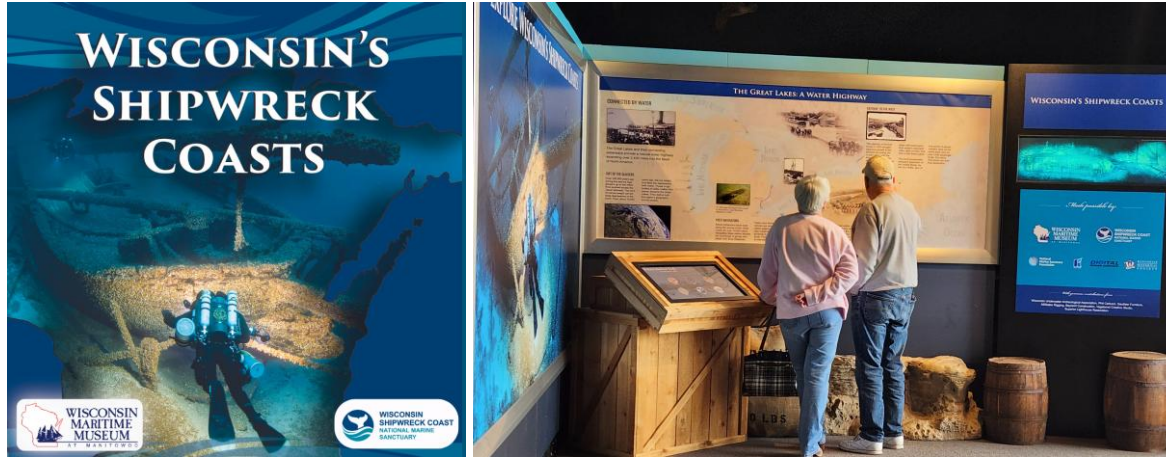
\$975,098

GOAL: \$1.5 Million

2024-2025 Exhibits

		2024												2025												
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
LOWER LEVEL	RIVERSIDE Gallery	Water Dance A Painter's Pilgrimage Along Wisconsin Waterways Plein air art - oil and watercolor Theme: River landscapes by Bonnita Budyez and Robert Theaker January 20, 2024 - September 2, 2024								Tiny Art Show Organized by the Lakeshore Artists Guild Sept 11, 2024 - January 5, 2025				From Lake to Plate Local Fishing Families and Foodways Theme: Photography exhibit focusing on the history and people who's careers were built on fishing in Lake Michigan and beyond January 18, 2025 - October 27, 2025										Tiny Art Show Organized by the Lakeshore Artists Guild November, 2025 - January 5, 2026		Riverside Gallery
	HOMEFRONT Gallery	Turning the Tide of WWII - The Role of Manitowoc's Landing Craft Tanks (LCTs) on D-Day Theme: LCTs Built in Manitowoc June 6, 2024 - 2029																								
	Wisconsin Built Boat Gallery											Towers of Power Nov. 2024										First Navigators of Wisconsin's Waterways Dugout and Birchbark Canoes October, 2025				
	CONCOURSE BUMP OUT											Iceboats - A Wisconsin Tradition November 23, 2024 - April 2025														
MAIN LEVEL	BASHER CONCOURSE											Manitowoc's 28 Submarines March 2025 Refresh with large format original artwork and Dry Dock Information														
	SHIPWRECKS GALLERY	Wisconsin's Shipwreck Coasts Wisconsin Shipwreck Coast National Marine Sanctuary UPGRADE + Manitowoc Lighthouse Display May 11, 2024																								
	MODEL BOAT GALLERY																					Edmund Fitzgerald 50th Anniversary Artwork - Artifact Display				

New Exhibits in 2024



Turning The Tide of WWII



2024 Education & Outreach Impact

Total Impact: 16,587 People

- **2024 Education: 3,137**
 - Youth: 2,466 - Adults: 1,280
- **2024 Programs: 6,907**
 - In Person: 4,907 - Virtual: 1,230
- **2024 Outreach: 6,543**
 - Direct interactions at events throughout Northeast Wisconsin



