



**LAKESHORE  
MUSEUM CENTER**

# MUSEUMS MAKE A COMMUNITY.

A 2021 Annual Update from the Board and Staff of the Lakeshore Museum Center.

# 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 in 2020)

31,592

Annual Visitors

(75% increase from 2020)

156

Volunteers

(5069.43 hours)

## 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**  
Executive Director

**Rob Johnson**  
Board President



# 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 new program with the Muskegon County Sherriff's Office called Time Well Served. This program gives women incarcerated 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.

## 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](https://lakeshoremuseum.org/museum-at-home)



Friday Family Fun Night: Smashing Pumpkins

### 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 looove 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

# 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 first 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.

## 542

Students Served on 29 Outreaches



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.



## 4,400

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



## 295

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



## 241

students took part in The BIG Lesson program (up from 158 in 2020).



## 1,940

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

### 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!

## Hands-on Galleries

- SCIENCE CENTER
- STEM CENTER
- BODY WORKS

## 2021 Changing Exhibits

- **TURTLE TRAVELS**  
*MAY - SEPT. 2021*
- **L'DOR V'DOR: GENERATIONS OF MUSKOGON'S JEWISH COMMUNITY**  
*SEPT. 2021 - APR. 2022*
- **70 YEARS OF WOMEN'S DIVISION CHAMBER OF COMMERCE**  
*JUN. - DEC. 2021*
- **RESCUING THE PAST TO PRESERVE THE FUTURE: THE RESTORATION OF THE HACKLEY AND HUME HISTORIC SITE**

## Exhibit Experiences

- **ROSIE LEE WILKINS AFRICAN AMERICAN QUILT RESEARCH**
- **MICHIGAN TURTLES AND TURTLE REHAB**
- **HANUKKAH HISTORY OPEN HOUSE**



# SAVING FOR THE NEXT GENERATION.



Ice rescue hovercraft donated by the North Muskegon Fire Department.

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.

**152**  
Research Requests

**196.5**  
Research Hours by Staff

**68**  
Donors

**2,360**  
New Objects Added

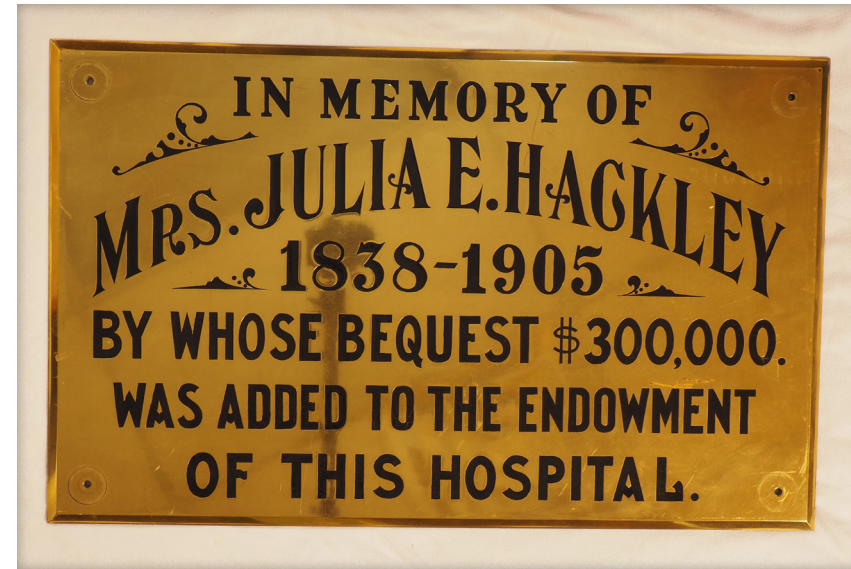
**10,562**  
Records Digitized and Made Available Through the Portal

**44,432**  
Page Views in Argus

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.*



Plaque from Hackley Hospital



Patch from Blizzard Busters



Commemorative Ornament feat. Corliss Steam Engine



Patch from Muskegon Piston Ring Company



# 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 are the Fire Barn Museum and the Scolnik House of the Depression Era.

