



2016 ANNUAL REPORT



CONTENTS

1

OVERVIEW

2

FINANCE

3

PROJECTS



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
ASSETS		
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
Total assets	\$ 1,523,247	\$ 1,412,222
LIABILITIES		
Accounts payable	\$ 102,039	\$ 20,958
Accrued expenses	23,127	25,304
Note payable	74,823	-
Total liabilities	199,989	46,262
NET ASSETS		
Unrestricted	908,304	874,033
Temporarily restricted	354,000	430,973
Permanently restricted	60,954	60,954
Total net assets	1,323,258	1,365,960
Total liabilities and net assets	\$ 1,523,247	\$ 1,412,222

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.