MUSEUMS MAKE A COMMUNITY.

A 2021 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 85 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

The Board and Staff took on some big initiatives in 2021. In the early spring, we worked with Kendra Consulting to develop a new Strategic Plan. This plan will see the Museum through 2023 and focuses on sustainability and growth. From this, we did a space study, made sure we have funds at the Community Foundation for all of our sites, and updated our branding and marketing.

Community connections and partnerships were also a focus in 2021. We exist to tell Muskegon stories and connect the past to the present. Our exhibits and programs reflect this and we produced 295 programs and worked with different community partners to showcase and teach visitors about Muskegon’s rich heritage.

An addition to our collection in 2021 was the Muskegon Chronicle Archives. This collection encompasses approximately 30 file cabinets and 200 boxes of clippings that the Chronicle kept for their own reference. It is an amazing research tool. These changes, connections, and acquisitions put us on a promising path.

We hope you continue to enjoy the journey with us.

Melissa Horton  Rob Johnson
Executive Director  Board President

WHAT IS THE LAKESHORE MUSEUM CENTER?

7 Museums, 1 Great Organization

In 2021 the Lakeshore Museum Center updated its marketing and branding to better reflect our mission and help further our members understanding that we are a family of 7 museums with 2 collections storage facilities, spread across downtown, anchoring us to the community whose history we preserve and share.

9 Buildings
295 Annual Programs (75% increase from 2020)
31,592 Annual Visitors
156 Volunteers (5069.43 hours)

Mission
History

WHAT IS THE LAKESHORE MUSEUM CENTER?

In 2021 the Lakeshore Museum Center updated its marketing and branding to better reflect our mission and help further our members understanding that we are a family of 7 museums with 2 collections storage facilities, spread across downtown, anchoring us to the community whose history we preserve and share.

9 Buildings
295 Annual Programs (75% increase from 2020)
31,592 Annual Visitors
156 Volunteers (5069.43 hours)

WHAT IS THE LAKESHORE MUSEUM CENTER?

In 2021 the Lakeshore Museum Center updated its marketing and branding to better reflect our mission and help further our members understanding that we are a family of 7 museums with 2 collections storage facilities, spread across downtown, anchoring us to the community whose history we preserve and share.

9 Buildings
295 Annual Programs (75% increase from 2020)
31,592 Annual Visitors
156 Volunteers (5069.43 hours)

WHAT IS THE LAKESHORE MUSEUM CENTER?

In 2021 the Lakeshore Museum Center updated its marketing and branding to better reflect our mission and help further our members understanding that we are a family of 7 museums with 2 collections storage facilities, spread across downtown, anchoring us to the community whose history we preserve and share.

9 Buildings
295 Annual Programs (75% increase from 2020)
31,592 Annual Visitors
156 Volunteers (5069.43 hours)
COMMUNITY ENGAGEMENT CONNECTING IN MEANINGFUL WAYS.

Part of being a community resource is making sure we have something for everyone. During 2021, we piloted a program with the Muskegon County Sheriff’s Office called Time Well Served. This program gives incarcerated women at the Muskegon County Jail an opportunity for an extended visit with their children at the museum, providing a less trauma inducing experience for the children.

In addition, we worked with PALs Along the Lakeshore and the general public to do a quilt bombing on our front columns, A Museum’s Gone Wild program, Downtown Walking Tours at the History Science Museum, free Community Days at the Heritage Museum of Business Industry, and unique experiences like Clue Live and Flashlight Tours at the Historic Sites.

Because COVID was still impactful in 2021, we also developed a member-only digital content opportunity. For a small addition to your existing membership or a slight fee for new membership, subscribers had access to special tours and videos each month.

WHAT PEOPLE SAY:

“Mastodons on the Loose Scavenger Hunt: “This was a great stop to entertain the kids for a couple hours. Even better was the mastodon hunt around downtown Muskegon, which had us busy for about 3 hours the next day.”
- Kristian Koller

“We loooove coming to Lakeshore Museum Center! It’s 100% stress free and kid friendly!!! I always bring our friends from out of town too. Now that my kids are in school they really miss going as regularly as we used to.”
- LeeAnn Lawie

Friday Family Fun Night: Smashing Pumpkins

25 Podcasts Created

16 TikTok Videos (since 10/13/21)

12,887 Facebook Followers

2,498 Instagram Followers

39 Youtube Videos

485 Visitors at Friday Family Fun Nights

Museum at Home

View our list of resources and activities you can do at home at lakeshoremuseum.org/museum-at-home
WHERE SCIENCE AND HISTORY CONNECT US.

