# 2005

Minnesota Historical Society Annual Report

From its museums to its historic sites, its library to its extensive collections and its award-winning web site, the Minnesota Historical Society invites exploration. Set aside some time this year to visit the Society and discover some of Minnesota history's amazing treasures at the History Center in St. Paul, Mill City Museum in Minneapolis or at any of our 24 historic sites across the state. Your story can be found here.

David Koch, President, Minnesota Historical Society

Over the past year, the Society has been spreading the word that History Matters! We know that our museums and historic sites contribute to the quality of life in Minnesota and that they attract hundreds of thousands of tourists to Minnesota each year. We know that the programs we offer to our schoolchildren prepare them for citizenship by helping them see themselves in the larger picture of the state's story. With the help of our members and friends, we have conveyed the significance of our work to the state's leaders.

The results of our combined efforts are measurable. In April of this year, the Minnesota Legislature passed a capital budget, or bonding bill subsequently signed by the Governor, which included \$6 million for Society projects. Along with funding to maintain our historic sites, the bill included an amount enabling us to address the current restoration needs of Historic Fort Snelling and to prepare this most important historic site to play an expanded role in the Society's programs. On June 30, 2005, the Legislature provided for the Society's annual operating needs with increased funding to help support historic sites that were relying heavily on the generosity of private donors. This increase in our appropriation will also enable us to remove the fee for school tours at the State Capitol. A separate appropriation provided funding to train teachers to use the Society's curriculum "Northern Lights." We also received an appropriation to begin planning the observance of Minnesota's 150th anniversary of statehood.

Although the Society's capital and operating budget needs required much attention, we focused most of our energy on delivering an extraordinary program to the state's people, as the details of this report show. For all that was accomplished, the Society remains thankful for generous support from you—our members, donors, staff and governing board members, volunteers and our elected leaders Governor Tim Pawlenty, the Minnesota Legislature and local officials around the state. You have demonstrated your conviction that, indeed, History Matters! Your trust in our work inspires us to do as much as we can for the state's people as we care for Minnesota's past, ever mindful of Minnesota's future.

Nine Archabal

Nina Archabal, Director

## 2005 HIGHLIGHTS

### HISTORY MATTERS-TO ALL OF US!

### MINNESOTA'S GREATEST GENERATION PROJECT IS SOCIETY'S LARGEST-EVER INITIATIVE

The Society's message that History Matters spread far and wide. In March, History Matters Day at the State Capitol showed that support for the Society is as strong as ever. Presentations were given by Society staff members, legislators and colorful costumed interpreters showing the breadth of our programs, including a photogenic Dominique rooster, who came to the occasion from the Oliver H. Kelley Farm and drew crowds wherever he stopped. Supporters—many sporting History Matters pins—visited legislators in their offices, adding to the swell of letters, phone calls and e-mails that grew throughout the session. In the end, the Society's operating budget was passed. It included much-needed funding for threatened historic sites, restoring a level of stability to a network that has endured difficult financial times in recent years.

The Society began one of the most comprehensive projects it has ever undertaken with the Minnesota's Greatest Generation project, a multi-faceted effort to document those who came of age in the mid-20th century. This generation's endurance and ingenuity allowed them to overcome the Great Depression, win the Second World War and enjoy unprecedented prosperity in the post-war years. The Society's goal is to preserve this generation's history and make it accessible to coming generations. In the first phase of the project, the Society conducted 19 workshops across the state devoted to protecting and preserving photographs, diaries, letters and other materials. The Society also began an extensive oral history project and a major effort to collect and conserve artifacts from the era. Gen. John Vessey, a Minnesotan and former Chairman of the Joint Chiefs of Staff, agreed to serve as the honorary chairman of the project, which will culminate in a major exhibit in 2008.

MILL CITY MUSEUM ESTABLISHES ITSELF AS ONE OF MINNEAPOLIS' PRIME ATTRACTIONS

Mill City Museum had another successful year with attendance at nearly 130,000. Mill City Live, the museum's free outdoor music series, continued to attract new visitors with attendance nearly doubling during its second year. Media outlets from around the country continued to praise the museum as a must-see destination. Prominent newspapers, including the Washington Post, Dallas Morning News and the St. Petersburg Times, as well as Travel & Leisure magazine, touted the museum in travel-related articles, bringing attention from across the country.

