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www.mnhs.org

AT A GLANCE

- The Minnesota Historical Society preserves and provides access to Minnesota's past.
- We serve **nearly one million** in-person customers each year, including visitors to historic sites, the History Center Museum and Library
- We host **over three million visits** each year to our award-winning website: mnhs.org
- We preserve **over one million collections items** such as objects, manuscripts, Minnesota State Archives collections items, books, photographs and works of art, including:
  - 336,777 photographs
  - 497,671 publications
  - 60,000 cubic feet in State Archives
  - 6,284 works of art
  - 50,000 cubic feet of manuscripts
  - 250,000 objects

PURPOSE

Created in 1849 by the Minnesota Territorial Legislature, the Minnesota Historical Society's mission is:

Using the Power of History to Transform Lives: Preserving > Sharing >Connecting.

As an educational organization, we carry out this mission of serving all Minnesotans by preserving the record of our state's past, and making it accessible for today's and future generations.

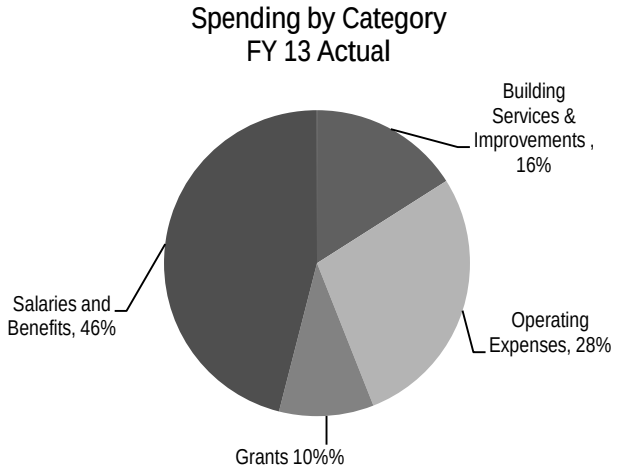
This is accomplished through various means, for a variety of audiences. We serve families, school groups, life-long learners and tourists at historic sites and museums, the History Center Library, and through publications, educational programs, extensive digital information through the Society's web site, historic preservation education, and exhibits, among many, many other activities.

By telling the stories of our state's past, our goal is to create community for all Minnesotans, whether new arrivals or citizens whose families have been in Minnesota for generations. We support the goal of having a well-informed citizenry that understands how people and events of the past have shaped the Minnesota of today.

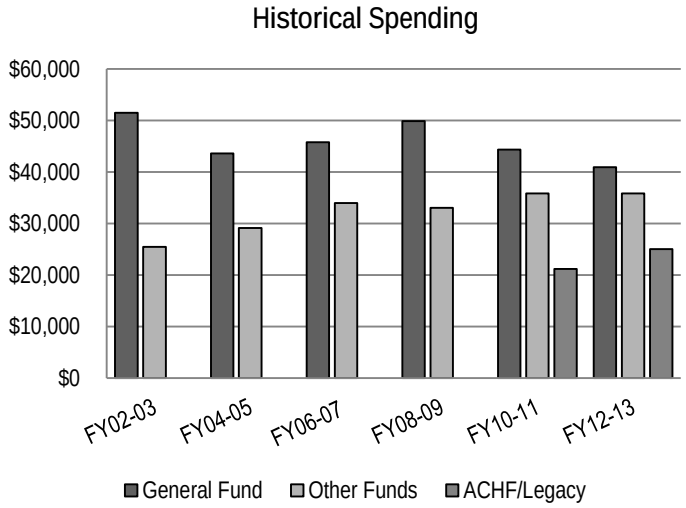
The Minnesota Historical Society contributes to the fulfillment of the following statewide outcome goals:

- Minnesotans have the education and skills needed to achieve their goals
- A thriving economy that encourages business growth and employment opportunities
- A clean, healthy environment with sustainable uses of natural resources
- Strong and stable families and communities
- Efficient and accountable government services

BUDGET



Source: MNHS Audited Financial Statements, FY13



Source: MNHS Audited Financial Statements; $ in millions
Note: "Other Funds" includes earned revenue such as admissions, fees, sales, memberships, and other donations. These funds are not included in the state's overall budget, as they are managed by MHS.

