



Lakeshore  
Museum Center

# MUSEUMS MAKE A COMMUNITY.

A 2020 Annual Update from the Board and Staff of the Lakeshore Museum Center.



# WHAT IS THE LAKESHORE MUSEUM CENTER?



## 7 Museums, 1 Great Organization

Did you know that The Lakeshore Museum Center encompasses 3 different museum sites, made up of 7 museum buildings? The Historic Sites include the Hackley and Hume Historic Site, the Fire Barn Museum, and the Scolnik House of the Depression Era. The Museum Center houses our natural and cultural history exhibits, along with the Science and STEM centers, and the Heritage Museum highlights Muskegon's industrial and business history. In addition, the Lakeshore Museum Center also has a Collections Center and Archives.

9

Buildings

18,039

Annual Visitors

347

People at Family Fun Nights  
(808 in 2019)

164

Volunteers

75

Annual Programs  
(600 in 2019)

112

Virtual Programs  
(new in 2020)

## Mission

Our Mission is to tell the story of Muskegon County by collecting, preserving, and interpreting the history of its people and natural environment.

## History

The Lakeshore Museum Center began in 1937 as the Muskegon County Museum. Over its 83 years it has had many homes, but the most permanent has been the old YWCA building which opened as the museum in 1983 and still houses the museum today.

The museum has been supported by a county-wide millage since 1981, and in 1986 the museum added the Hackley and Hume Historic Site to its operations. The restoration of the houses is a continuous process, and as new historic evidence is discovered we make updates to maintain and preserve the houses' historic integrity.

In 2020, the Muskegon Heritage Museum blended with the Lakeshore Museum Center. This new addition complements the mission and collection of the Lakeshore Museum and showcases the businesses that have shaped Muskegon into what it is today.

## A Letter from the Board President & Executive Director

If you were to examine historical documents, you would be hard pressed to find any that said pandemics were fun. Throughout this document we will show you **2019 compared to 2020** to mark how the pandemic affected the museum. This is important for historical record keeping both for the museum and for the community as a whole. One thing to note is no matter how empty our buildings were, the Board and staff pushed forward and never stopped serving our community. We learned that we can weather any storm.

An exciting thing that happened in 2020 was the passing of the millage in August. This was one of the reasons that staff were able to work from home and the museum is proud to say that we did not have to lay anyone off or furlough our employees. Another highlight came in the form of folding the Muskegon Heritage Museum into the Lakeshore Museum Center. With similar missions and collections, it was a natural partnership. Also in 2020, we officially handed off Michigan's Heritage Park to the Whitehall School District.

Last year was a whirlwind, but the Board and staff are looking forward to 2021 and all of the opportunities yet to come.

**Melissa Horton**  
Executive Director

**Rob Johnson**  
Board President



# VIRTUAL LEARNING – MUSEUM AT HOME.

Part of being a community resource is making sure we have something for everyone. We strive to create programs and events that appeal to any age and invite our neighbors to come back time and time again. During the shutdown, the website became the conduit to our community. Coloring sheets, experiments, crafts, activity worksheets, Zoom meeting backgrounds, podcasts, and virtual tours were added to keep families busy at home. We also recognized that this was the time to collect stories of how the pandemic was affecting residents. Because of this, the Social Diary was created to capture how Muskegon residents were feeling and coping. In addition, a link was also added for easy uploading of digital media to our Archives.

## 113 On Demand Videos Produced

- 28 Science at Home
- 31 Hackley and Hume In-Depth Tours
- 2 Live Stream Trivia Programs

## 12 Crafts for Young Children

## 27 Podcasts Created

### Virtual Resources

View our list of resources and activities you can do at home at:  
[lakeshoremuseum.org/museum-at-home](http://lakeshoremuseum.org/museum-at-home)



Thanks for the caterpillar craft!  
– Meggan Johnson

### WHAT PEOPLE SAY:



**Mastodons on the Loose Scavenger Hunt:**  
“We had so much fun hunting mini mastodons yesterday! Thank you for an enjoyable activity for family fun in Muskegon.”  
– Janice Griffiths



**“I LOVE YOUR PODCASTS!”**  
The history of our hometown is fascinating and you guys do a fabulous job researching it and presenting it in an interesting way. Thank you!”  
– LaShelle Mikesell



# WHERE SCIENCE AND HISTORY CONNECT US.

Education is the heart of what we do at the Museum. In March, during the shutdown, staff immediately began working with teachers to see what they needed from the Museum for support. By May, school programs were all virtual. The museum is proud of its programming staff for their quick adaptation to virtual interactive platforms, allowing the Museum to still be an important resource for teachers.