### MILLIONS ENJOY SOCIETY'S SERVICES AT MUSEUMS, HISTORIC SITES AND WEB SITE

### MHS PRESS BREAKS ITS OWN RECORD WITH 25 NEW BOOKS

### HISTORIC SITES KEEP HISTORY ALIVE

Visitors chose from hundreds of special events—in addition to our regular outstanding programming—at the Society's network of 24 historic sites. Nearly 200,000 people celebrated the 100th anniversary of the Minnesota State Capitol, designed by renowned architect Cass Gilbert, at a variety of special events and tours. In a rare honor, the Jeffers Petroglyphs Historic Site was given a Trustee Emeritus Award for Excellence in the Stewardship of Historic Sites by the National Trust for Historic Preservation. And at the Sibley House in Mendota, visitors once more could take tea at Gen. Sibley's Teahouse, a long-time tradition that had disappeared in recent years. In a significant development for the future of Historic Fort Snelling, the Society received state bonding to begin the restoration and rehabilitation of the state's oldest recognized historic site.

More than six million visitors made the trip to the History Center,

Mill City Museum, our 24 historic sites statewide, or visited us electronically on the Society's award-winning web site. More than 250,000 visitors enjoyed the History Center's exhibits and over 30,000 researchers found what they were looking for in the Minnesota Historical Society Library. The immense popularity of Nine Nights of Music continued to grow, with nearly 6,000 people attending the summer music series. Nearly 600,000 visitors learned about our state's history at our historic sites, including more than 200,000 visits. The library's online store received more than 500,000 visits to the birth certificates page, more than 900,000 to the death certificates page and nearly 500,000 to the photo and art database. More than 200,000 people checked out the calendar of

The Minnesota Historical Society Press continued its impressive

growth, publishing 25 new titles, including "The St. Paul Stories of F. Scott Fitzgerald," "Minnesota Goes to War: The Home Front During World War II" and "Minnesota's Treasures: Stories Behind the State's Historic Sites," which won a Minnesota Book Award. "Caring for American Indian Objects" won an award of merit from the American Association for State and Local History and was nominated for a Minnesota Book Award. It will be distributed to

events and nearly 3,000 e-cards were sent.

nearly 300 tribal institutions nationwide.

# 2005 HIGHLIGHTS

SOCIETY COLLABORATES ON INSTALLATION AT RED LAKE INDIAN RESERVATION	The Society worked with the Red Lake Band of Chippewa Indians and the Red Lake Tribal Archive to create a series of illustrated panels, to be placed in five schools on the Red Lake Indian Reservation, that explore highlights of Red Lake history through historic photos and quotes from Red Lake Band members. The messages on the panels emphasize the long existence of the community, its uniqueness in surviving, and its resistance to attempts to divide its land and hold on to its cultural traditions.
SMITHSONIAN'S 'THE AMERICAN PRESIDENCY' WIDENS SOCIETY'S SCOPE	The Smithsonian Institution's exhibit "The American Presidency" proved a resounding success, expanding the Society's interpretation of history beyond state borders to the nation as a whole. The exhibit, which came to the History Center through the generous support of Elizabeth and Whitney MacMillan, featured hundreds of artifacts from the Smithsonian as well the Society's own collections, including a silver inkwell used by Abraham Lincoln and a surveyor's compass used by George Washington. An accompanying exhibit, "From the Great State of Minnesota," highlighted the presidential campaigns of Harold Stassen, Hubert Humphrey, Eugene McCarthy and Walter Mondale. Student visitors learned more about their country through "Making History with the President," a program developed with Galumph Interactive Theater, which took students back in time to advise President John Adams in his deliberation over signing the Sedition Act of 1798. An ambitious lecture series offered in conjunction with the exhibit, with six presentations by nationally known historians, sold out.
UNIQUE AND PRECIOUS ITEMS—ALONG WITH EVERYDAY TREASURES AND VALUABLE STATE RECORDS—ADD TO SOCIETY'S COLLECTIONS	The Society's vast collections continued to grow with the addition of such items as a regimental sword made by Tiffany & Co. presented to Col. Henry C. Lester by the Third Minnesota Regiment in 1862; a rare 1836 pamphlet titled "Notes on the Wisconsin Territory;" Seth Eastman's "A View of Mendota, 1848;" and a rare original audio tape of Bob Dylan, the legendary "Minnesota Party Tape," recorded in a Dinkytown apartment at the University of Minnesota in 1960. In April, the Society joined with the Office of the Revisor of Statutes and the Legislative Reference Library to launch a groundbreaking project, funded by a federal grant, to explore and test the technologies available to preserve the electronic records of the Minnesota Legislature.