**3,263**

Hackley & Hume Visitors  
(1,072 in 2020)

**1,816**

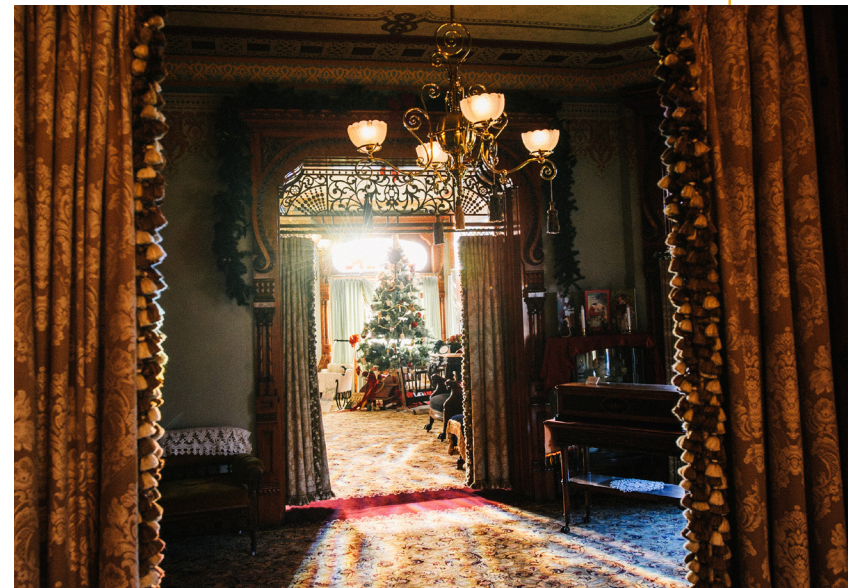
Scolnik House Visitors  
(855 in 2020)

**1,958**

Fire Barn Visitors  
(897 in 2020)

**166**

Visitors on FREE days  
(0 in 2020)



“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

## WHAT PEOPLE SAY:



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

**579**

Visitors Attended the Holiday Tours

**104**

Escape Room Participants  
(112 in 2020)

# 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 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)



### WHAT PEOPLE SAY:



"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.

The exhibits are laid out well with detailed descriptions. The building is clean and the staff were helpful, knowledgeable and very friendly."  
- *Patty Bushey*

"I was surprised by this museum. They have an assorted collection of items made in Muskegon, most 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*





# THE COST OF BEING A COMMUNITY RESOURCE.

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

**\$10,000**

In Grants

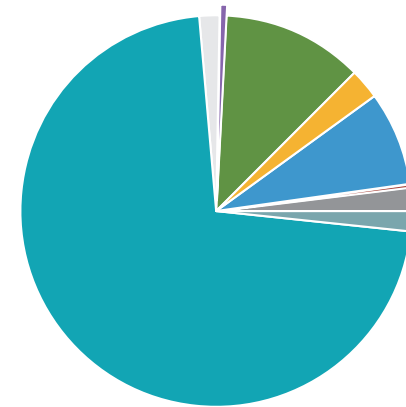
**\$20,000**

Above projected Program Income from 2020

**\$34,000**

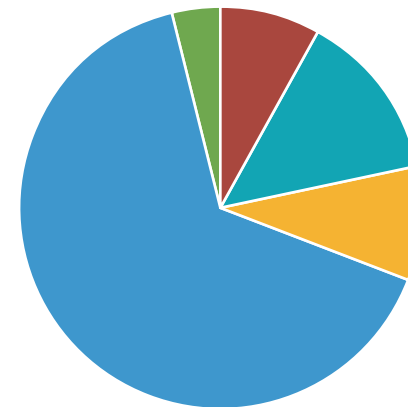
Above projected Admission Income from 2020

## 2021 INCOME



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

## 2021 EXPENSES



- Facilities
- Operating
- Marketing
- Program & Exhibit Support
- Other Expenses



# WE PUT THE “FUN” IN FUNDRAISING.



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!



**LORIN**



**HAYNER Consulting**



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.

### 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 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](http://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!



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

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