## 1,666 Students Served with Outreach

The museum went to **94** classrooms between January and March with topics such as STEM Magnets, Food Webs, and Michigan's First People.

## 122 In-person Field Trips before Pandemic Closures

## 73 Virtual School Tours



**3,982** students participated in virtual and in-person programs (**down from 7,446 in 2019**). In 2020, we had 302 individual classrooms from 37 schools within Muskegon County participate in museum programming.



**0** students came to learn about the Fur Trade Era in Michigan (**down from 906 in 2019**). This program was cancelled due to the pandemic.



**158** students took part in The BIG Lesson program (**down from 559 in 2019**). This was a significant decrease from 2019. We were able to host 7 classrooms and give 29 programs before the pandemic hit.



**823** students used one of our educational Loan Kits (**down from 1,887 in 2019**).

### WHAT PEOPLE SAY:



I love seeing all of the adaptations that were made for kids to enjoy camp in a COVID world! Thank you staff!  
– Amy Kendall



“My class has a Pioneer program today and Lumbering next week! Woo hoo! It helps to ease the disappointment of missing BIG Lesson Week this spring! – Heidi Radowski, Shettler Elem.



# A LITTLE BIT OF EVERYTHING FOR EVERYONE.



The main Lakeshore Museum Center has two full floors of exhibits to explore and make you wonder! From discovering prehistoric plants and animals of Michigan, to uncovering the way things work in our Science Center, there is always something new and exciting to experience here with popular permanent exhibits and must-see temporary ones you won't want to miss!

## Hands-On Galleries

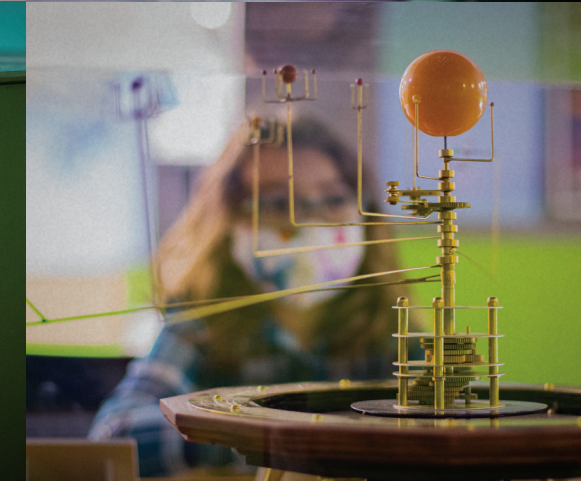
- SCIENCE CENTER
- STEM CENTER
- BODY WORKS

## 2020 Changing Exhibits

- **CHEERS! A HISTORY OF BREWING IN MUSKEGON**  
*DEC. 2019 - OCT. 2020*
- **WHO IS ROSIE LEE WILKINS?**  
*NOV. 2020 - APR. 2021*
- **HATS OFF TO MUSKEGON**  
*JUN. 2020 - FEB. 2021*
- **ARCHIVES CASE - COLLECTIONS PORTAL**

## Virtual Engagement

- THE SCIENCE OF BEER MAKING
- WHY WE QUILT-COMMUNITY VIDEO PROJECT
- WHO IS ROSIE LEE WILKINS? EXHIBIT VIRTUAL TOUR





# SAVING FOR THE NEXT GENERATION.



The Lakeshore Museum Center collection contains over 60,000 items that are important to the natural and cultural history of Muskegon County. Statistically, only 10% of a museum's collection is actually on exhibit, with 90% being cared for in storage! This is a big job, and the Museum staff take pride in the quality of care they provide to protect and maintain these objects for future generations.

## 2020 STATISTICS

**116**

Research Requests

**172**

Research Hours by Staff

**55**

Donors

**137**

New Objects Added

**9,801**

Records Digitized and  
Made Available Through  
the Portal



Oak sewing table made by Muskegon resident and woodworker, Arthur E. Hollway, ca. 1910

ARGUS Public Portal went live in 2019. Accessible through our website, it allows the museum collection and archives to be searched by anyone in the world.