CHANGING EXHIBITS LET VISITORS SEE SOMETHING NEW	Smaller, changing exhibits continued to draw a diverse audience with wide-ranging topics. "Strange Days, Dangerous Nights," a look at the sensationalist news photography of the 1930s, '40s and '50s, opened at the History Center in December. Inspired by veteran Pioneer Press writer and author Larry Millett's book of the same name (published by MHS Press), the exhibit featured 81 images from the archives of the Pioneer Press and St. Paul Dispatch. The exhibit's opening event was attended by more than 450 people. The James J. Hill House art gallery hosted "19th Century Paintings from the Permanent Collection," featuring a rotating look at paintings in the Society's art collection. And at Mill City Museum, visitors could see exhibits ranging from "Minnesota in the Mail," featuring selections from the Society's collections of more than 20,000 postcards, to "Charles Beck Woodcuts," featuring works from the Minnesota artist's 60-year career.
SOCIETY LISTS 10 PROPERTIES TO THE NATIONAL REGISTER, AWARDS THOUSANDS OF DOLLARS IN GRANTS	Ten properties were listed on the National Register, including the Carleton Airport in Stanton Township, built in 1942 by Carleton College, to provide its students with elementary flight training in preparation for military enlistment. It is the only flight training facility that retains its original airfield material. Other properties listed include the Minneapolis Fire Department Repair Shop; the Dr. Donald C. Balfour House, Rochester; and the St. Paul Municipal Grain Terminal, among others. Twenty State Grants-in-Aid projects were awarded a total of \$58,000; 13 projects were awarded a total of \$70,799 in Federal Certified Local Government grants; and eight cities received scholarship grants to attend the state historic preservation conference, totaling \$3,799. The 25th annual Statewide Historic Preservation Conference, held at the historic Paramount Theatre in St. Cloud, enjoyed record-breaking attendance.
MINNESOTA CONTINUES TO DOMINATE NATIONAL HISTORY DAY	Research into the Jack the Ripper murders and the New York newsboy strike brought two Minnesota entries first-place awards. In all, 55 student finalists represented the state, joining 2,000 students from across the country, at the National History Day competition, and 13 entries won awards. The National History Day program, a model for other programs across the nation, is co-sponsored by the Society and the University of Minnesota Department of History as a means of promoting applied history education throughout the state.

### **Fiscal Year 2005 Financial Highlights**

The Society received \$21.6 million in operating support from the State of Minnesota in fiscal year 2005. This represents a decrease of \$0.5 million from the prior fiscal year. However, capital appropriation support, which is directly related to historic sites asset preservation projects and Historic Fort Snelling revitalization approved by the 2005 legislature, increased \$5.6 million over the previous fiscal year.

Contributions from the Society's members, friends, corporations and foundations totaled \$3.6 million, down \$1.6 million from fiscal year 2004. This is a result of major corporate contributions from foundations in support of several major exhibits, as well as the opening of Mill City Museum in fiscal year 2004.

Non-investment operating revenues increased an average of 7.4% over the previous fiscal year, with increases in every category of revenue.

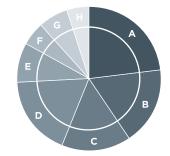
A total of 53.2% of the Society's expenses for fiscal year 2005 was for salaries and benefits.

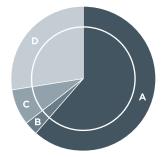
More than 1,800 volunteers contributed a record 44,000-plus volunteer hours across the state.

The market value of the Society's investment increased 8.7% to \$29.1 million during fiscal year 2005. This increase reflects the net of new endowment gifts and investment return.

In June 2005, the Society deaccessioned the LeDuc House to the City of Hastings. As part of the deaccession agreement, the Society transferred \$604,000 of net assets held for endowment and repairs and maintenance of the LeDuc House.

On January 11, 2005, the History Center began charging an admission fee, which resulted in \$91,000 of admission revenue and \$36,000 in new memberships.





### Sources of Support and Revenue

A	State Appropriations	61.5%
в	Federal, State and County Grants	3.2%
с	Support from Individuals, Corporations and Foundations	8.0%
D	Earned Income	27.3%

and Archival Services	17.6%
C Museum Operations	15.4%
<ul> <li>Administration, Development, Support and Technology</li> </ul>	18.2%
E History Center	8.7%
F Outreach and Preservation	5.4%
G Mill City Museum	6.6%
H Publications and Research	4.9%

A Historic Sites 23.2%

Percentage of Expenses by

**B** Library Collections

**Program Area** 

### Condensed Balance Sheet Year ended June 30, 2005 (000's omitted) With summarized information as of June 30, 2004

	Undesignated			Temporarily restricted		Permanently restricted	Total	
	Unrestricted Funds	Plant fund	designated endowment	State appropriations	Other		2005	2004
Cash and investments Receivables Museum shop inventories Property and equipment net	\$4,113 1,894 888	\$90,345	\$11,976	\$1,589 6,606	\$ 7,732 2,370	\$15,456 1,337	\$ 40,866 12,207 888 90,345	\$ 38,168 9,943 924 90,847
Total assets	\$6,895	\$90,345	\$11,976	\$8,195	\$10,102	\$16,793	\$144,306	\$139,882
Payables and accrued liabilities Net assets: Unrestricted Temporarily restricted Permanently restricted	\$ 973 5,922	\$90,345	\$ 34 11,942	\$ 938 7,257	\$ 403 9,699	\$ 416	\$ 2,764 108,209 16,956 16,377	\$ 3,142 107,584 14,944 14,212
Total net assets	5,922	90,345	11,942	7,257	9,699	16,377	141,542	136,740
Total liabilities and net assets	\$6,895	\$90,345	\$11,976	\$8,195	\$10,102	\$16,793	\$144,306	\$139,882