2024 Submarine Overnight Program

2022			2023			2024		
Groups	People	Paid	Groups	People	Paid	Groups	People	Paid
7	140	159	13	359	372	14	297	329
11	218	232	15	393	418	17	406	439
14	337	366	16	415	451	17	360	380
16	351	414	13	316	337	17	351	377
10	226	242	14	208	223	14	299	310
10	196	223	8	150	174	4	77	77
7	144	102	5	50	54	1	16	18
7	107	120	7	107	106	2	35	37
7	158	164	10	209	230	4	63	39
14	355	364	14	259	276	9	230	248
7	224	228	12	235	248	20	409	432
11	236	252	12	298	319	17	284	302
8	35	35	7	23	23	17	45	47
129	2727	2901	146	3022	3231	153	2872	3035

- **2024 Paid Overnights: 3,035 People**
- **Revenue: \$156,655.95**



2024 WMM Media Exposure

TV

NE Wisconsin: WFRV – WBAY - NBC 26 - Fox 11

SE Wisconsin: CBS 58 Milwaukee, PBS Wisconsin



Radio

(WOMT) Talking Ship Podcast

Breakfast Club – throughout the year

Be My Guest – throughout the year

Wisconsin Public Radio – summer 2024

Woodward Radio – summer 2024

Cabin Podcast – Discover Wisconsin – October 2024



Print

Herald Times Reporter - Monthly Columns

National Review & Business Insider –Sub BnB - USS Cobia

Milwaukee Journal Sentinel – shipwreck finds, sinkholes

Smithsonian Magazine – *Margaret Muir* shipwreck discovery



NATIONAL Media Exposure

BUSINESS INSIDER

MILITARY & DEFENSE

I toured the USS Cobia, a World War II submarine that sank 13 ships and received 4 battle stars. Take a look inside.

Talia Lakritz Dec 13, 2024, 7:33 AM CST

Share Save



The USS Cobia. Talia Lakritz/Business Insider

Smithsonian MAGAZINE

Smithsonian
MAGAZINE

You Can Spend the Night on a Fully Restored World War II Submarine

The Wisconsin Maritime Museum is home to the USS “Cobia,” a 312-foot-long vessel that completed six war patrols during World War II



Sarah Kuta
Daily Correspondent
December 30, 2024



The USS Cobia floats in the Manitowoc River outside the Wisconsin Maritime Museum. Wisconsin Maritime Museum



From [lighthouses](#) to [baseball stadiums](#), globetrotters have no shortage of unique accommodations to choose from while traveling.