Education is at the heart of what we do. In 2021, we presented a hybrid of virtual and in-person learning. In the spring, we conducted many outreaches to the school that were presented on the playground instead of the classroom.

Then in the fall, we saw the return of the in-person BIG Lesson program with a week-long visit from Reeths-Puffer’s Central Elem. 2nd graders, which was just the start of many in the 2021-2022 school year.

However, due to increased COVID cases in November, we opted for a virtual From Furs to Fire: 3rd Grade MI History Week.

WHAT TEACHERS SAY:

There is so much planning and preparation involved in teaching BIG Lesson, however, it is well worth a teacher’s time and energy. Giving students the chance to learn firsthand about the community they live in is a priceless, lasting experience.

Thank you again from the bottom of my heart for guiding me and giving students such an amazing place to learn about history!!!

– Heidi Radowski, Edgewood Elementary.

542 Students Served on 29 Outreaches

4,400 students participated in virtual and in-person programs (up from 3,982 in 2020).

241 students took part in The BIG Lesson program (up from 258 in 2020).

295 third grade students joined us virtually for our From Furs to Fire program (up from 0 in 2020).

1,940 students used one of our educational Loan Kits (up from 823 in 2020).

Also, thanks to many generous donors on Giving Tuesday, we revived our Bus Grants Program, which proved very beneficial to area preschools in the coming school year.

Students Served on 29 Outreaches

542

4,400

241

295

1,940

WHAT TEACHERS SAY:

There is so much planning and preparation involved in teaching BIG Lesson, however, it is well worth a teacher’s time and energy. Giving students the chance to learn firsthand about the community they live in is a priceless, lasting experience.

Thank you again from the bottom of my heart for guiding me and giving students such an amazing place to learn about history!!!

– Heidi Radowski, Edgewood Elementary.
A LITTLE BIT OF EVERYTHING FOR EVERYONE.

The History & Science Museum 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!

2021 Changing Exhibits

- TURTLE TRAVELS
  May - Sept. 2021
- L’DOR V’DOR: GENERATIONS OF MUSKEGON’S JEWISH COMMUNITY
  Sept. 2021 - Apr. 2022
- 70 YEARS OF WOMEN’S DIVISION CHAMBER OF COMMERCE
  June - Dec. 2021
- RESCUING THE PAST TO PRESERVE THE FUTURE: THE RESTORATION OF THE HACKLEY AND HUME HISTORIC SITE

Hands-on Galleries

- SCIENCE CENTER
- STEM CENTER
- BODY WORKS

Exhibit Experiences

- ROSIE LEE WILKINS AFRICAN AMERICAN QUILT RESEARCH
- MICHIGAN TURTLES AND TURTLE REHAB
- HANUKKAH HISTORY OPEN HOUSE
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. 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. 44,432 records were viewed through ARGUS in 2021 (up from 11,666 in 2020). ARGUS is partially funded with a MCACA Grant.

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!

152 Research Requests
196.5 Research Hours by Staff
68 Donors
2,360 New Objects Added
10,562 Records Digitized and Made Available Through the Portal
44,432 Page Views in Argus
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 are the Fire Barn Museum and the Scolnik House of the Depression Era.

**A LASTING LEGACY – THE HISTORIC SITES.**

3,263
Hackley & Hume Visitors
(1,072 in 2020)

1,816
Scolnik House Visitors
(855 in 2020)

1,958
Fire Barn Visitors
(897 in 2020)

166
Visitors on FREE days
(0 in 2020)

**WHAT PEOPLE SAY:**

“A really great historical experience about the history of Muskegon. The architecture was incredible in the level of detail.”

- Kaytee Walker

“One of the best examples of Victorian architecture in Michigan! This place is breathtaking inside and out. The Hackley House is very ornate and the woodwork on the interior is nothing short of amazing. The Hume House is a little more straightforward and was intended to be very family-friendly. There’s a shared carriage house and overall this is one of the best sites in Muskegon.”

- David Booth, Google Review

579
Visitors Attended the Holiday Tours

104
Escape Room Participants
(112 in 2020)
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 museum for 11 years.

2,127
Annual Visitors
(815 in 2020)

6
FREE Community Days
(sponsored by Howmet Aerospace)

255
Youth Served Through School Programs
(125 in 2020)

“HandS-on History -
the Muskegon Heritage Museum.”