These statements are excerpts from the Society's audited financial statements, which are available upon request.

Statement of Activities Year ended June 30	0, 2005			(000's	omitted) With	summarized in	formation as of	June 30, 2004
	Undesignated Unrestricted	Unrestricted Plant	Board	Temporarily State	y restricted	Permanently restricted	Total	
	Funds	fund	designated endowment	appropriations	Other		2005	2004
Support and revenue:								
Support:								
Private contributions	\$ 979				\$ 1,236 1,290	\$ 1,382	\$ 3,597 1,290	\$ 5,223 2,193
Federal grants State agency grants/cancellations					1,290		1,290	(3)
County and other grants					156		156	1,120
State operating appropriations State capital appropriation				\$21,556 5,928			21,556 5,928	22,057 294
Total support	979	0	0	27,484	2,682	1,382	32,527	30,884
Revenue:				27,404	2,002	1,002		
Admission fees	1,984						1,984	1,902
Museum store sales	1,705						1,705	1,661
Membership	842						842	790
Publication sales Program fees	1,508 385						1,508 385	1,383 340
Contract service fees	385 819						819	690
Digital product fees	384						384	378
Investment return	154		1,932		397	983	3,466	5,135
Auxiliary services Other sales and fees	830 283						830 283	739 252
Total revenue	8,894	0	1,932	0	397	983	12,206	13,270
Total support and revenue	9,873	0	1,932	27,484	3,079	2,365	44,733	44,154
Net assets released from								
program restrictions	27,258	\$ 998		(23,815)	(4,441)			
Total support, revenue and net assets released from program restrictions	37,131	998	1,932	3,669	(1,362)	2,365	44,733	44,154
Expenses:								
Program services:								
Library collections and archival services	6,691	241					6,932	6,540
Publications Museum operations, exhibits and education	1,926 5,839	10 204					1,936 6,043	2,067 6,445
Historic sites	8,834	274					9,108	9,682
Outreach and preservation	2,104	7					2,111	1,940
Mill City Museum	2,130	466					2,596	3,206
History Center	3,136	282					3,418	3,377
Total program services	30,660	1,484	0	0	0	0	32,144	33,257
Supporting services:	6 7 7 7	15					6750	E G D O
Management and general Development and membership	6,337 830	1					6,352 831	5,620 757
Total supporting services	7,167	16	0	0	0	0	7,183	6,377
Total program services	37,827	1,500	0	0	0	0	39,327	39,634
Increase (decrease) in		(500)	1070	7.000	(1700)	2705	E 400	4 5 3 0
net assets before reclassification and transfers Reclassification of net assets	(696) 1,029	(502)	1,932 (1,118)	3,669	(1,362) 89	2,365	5,406	4,520
Transfers	(2)		(18)		(384)	(200)	(604)	
Total reclassification and transfers	1,027	<u> </u>	(1,136)		(295)	(200)	(604)	
Changes in net assets								
Unrestricted	331	(502)	796	7.000			625	2,144
Temporarily Restricted Permanently Restricted				3,669	(1,657)	2,165	2,012 2,165	(325) 2,701
Net change in net assets	331	(502)	796	3,669	(1,657)	2,165	4,802	4,520
Net assets at beginning of year	5,591	90,847	11,146	3,588	11,356	14,212	136,740	132,220
Net assets at end of year	\$ 5,922	\$90,345	\$11,942	\$ 7,257	\$9,699	\$16,377	\$141,542	\$136,740

### DONORS

The people of Minnesota generously supported the Society through appropriations made by the Legislature and approved by the Governor. In addition to state support, we gratefully acknowledge the support of all our members and friends in fulfilling the Society's mission. Thanks to the commitment and generosity of these donors, the Society continues to offer quality programs and services that engage the public and offer new perspectives on Minnesota history.



The Minnesota Historical Society is grateful for the leadership support of its North Star Circle members who contributed \$1,000 or more to the Annual Fund.

For information on the North Star Circle, please contact Bonita Jenne at 651-284-4801 or bonita.jenne@mnhs.org.

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