Public funds, including funding from the State's general fund, provide a foundation of support and enable us to leverage non-public funds to create a nationally recognized history program. Typically, two thirds of our funding comes from the State of Minnesota. We deliver functions designated by law, such as preserving historic landmarks and resources, managing critical records and collections and operating cultural destinations important to tourism. State support also includes capital funding to preserve historic buildings and construct new ones, as well as Legacy Amendment (Arts and Cultural Heritage Fund) support for new, statewide history programs, including grants for local history organizations. Federal dollars support historic preservation programs mandated by federal law.

The Minnesota Historical Society also receives support from donors and members. Their gifts support everything from general operations and school field trips to important acquisitions, conservation work and community outreach. Endowment funds give MNHS strength for today and tomorrow. Finally, earned revenue from rental events, museum stores, admission fees, publication sales and many other activities also provide a base of funding while keeping history accessible and at family-friendly prices.

STRATEGIES

The Minnesota Historical Society recently completed a strategic plan, from which the following strategic priorities were developed and adopted:

2012 - 2017 Strategic Priorities

- Educational Achievement: The Society is engaged in partnerships that leverage historical resources and educational expertise to *make a difference in the lives of more Minnesota youth*, with special focus on underachieving students.
- Diversity and Inclusiveness: The Society is continuously *engaged with communities of color and American Indian nations*, and the diversity of Minnesotans is reflected in the Society's collections, programs, staffing and governance.
- Lifelong Learning: The Society is deeply engaged in *cultivating meaningful relationships with adult audiences* as lifelong learners, members, donors, volunteers and supporters.
- Historic Sites, including Oliver Kelley Farm and Historic Fort Snelling: The Society is successfully addressing the major preservation and interpretive needs of its historic sites and museums, with special focus on *Oliver Kelley Farm and Fort Snelling*.
- Content Development: The Society develops engaging historical information and resources that inspire the public. This content is shared effectively and broadly through exhibits, programs, books and products, reaching audiences digitally and through print, outreach and other media.
- Sustainability and Stewardship: The Society develops and manages its resources to ensure the *long-term sustainability* of the programs it provides in service to the people of Minnesota. It provides good stewardship of all resources - financial, human, capital and collections.

A full listing of the Society's Mission, Vision and Values Statement can be found at: http://www.mnhs.org/about/mission

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Minnesota Statutes, Chapter 138 https://www.revisor.mn.gov/statutes/?id=138&view=chapter provides guidance for administration of Minnesota's history and historical organizations.

Program: Historic Programs and Operations

www.mnhs.org

AT A GLANCE

- The Historic Programs and Operations program area is the main vehicle for MNHS' efforts to preserve history and deliver history programs to Minnesotans.
- We accomplish these goals by serving nearly one million in-person visitors; over three million visits to our website, by over two million unique visitors; and by caring for over one million collections items, preserved for today's and future Minnesotans.

PURPOSE & CONTEXT

The Minnesota Historical Society's mission of "Using the Power of History to Transform Lives" addresses the following Statewide Outcomes:

Minnesotans have the education and skills needed to achieve their goals. This is the primary statewide outcome addressed by MNHS' work. We serve schoolchildren, educators and families with a variety of services and products, including, but not limited to:

- Northern Lights, Minnesota's state social studies textbook, including a new digital, interactive edition
- National History Day in Minnesota, a program that serves over 30,000 students each year;
- In-classroom instruction via interactive distance learning
- History Center and historic sites exhibits and interpretive programs
- Teacher training programs.

Further information about educational programs can be found at: http://education.mnhs.org including how MNHS programs help fulfill requirements of state-mandated academic standards for social studies.

MNHS also serves the life-long learning needs of seniors, family historians, and scholars through innovative public programs, the Gale Family Library at the Minnesota History Center and on-line resources.