**11,666 records were viewed through ARGUS in 2020 (up from 3,200 in 2019).**

*ARGUS is partially funded with a MCACA Grant.*



**Fruit Crate**  
used at the Chase Farm  
in White River Township,  
ca. 1930

**Face Mask**  
issued by Holton Public  
Schools to graduating  
seniors during the  
COVID-19 pandemic, 2020







# A LASTING LEGACY – THE HISTORIC SITES.

Built in the 1890s, the homes of lumber barons Charles Hackley and Thomas Hume are a treasured part of downtown Muskegon. The Museum has been doing ongoing restoration since the 1980s. Also, part of the Historic Sites is the Fire Barn Museum and the Scolnik House of the Depression Era.

**1,072**

Hackley & Hume Visitors  
(7,145 in 2019)

**855**

Scolnik House Visitors  
(3,214 in 2019)

**897**

Fire Barn Visitors  
(3,351 in 2019)

**0**

Visitors on FREE days  
(1,251 in 2019)

**112**

Escape Room Participants  
(366 in 2019)

**0**

Cruise Ship Visitors  
(623 in 2019)



“During COVID, they are committed to only have tours with same-family members, so that strangers don’t share germs with each other. Since I was alone, I got a tour of my very own! This was amazing, and I got to ask a lot of questions, which the guides were very patient about answering. Shout out to Alecia and CJ for making it a wonderful experience!”

– *Tripadvisor Comment*

## WHAT PEOPLE SAY:



Gorgeous homes - loved them both! Our guide was awesome. You could tell she enjoyed her job! She took her time explaining all the details of both houses and there was a lot to see! – *Facebook Comment*



“I tip my October Witches Hat to Hackley and Hume Historic Site for yet another REALLY cool new program; The Flashlight Tour!” – *Facebook Comment*



# HANDS-ON HISTORY – THE MUSKEGON HERITAGE MUSEUM.

Established in 1983, The Muskegon Heritage Museum is dedicated to preserving the economic, industrial, and social history of the greater Muskegon area. Their collection includes informational exhibits, artifacts, and photos pertaining to Muskegon's industries, products, and businesses. On June 2, 2020, the Muskegon Heritage Museum officially merged with the Lakeshore Museum Center, following the retirement of Allan and Anne Dake, who were the volunteer directors of the Heritage Museum for 11 years.

## 815

Annual Visitors

## 146

Visitors on Community  
FREE Days

*(sponsored by Howmet Aerospace)*

## 125

Youth Served Through  
School Programs



“I could not be more pleased or surprised at this GREAT little museum. Exemplifying civic pride, this Museum provides a history of the businesses and corporations that flourished in Muskegon. The docents here were extremely knowledgeable and available. I especially enjoyed learning about logging/sawmills and the Brunswick business (bowling/billiards). I highly recommend this as a fun and educational museum.”  
- *Tripadvisor Comment*

### WHAT PEOPLE SAY:



“My dad and I toured the museum for Father’s Day. It was incredible to see the history of my hometown that he has told me about my whole life. Well done exhibits and knowledgeable staff.”  
- *Tripadvisor Comment*



“Everything is WONDERFUL about the Museum ... it is our Past & is constantly growing! Amazing things to see! An absolute MUST for EVERYONE!” - *Facebook Comment*



# THE COST OF BEING A COMMUNITY RESOURCE.



## FINANCIAL HIGHLIGHTS

- In 2020, COVID-19 shut the museum down for 3 months. When we reopened, it was with reductions in capacity and programs.
- The millage was passed in August of 2020, ensuring we have financial stability for another 10 years.

**75%**

Reduction in Admission from 2019

**75%**

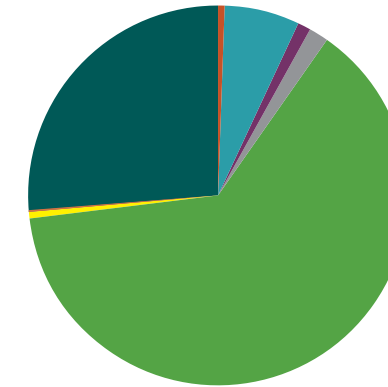
Reduction in Program Income from 2019

**33%**

Reduction in Net Worth by Gifting Michigan's Heritage Park to Whitehall Public Schools

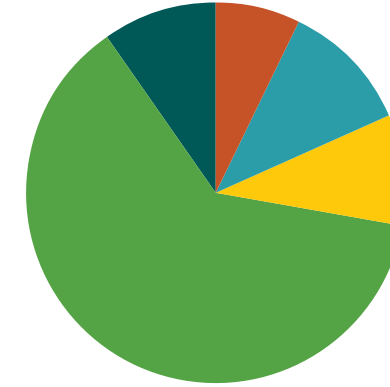
## 2020 INCOME

Admissions  
Donations  
Grant Income  
Memberships  
Millage Funds  
Program Income  
Retail Sales-COG  
Misc./Other Income /PPP Grant



