MUSEUMS MAKE A COMMUNITY.

A 2020 Annual Update from the Board and Staff of the Lakeshore Museum Center.
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If you were to examine historical documents, you would be hard pressed to find any that said pandemics were fun.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   Rob Johnson
Executive Director  Board President
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.

**On Demand Videos Produced**
- 28 Science at Home
- 31 Hackley and Hume In-Depth Tours
- 2 Live Stream Trivia Programs

**Crafts for Young Children**

**Podcasts Created**
- 27

**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

**Virtual Resources**
View our list of resources and activities you can do at home at: lakeshoremuseum.org/museum-at-home

Thanks for the caterpillar craft!
– Meggan Johnson
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

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.

823 students used one of our educational Loan Kits (down from 1,387 in 2019).

73 Virtual School Tours

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.

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.

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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!

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
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

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.

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

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

SAVING FOR THE NEXT GENERATION.

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SAVING FOR THE NEXT GENERATION.
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.

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

A LASTING LEGACY – THE HISTORIC SITES.

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

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

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

“What people are WONDERFUL about the Museum...it is our Pad & is constantly growing! Amazing things to see! An absolute MUST for EVERYONE!”
- Facebook Comment

HANDS-ON HISTORY – THE MUSKEGON HERITAGE MUSEUM.

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
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
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!
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 70TH ANNIVERSARY at the Museum Center

• L’DOR V’DOR at the Museum Center (Partnership Exhibit with the B’Nai Israiz 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
brenda@lakeshoremuseum.org

VOLUNTEERING
231-724-5544
lakeshoremuseum.org
gwen@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.

MEMBERSHIP
231-724-5523
lakeshoremuseum.org
graciela@lakeshoremuseum.org

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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.

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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.

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.
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