In addition, other units of MNHS work to fulfill several additional Statewide Outcomes, including:

A thriving economy that encourages business growth and economic opportunities. History and cultural tourism is a very important component of the state's $11 billion tourism economy. Visitors to Minnesota want authentic educational experiences, which are provided by historic sites and museums. And, as co-administrator of the state's Historic Rehabilitation Tax Credit and Grant program, the State Historic Preservation Office plays an important role in an initiative that has created thousands of new, quality construction jobs More information about this beneficial incentive can be found at:http://www.mnhs.org/shpo/grants/MNHistoricStructureRehabilitationStateTaxCredit.htm.

Strong and stable families and communities. An important element that creates strong and healthy families and communities is an awareness of how we got to where we are today. MNHS provides opportunities for individuals to learn about their own family histories through genealogy resources; citizens can become aware of the history of the larger Minnesota community, through public programs and outreach initiatives. http://www.mnhs.org/genealogy http://www.mnopedia.org.

A clean, healthy environment with sustainable uses of natural resources. According to state statutes (MS 116B and 116D) and long-time tradition, historic and cultural resources are included in the definition of natural resources. MNHS works through the State Historic Preservation Office, Historic Sites Division, and other areas to preserve these irreplaceable, non-renewable resources. http://www.mnhs.org/places/index.htm.

Efficient and accountable government services. MNHS strives to deliver efficient service to the people of Minnesota in all aspects of its work, from timely historic preservation reviews to quality visitor experiences at historic sites and museums.

SERVICES PROVIDED

The Minnesota Historical Society preserves, and provides access to, evidence of Minnesota's past. This work is carried out for many different audiences, using many different methods. History happens in the following areas:

- History Center Museum Exhibits and Educational Programs (students and life-long learners)
- Education Outreach (History Day and youth history programs)
- Historic Sites and Museums (26 sites statewide)
- Historic Preservation /State Historic Preservation Office /Field Services & Grants
- Archaeology
- MNHS Press publishing
- Collections Management and Conservation
- Reference / Library
- State Archives
- Institutional Support (including Finance, Human Resources (incl. volunteers and interns), Facilities, Marketing & Communications, Development and Information Technology)

A full listing of MNHS's functions and departments can be found at: www.mnhs.org

RESULTS

As part of its Strategic Plan, MNHS has made a commitment to enhance its evaluation capacity, both organizationally as well as among individual staff members. Toward that end, we have hired a professional evaluation coordinator who has worked with every department to create a logic model that will lead to greater proficiency with data collection and evaluation.

The Minnesota Historical Society measures and evaluates many different aspects of its work. Following is a sample of some aspects of the evaluation work done by MNHS departments.

Type of Measure	*Name of Measure*	*Previous*	*Current*	*Dates*
Quantity	www.mnhs.org website visits	3,196,748	3,411,723	FY13-14
Quantity	www.mnhs.org website unique visitors	2,089,915	2,421,854	FY13-14
Quality	Field trip evaluation –"helps fulfill state academic standards" - teachers - strongly agree or agree	80%	81%	FY13-14
Quality	Field trip evaluation – "net promoter score" – recommend to other teachers	82%	71%	FY13-14
Result	Field trip evaluation - student impact: "increased knowledge of MN history"	76%	78%	FY13-14
Result	Field trip evaluation - student impact: "Increased critical thinking and problem-solving skills"	52%	41%	FY13-14

Minnesota Statutes, Chapter 138 https://www.revisor.mn.gov/statutes/?id=138&view=chapter provides guidance for administration of Minnesota's history and historical organizations.

Program: Historic Preservation (Grant-in-Lieu of Credit)

www.mnhs.org

AT A GLANCE

- Since 2010, the state of Minnesota has partnered with the private sector to preserve some of our state's most significant historic structures.
- Minnesota's Historic Rehabilitation Tax Credit has leveraged millions of non-state dollars that have been invested in our state's economy, while preserving dozens of historic structures and creating thousands of construction jobs.
- Currently, nearly 60 projects are either completed, under construction or in the planning stage, with construction spending in the hundreds of millions of dollars over several years of construction.
- Under the law, project developers have the option to receive either a credit or a "grant in lieu of credit." Currently, grant in lieu of credit projects in the "pipeline" total over $10 million.