## 2020 EXPENSES

Facilities  
Operating  
Marketing  
Program & Exhibit Support  
Other Expenses





# WE PUT THE "FUN" IN FUNDRAISING.



Trying to raise money in uncertain times forced the staff to think hard about what we needed. The **Raise the Roof, Shore the Floor** annual campaign raised half the funds needed to replace 2 roofs and 1 floor joist. With the money donated, we are happy to say the floor is finished and the roofs are on schedule to be replaced in September. Thank you to all who gave!

Membership continues to grow every year as well. Thank you to all who remain members and encourage others to become members!

## 2020 FUNDRAISING

**\$42,434**  
Membership Income

**\$15,436**  
Match Day Income

**\$62,644**  
Annual Appeal Income

## THANK YOU TO OUR ANNUAL APPEAL CORPORATE SPONSORS!



SSB | Shelby State Bank

PORT CITY VENTURES



choice one BANK



The MART DOCK



revel





# THE FUTURE OF HISTORY.

**YOU** are the future of history and we want you to be part of the Museum. We have many different ways for you to become involved. History, natural history, and science are the backbone of our community and the Lakeshore Museum Center wants to share that with you through our programs, exhibits, volunteer opportunities, and membership benefits. Be part of a growing community resource and a cornerstone of downtown!

## NEW EXHIBITS 2021

- **TURTLE TRAVELS**  
at the Museum Center
- **WOMAN'S DIVISION OF THE CHAMBER OF COMMERCE 70<sup>TH</sup> ANNIVERSARY**  
at the Museum Center
- **L'DOR V'DOR**  
at the Museum Center (*Partnership Exhibit with the B'Nai Israel Temple & GVSU*)
- **RESCUING THE PAST FOR THE FUTURE: RESTORATION OF THE HACKLEY & HUME HISTORIC SITES**  
at the City Barn
- **IT RUNS IN THE FAMILY**  
at the Heritage Museum
- **BESSIE'S ALTERATIONS**  
at the Heritage Museum

Would you like to donate something? The museum collects objects that are connected to Muskegon County and its history. To inquire about donating to the collection, please contact our Collections Manager.

### DONATION

231-724-5532

[lakeshoremuseum.org](http://lakeshoremuseum.org)

[brenda@lakeshoremuseum.org](mailto:brenda@lakeshoremuseum.org)

We offer a wide variety of volunteer opportunities for youth and adults. Volunteers help out in many different departments within the museum ranging from collections to education and maintenance. To find out more, contact our Volunteer Manager.

### VOLUNTEERING

231-724-5544

[lakeshoremuseum.org](http://lakeshoremuseum.org)

[gwen@lakeshoremuseum.org](mailto:gwen@lakeshoremuseum.org)

Membership is a great way to support the museum and stay connected to all of the new and upcoming events and exhibits. Membership at the museum also gets you into sneak peaks, behind the scenes tours, and reciprocal museum exchanges throughout West Michigan. To find out more, contact our Guest Relations Manager.

### MEMBERSHIP

231-724-5523

[lakeshoremuseum.org](http://lakeshoremuseum.org)

[graciela@lakeshoremuseum.org](mailto:graciela@lakeshoremuseum.org)





# THANK YOU TO OUR SUPPORTERS!

County residents are our biggest supporters thanks to the millage. The millage keeps our doors open and admission to the main Lakeshore Museum Center free to the residents of Muskegon County year-round.

The Lakeshore Museum Center is also proud to offer free admission to *Museums for All* guests. Learn more at [museums4all.org](https://museums4all.org).



Free tours of the Hackley and Hume Historic Site, Fire Barn Museum, and Scolnik House of the Depression Era are offered to Muskegon County residents every weekend in October.

Thanks to a sponsorship by Howmet Aerospace, the Muskegon Heritage Museum offers free Community Days to county residents each month May-October.

# THANK YOU!





# MUSEUMS MAKE YOU.

## Lakeshore Museum Center

430 W. Clay Ave., Muskegon MI, 49440

Free to Muskegon County residents thanks  
to your 40 years of millage support!

[www.lakeshoremuseum.org](http://www.lakeshoremuseum.org)

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