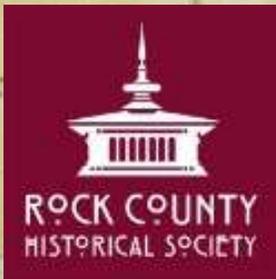


LINCOLN-TALLMAN  
MUSEUM



# 2016 ANNUAL REPORT



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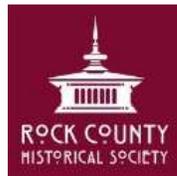
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## The Road We Walked Together

2016 was a critical year for moving our strategic plan one step further. New staff was added to coordinate our passionate group of volunteers. New programming was added to create an engaging, diverse array of educational events, tours and special events.

RCHS launched History Makers and Spirits in the Night, two innovative programs to engage new audiences, while generating additional financial support.

Michael Reuter - Executive Director



# OVERVIEW

**\$1,523,247** from \$1,412,222

(Total liabilities and net assets 2016 from 2015)

## Looking Back at 2016...

### OUTREACH



55,000 Paid & Organic reach of social media outlets



8 Distinct Special Events



24 Educational Programs

### VOLUNTEERS



190  
Volunteers & Interns



10,323  
Hours donated by our dedicated volunteers



Quarterly training and an annual recognition event.

### EDUCATION



625 Students taught in the Frances Willard Schoolhouse



24 Kids participate in our History Camp



150 People immersed in our Oak Hill Cemetery tours

# FINANCE

ROCK COUNTY HISTORICAL SOCIETY, INC.  
STATEMENTS OF FINANCIAL POSITION  
December 31, 2016 and 2015

	2016	2015
<b>ASSETS</b>		
Cash	\$ 354,656	\$ 391,434
Certificate of deposit	1,049	1,049
Promises to give	9,100	-
Inventory	4,367	4,642
Property and equipment - net	1,111,854	975,263
Beneficial interest in assets held by CFSW	42,221	39,834
<b>Total assets</b>	<b>\$ 1,523,247</b>	<b>\$ 1,412,222</b>
<b>LIABILITIES</b>		
Accounts payable	\$ 102,039	\$ 20,958
Accrued expenses	23,127	25,304
Note payable	74,823	-
<b>Total liabilities</b>	<b>199,989</b>	<b>46,262</b>
<b>NET ASSETS</b>		
Unrestricted	908,304	874,033
Temporarily restricted	354,000	430,973
Permanently restricted	60,954	60,954
<b>Total net assets</b>	<b>1,323,258</b>	<b>1,365,960</b>
<b>Total liabilities and net assets</b>	<b>\$ 1,523,247</b>	<b>\$ 1,412,222</b>

## Additional Remarks

### KEY EVENTS

- History Makers
- Spirits in the Night
- Tallman Arts Festival
- Sunday Dinner
- Historic House Tour

### KEY CONTRIBUTIONS

- Elite Eight  
Event Revenue
- City of  
Janesville
- Tours
- Rentals

### KEY EXPENSES

- Payroll/Wages
- Utilities
- Insurance
- Event Expenses



# PROJECTS

## History Makers

Inaugural awards event for the Historical Society that honored individuals who have devoted their lives and passions toward local history and historic preservation.

## TOYS@PLAY

A new, interactive exhibition on campus, focusing on families, TOYS@PLAY offered handheld games, programs and trips down memory lane to honor traditions of a time when we were all children.

## Spirits in the Night: A Tallman Thriller

The first of its kind in Rock County, Spirits in the Night was an entrepreneurial venture, partnering RCHS with local performing arts groups to create a living tour; one that combined fright with fun as participants were taken through a journey, using the Tallman House and campus as its stage. In its first year, Spirits:



- ✓ Engaged with audience groups 17–32.
- ✓ Generated \$17,000 in additional earned revenue.
- ✓ Collaborated with local performing arts groups to create a new, engaging experience.