PURPOSE & CONTEXT

Under Minnesota Statutes (M.S.), Section 290.0681, the Minnesota Historical Society's State Historic Preservation Office (MNHS/SHPO), along with the Minnesota Department of Revenue (DOR), administers the Historic Rehabilitation Tax Credit program, as a means to preserve Minnesota's most significant historic structures, create quality construction jobs and encourage revitalization of our communities.

SERVICES PROVIDED

Under this law, enacted in 2010, building projects that rehabilitate historic structures can receive a tax credit, or a grant in lieu of credit. The state credit parallels an existing Federal historic rehabilitation tax credit, which is administered by the National Park Service. The MNHS/SHPO reviews state and federal tax credit projects in order to determine whether they have met historic preservation architectural standards. In order to carry out its review responsibilities for the state tax credit program, the MNHS/SHPO is permitted to charge a fee (290.0681, subdivision 3) to help support the costs of administering the state program and the preparation of an economic impact report required by the law.

For the state program, developers are given a choice of claiming a tax credit or a grant in lieu of credit. MN DOR administers the tax credit funds, and the MNHS administers the grant in lieu of credit funds, which are contained in this budget program. While proportions have varied, the majority of projects have used the tax credit rather than the grant.

Actions under this budget program include administering the Historic Rehabilitation Tax Credit program, including reviews of proposed historic preservation projects; and the financial activities related to the grant in lieu of credit segment of the program (grant agreements and payment of grants), as well as fees authorized by law.

Further information about the Minnesota Historic Rehabilitation Tax Credit program can be found at:
http://www.mnhs.org/shpo/grants/mnhistoricstructurerehabilitationstatetaxcredit.php

RESULTS

As required by the law, the Minnesota Historical Society, with assistance from the University of Minnesota Extension Center for Community Vitality, has prepared an annual economic impact report: "Economic Impact of Projects Leveraged by the Minnesota Historic Rehabilitation Tax Credit." A copy of this report can be found at: http://www.mnhs.org/shpo/grants/docs_pdfs/Economic_Impact-Historic_Tax_Credit_2013.pdf. It is important to note that the economic analysis is based on estimates produced at the time of preliminary approval of projects, rather than final expenditures.

Type of Measure	*Name of Measure*	*Previous*	*Current*	*Dates*
Quantity	Number of projects receiving preliminary approval	16	15	FY12-13
Quantity	Direct spending on qualifying rehab expenditures*	$292 million	$72.7 million	FY12-13
Result	Overall economic impact per state dollar invested	$8.00	$8.68	FY12-13
Result	Number of *direct* jobs created by program *	1,480	785	FY12-13

*Note: overall dollars spent on projects and jobs created will vary based on project size. For example, FY12 included several very large projects.

Minnesota Statutes (M.S.), Section 290.0681

Program: Fiscal Agent / Pass-through

AT A GLANCE

- Fiscal agent / Pass-through appropriations for various cultural organizations are processed by the Minnesota Historical Society at the request of the Minnesota Legislature. Descriptions of project activities are provided by recipient organizations.

PURPOSE & CONTEXT

At the request of the Minnesota Legislature, the Minnesota Historical Society handles funds for legislatively-designated appropriations to a number of cultural organizations. These appropriations are not part of the Society's operating budget.

SERVICES PROVIDED

The Minnesota Historical Society disburses funds, as requested by the Legislature, to "pass-through" organizations.

Minnesota International Center

The Minnesota International Center (MIC) is a nonprofit, nonpartisan, member-supported organization offering programs to bring increased global understanding to all Minnesotans. For over 60 years, we have been proud to strengthen Minnesota's engagement with the world and to bring national and international recognition to Minnesota.

MIC showcased Minnesota to nearly 400 State Department-sponsored international professionals, who met with their Minnesota counterparts to share ideas and best practices, and whose cultural and economic impact are both immediate and long term. Our programs fostered awareness about international issues and cultivated effective cross-cultural relationships built on mutual respect and understanding.