START YOUR JOURNEY SALE

STARTING AT
\$129
PER DAY
+
FREE
BALCONY
UPGRADE

UP TO
\$400
ONBOARD
CREDIT

Holland America

BOOK NOW

Report this ad

MOST POPULAR



See the Greek Biblical
Inscription Embedded

WMM in Social Media

Jan. 1 2024 – Dec. 31 2024



Facebook

Reach: 817,000



Instagram Reach

Reach: 235,400



TikTok

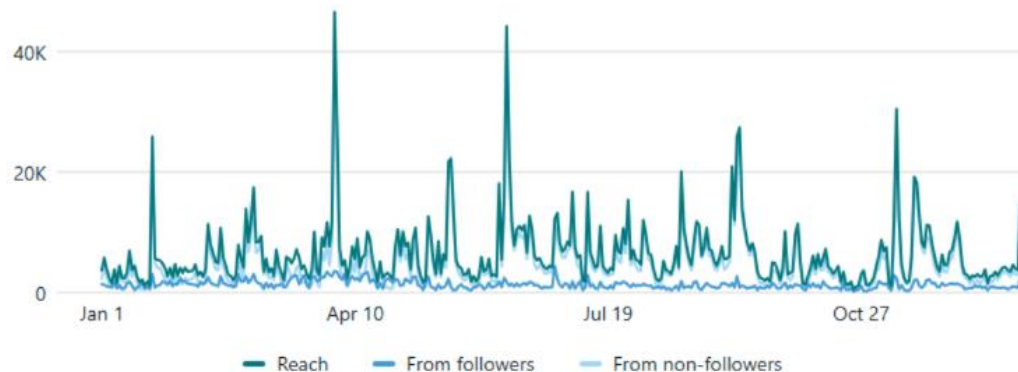
Video Views: 334,000

56,000 likes, 12,000 shares

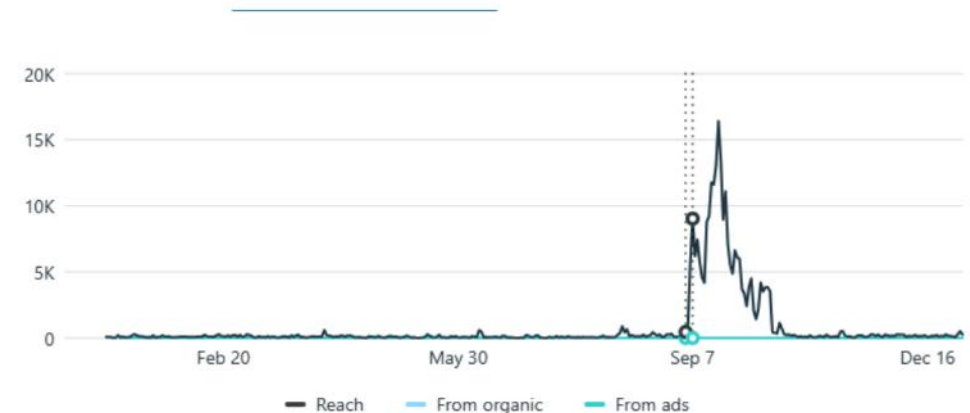
Top-Performing Posts of the Year:

- General Museum promotional video (13 September 2024)
 - 195K views, 42K likes on TikTok
 - 1,974 views, 86 likes on Instagram
- Sub BNB promotional video (6 August 2024)
 - 80K views, 10.5K likes on TikTok
 - 457,208 views, 25,710 likes on Instagram/Facebook
- USS *Cobia* #SubmarineSunday Dry Dock campaign photo (8 September 2024)
 - 79K impressions, 690 likes on Facebook
 - 484 impressions, 50 likes on Instagram
- SS *Badger* launch anniversary photo (6 September 2024)
 - 42K impressions, 358 likes on Facebook
 - 195 impressions, 17 likes on Instagram
- *Edmund Fitzgerald* sinking anniversary photo (9 November 2024)
 - 41K impressions, 456 likes on Facebook
 - 909 impressions, 76 likes on Instagram

