

Greater West Bloomfield Historical Society

2010 in Review

Wednesday, October 13, 2010

Gino's Restaurant



Greater West Bloomfield Historical Society

Agenda

- Welcome, Buzz Brown president.
- 2009-10 GWBHS In Review power point presentation, Buzz.
- Volunteer opportunities, Gina.
- Election of board members, Buzz.
- Membership vote on Distinguished Service Award nominees. Presentation of awards, Buzz.
- Adjournment



Outreach Programs

1,657 - ALL PROGRAM ATTENDANCE

972 - Overall visitors to Apple Island

458 - West Bloomfield School visitors to
Apple Island

785 - Attendance at various programs



February - Orchard Lake Gallery



May - Michigan Week Breakfast



Michigan Week Tours



Island Camping

- 3rd weekend in May
- 476 visitors over 2 days
- Reenactors camped on island



Apple Island Tours – Museum Activities



Elementary School Apple Island Tours



Sustainability

- 11 days
- 500 Students, Parents & Teachers
- 2nd grade students West Bloomfield School District
- Great Lakes Academy
- 8 member docents involved



June - Strategic Planning Meeting



Site Usage



359 Visits



1,563 Pageviews



4.35 Pages/Visit



39.00% Bounce Rate



00:04:07 Avg. Time on Site



56.55% % New Visits

New Website Traffic Analysis



Greater
West Bloomfield
Historical Society

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Greater West Bloomfield Historical Society



Group Trips & Tours



Private Tours

- Kirk in the Hills
- Friends of Apple Island
- Great Lakes Academy
- Chi-Town Station
- Lone Pine Elementary School (Bloomfield Hills School District)
- Pine Lake Cemetery



Lone Pine Elementary School



Greater West Bloomfield Historical Society

Off-site Displays

- West Bloomfield Township Hall
- City of Orchard Lake
- Sylvan Lake Ice Cream Social
- Gino's Pre-Cruise
- City of Keego Harbor



Revenue and Expense Summary

Revenue	<u>Actual</u>	<u>Budget</u>
Donations / Membership	\$8,245	\$6,626
Programs	7,920	5,000
Fund Raising		1,150
Museum Store	399	1,760
Miscellaneous	423	
Cost of Items Sold	<u>-682</u>	<u>-410</u>
Total Revenue	\$16,305	\$14,126
Expenses		
Programs	\$8,359	\$5,400
Administrative	\$917	\$526
Museum	8,157	7,350
Membership Development	<u>1,822</u>	<u>850</u>
	\$19,255	\$14,126
Net	<u><u>-2,950</u></u>	<u><u>\$0</u></u>



2010 Community Support

<u>Municipality</u>	<u>Extended</u>
Keego Harbor	\$0
Orchard Lake	Museum
Sylvan Lake	0
Countryside Imp. Assoc.	\$175
West Bloomfield Township	<u>4,000</u>
	\$4,175



Membership Growth

	2007	2008	2009	2010
Community	2	2		1
Family	24	24	48	80
Individual	21	23	27	26
Patron/Business	10	10	15	11
Premier	12	10	10	13
Senior	41	38	45	56
	110	107	145	187



No Child Left Inside

“There is something wrong with a society that spends so much money, as well as countless hours of human effort – to make the least dregs of processed information available to everyone everywhere and yet does little or nothing to help us explore the world for ourselves.”

The Necessity of Experience, Edward Reed

“None of our major institutions or our popular culture pay much notice to what Reed called ‘primary experience’ – that which we can see, feel, taste, hear, or smell for ourselves.”

Last Child in the Woods, Richard Louv



Role of the Historic Society

... In the current climate of shrinking city and school district budgets, the value of a local history museum and supportive historical society is essential to the delivery of social studies education that is so important to students and adults.

Buzz Brown in a letter to Hamtramck Mayor Karen Majewski supporting the development of a city museum.



Family Fun Day



Greater West Bloomfield Historical Society

Free-range Play

Free-range play can be noisy, messy and destructive





Discovery



Plans for 2011

- Apple Island nomination as a National Historic Site
- Offsite display case for Keego Harbor City Hall
- Complete website rebuild
- Make the Township Tax Records digitally available
- Finance Committee