Minnesota Air Guard Museum

The Minnesota Air Guard Museum serves as a community resource for the preservation of Minnesota's rich aviation history, especially military. The Museum offers activities and education for all ages. The private, nonprofit Minnesota Air National Guard Historical Foundation, Inc. has the funding responsibility for the museum. The museum is located on the Minnesota Air National Guard Base at the Minneapolis/St. Paul International Airport. Currently 21 aircraft are displayed in an air park next to the museum.

The principal sources of financial support are: 1) the $16,000 state biennial Grant (which represents eight percent of our income); 2) membership dues from approximately 500 members Plus Donations from museum visitors and tour groups and organizations that hold events at the Museum (30 percent) and 3) private gifts and grants (ten percent).

US Hockey Hall of Fame

The United States Hockey Hall of Fame Museum is America's hockey showcase. Since 1973, the Hall has honored and recognized outstanding coaches, players, builders and administrators who have contributed to the success and promotion of American Hockey.Visitors to the United States Hockey Hall of Fame Museum can experience the thrilling game action and inspiring achievements via physical displays, exhibits, video, theater and memorabilia.

Eveleth, Minnesota has been designated "The Capital of American Hockey," and is known as the home of the United States Hockey Hall of Fame Museum because of its rich hockey traditions. Furthermore, the Iron Range and Minnesota in general have had significant impact on US Hockey.

Minnesota Military Museum

The Minnesota Military Museum, located at Camp Ripley, is operated by the Military Historical Society of Minnesota. Its mission is to document, preserve, and explain the stories and contributions of Minnesotans who have served in all branches of military service and on the home front, in time of peace and war, from Minnesota's early years to the present. State support is essential because the museum receives no operational funding from the federal government, the military, or local government. Self-funding represents

roughly 75 percent of our operating revenue, coming primarily from gift shop sales, small grants, and contributions from individuals, organizations and businesses.

A Summary of the Minnesota Military Museum's activities:

- 15,000 visitors per year
- 65 tours per year
- 15,000 photographs
- 100,000 artifacts
- 3,000 volunteer hours per year
- 15,000 books in reference library
- 500 cubic feet of archives

Minnesota Agricultural Interpretive Center (MAIC) also known as Farmamerica

Agency Vision and Mission Statement:

The governor and Minnesota state legislature commissioned the Minnesota Agricultural Interpretive Center in 1978 to preserve and promote the rich rural agricultural heritage of the state and its people. The Minnesota Agricultural Interpretive Center is a not-for-profit educational institution administered by a 15-member volunteer board of directors.

The vision of the MAIC is that it will be the destination and primary resource where people and organizations can experience and learn about the history and the future of Minnesota Agriculture. The mission of the Minnesota Agricultural Interpretive Center is to create opportunities for children and adults to learn about Minnesota's agricultural and environmental systems and how these systems provide food, fiber and energy for the people of Minnesota and the world. MAIC maintains a 120-acre interpretive site and facilities located four miles west of Waseca.

Trends, Policies, and Other Issues Affecting the Demand for Services:

At Farmamerica, the story of agriculture is being told through guided tours, hands-on learning experiences, festivals, and exhibitions. Visitors travel on a one-mile timeline road and become involved in activities as they move thru the new Prairie Interpretive Center, through the pond/marsh to the settlement farm of the 1850s. The handicap accessible walking path continues past the one-room schoolhouse, the country church, the 1920/1930s depression-era family dairy farm, the feed mill, and the blacksmith shop/town hall. Visitors can also stop at the Agri-Hall Museum and the 1970s farmstead. In its 34 years Farmamerica has hosted hundreds of thousands of visitors. It is not uncommon to host 20,000 people each year through the school and group tours programs, outreach activities, and festivals during throughout the year.

RESULTS

Results are described in each organization's narrative, as submitted by the organizations.

The Minnesota Historical Society is responsible for disbursing funds to these five organizations, and collecting an annual report from each of the organizations, describing how funds were spent. The MNHS does not receive an administrative fee for administering these funds, since, at this level of funding and with this number of organizations, minimal staffing is required.

Type of Measure	*Name of Measure*	*Previous*	*Current*	*Dates*
Quantity	Number of pass-through organizations	5	5	FY12-13; FY14-15