Facebook (Wisconsin Maritime Museum) - 817.3K reach



Instagram (Wisconsin Maritime Museum) - 235.4K reach



Wisconsin Maritime Heritage Center Renovations



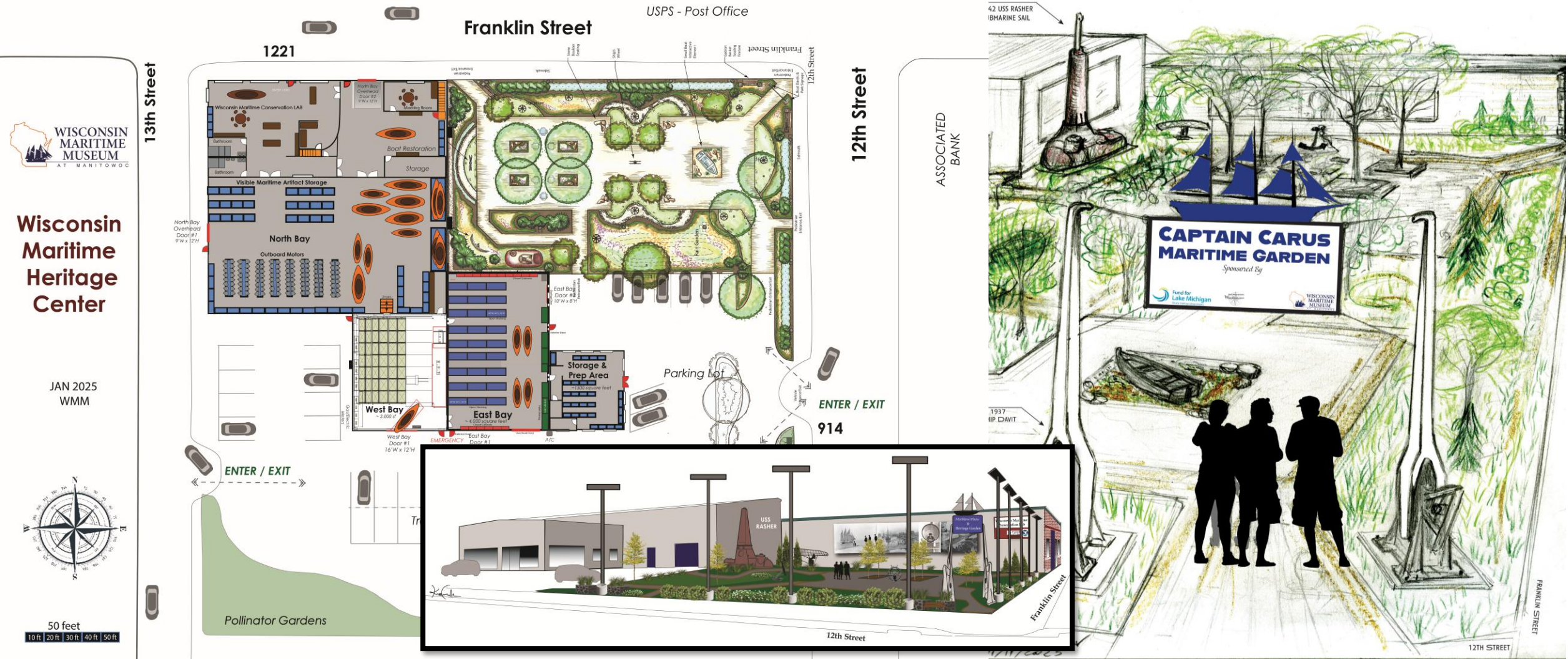
Wisconsin Maritime Heritage Center

- Renovations of West Bay at The Maritime Heritage Center will begin in Spring 2025.
- Thanks to a generous grant from the West Foundation!



Coming in 2025

Captain Carus Maritime Garden at the Maritime Heritage Center



Manitowoc Lighthouse Tours



MANITOWOC'S 1918 LIGHTHOUSE A HARBOR OF REFUGE



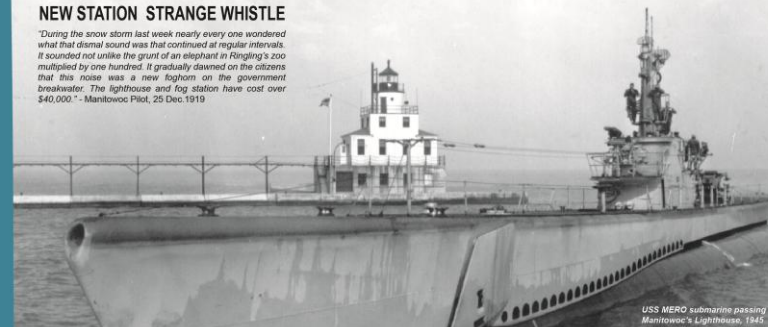
Manitowoc's lighthouse is a symbol of the city's important maritime presence on Lake Michigan. Located on the north breakwater, this steel-framed lighthouse is the third lighthouse on the breakwater and the fourth lighthouse to be constructed at Manitowoc.

Completed in 1918, this 52-foot-tall, five-story building was originally connected to shore by a trestle walkway. Its first light was the fourth-order Fresnel lens located in this exhibit. In 1927 a radio beacon was added to the light, and by 1932 a fog signal was synchronized with the radio beacon. The trestle walkway was removed after the 1950s.



NEW STATION STRANGE WHISTLE

"During the snow storm last week nearly every one wondered what that dismal sound was that continued at regular intervals. It sounded not unlike the grunt of an elephant in Ringling's zoo multiplied by one hundred. It gradually dawned on the citizens that this noise was a new foghorn on the government breakwater. The lighthouse and fog station have cost over \$40,000." - Manitowoc Pilot, 25 Dec. 1919



Starting in Spring 2025, Tours of the Manitowoc Lighthouse will be organized and led by the Wisconsin Maritime Museum!



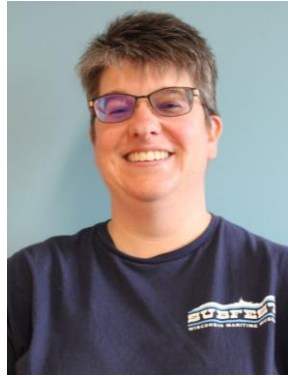
THANK YOU TO OUR AMAZING MUSEUM STAFF!



Alexandria



Alyssa



Amy



Ariel



Emily



Jozlyn



Karen



Kevin



Lizzy



Paul



Serena



Tim

THANK YOU ALSO TO OUR AMAZING MEMBERS, INTERNS & VOLUNTEERS

TOTAL 2024 HOURS RECORDED: 2,743:33



Thank you !

Questions ?

Comments ?