WHAT PEOPLE SAY:

“HandS-on History -
the Muskegon Heritage Museum.”

“We toured the museum a few days ago and wow, what a great experience! We had no idea going in how big this museum would be. Don’t pass this place by, it’s filled with great history and fascinating items.”

- Patty Bushey

“I was surprised by this museum. They have an assorted collection of items made in Muskegon, most of which I did not expect. The city has a varied history starting with lumber production to more modern conveniences. I enjoy learning about the history of the places I visit and this did not disappoint, taking over 1.5 hours to wander around. The staff was friendly and helpful, eager to talk about their collection. Worth a visit if you enjoy local history.”

- Brian Johnson, Google Review

“We toured the museum a few days ago and wow, what a great experience! We had no idea going in how big this museum would be. Don’t pass this place by, it’s filled with great history and fascinating items.”

- Patty Bushey

“We toured the museum a few days ago and wow, what a great experience! We had no idea going in how big this museum would be. Don’t pass this place by, it’s filled with great history and fascinating items.”

- Patty Bushey

“The exhibits are laid out well with detailed descriptions. The building is clean and the staff were helpful, knowledgeable and very friendly.”

- Brian Johnson, Google Review
The staff was uncertain about how 2021 would unfold and we budgeted very conservatively for both income and expense estimates. We were pleasantly surprised that the community missed us and we were able to do more than we expected. Some highlights were:

- PPP Loan was forgiven and we did not have to pay it back
- No staff were laid off
- Almost all of our income accounts came in higher than we estimated with the pandemic slowing down

**THE COST OF BEING A COMMUNITY RESOURCE.**

<table>
<thead>
<tr>
<th>Income</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$10,000</strong></td>
<td>In Grants</td>
</tr>
<tr>
<td><strong>$20,000</strong></td>
<td>Above projected Program Income from 2020</td>
</tr>
<tr>
<td><strong>$34,000</strong></td>
<td>Above projected Admission Income from 2020</td>
</tr>
</tbody>
</table>

---

### 2021 INCOME

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

### 2021 EXPENSES

- Facilities
- Operating
- Marketing
- Program & Exhibit Support
- Other Expenses
Getting creative was the theme for 2021 fundraising. With a greater understanding of how COVID continued to impact fundraising and the ability to host large galas, the museum pivoted and focused more on small intimate fundraisers rather than one large event.

Staff came up with Sláinte in a Box, which was a zoom program that featured cocktail making and St. Patrick’s Day history, The Stomp with Moxie Fund Run, 1-100 online-only appeal, and An Evening with the Hackley’s dinner.

---

**2021 FUNDRAISING**

**$41,058**
Membership Income

**$16,093.80**
Annual Appeal Save the Glass

**$17,550.19**
Fundraisers

---

**THANK YOU TO OUR CORPORATE SPONSORS!**

Special thanks to our Stomp with Moxie, Haunted Museum and 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. Cultural, industrial, 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 2022-2023

- DANGEROUS THINGS
  at the History & Science Museum

- ATTACK OF THE BLOODSUCKERS
  at the History & Science Museum

- HACKLEY & HUME FAMILY TREES
  at the Hackley & Hume Historic Site

- THE DRIVE
  at the History & Science Museum

- HACKLEY BANK BUILDING
  at the History & Science Museum

- HONEY I SHRUNK THE ARTIFACTS!
  at the History & Science 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.

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.

DONATION
231-724-5532
lakeshoremuseum.org
brenda@lakeshoremuseum.org

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

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

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.

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

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

20
County residents are our biggest supporters thanks to the millage. The millage keeps our doors open and admission to the Muskegon Museum of History & Science free to the residents of Muskegon County year-round.

The Muskegon Museum of History & Science and the Muskegon Heritage Museum of Business & Industry are also proud to offer free admission to Museums for All guests. The Hackley & Hume Historic Site offers discounted admission. Learn more at museums4all.org.

Admission to all museum sites is free for active military personnel and their immediate family as part of the Blue Star Program.

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 of Business & Industry offers free Community Days to county residents each month May-October.

THANK YOU TO OUR SUPPORTERS!
MUSEUMS MAKE YOU.

Lakeshore Museum Center
430 W. Clay Ave., Muskegon MI, 49440

The Muskegon Museum of History & Science is free to Muskegon County residents thanks to your 40 years of millage support!

www.lakeshoremuseum.org