



*Greater West Bloomfield  
Historical Society*

2010 in Review

Wednesday, October 13, 2010

Gino's Restaurant



# Agenda

- Welcome, Buzz Brown president.
- 2009-10 GWBHS In Review power point presentation, Buzz.
- Volunteer opportunities, Gina.
- Election of board members, Buzz.
- Membership vote on Distinguished Service Award nominees. Presentation of awards, Buzz.
- Adjournment



# Outreach Programs

1,657 - ALL PROGRAM ATTENDANCE

972 - Overall visitors to Apple Island

458 - West Bloomfield School visitors to  
Apple Island

785 - Attendance at various programs



# February - Orchard Lake Gallery



# May - Michigan Week Breakfast





# Michigan Week Tours



## Island Camping

- 3<sup>rd</sup> weekend in May
- 476 visitors over 2 days
- Reenactors camped on island



# Apple Island Tours – Museum Activities



# Elementary School Apple Island Tours



## Sustainability

- 11 days
- 500 Students, Parents & Teachers
- 2<sup>nd</sup> grade students West Bloomfield School District
- Great Lakes Academy
- 8 member docents involved







# June - Strategic Planning Meeting




## Site Usage


 **359 Visits**

 **1,563 Pageviews**

 **4.35 Pages/Visit**

 **39.00% Bounce Rate**

 **00:04:07 Avg. Time on Site**

 **56.55% % New Visits**

## New Website Traffic Analysis



[About the Society ▶](#)

[Calendar ▶](#)

[Local Historic Sites ▶](#)

[News ▶](#)

[Twitter Updates ▶](#)



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# Group Trips & Tours



## Private Tours

- Kirk in the Hills
- Friends of Apple Island
- Great Lakes Academy
- Chi-Town Station
- Lone Pine Elementary School (Bloomfield Hills School District)
- Pine Lake Cemetery



# Lone Pine Elementary School



# Off-site Displays

- West Bloomfield Township Hall
- City of Orchard Lake
- Sylvan Lake Ice Cream Social
- Gino's Pre-Cruise
- City of Keego Harbor





# Revenue and Expense Summary

<b>Revenue</b>	<u>Actual</u>	<u>Budget</u>
Donations / Membership	\$8,245	\$6,626
Programs	7,920	5,000
Fund Raising		1,150
Museum Store	399	1,760
Miscellaneous	423	
Cost of Items Sold	<u>-682</u>	<u>-410</u>
<b>Total Revenue</b>	\$16,305	\$14,126
<b>Expenses</b>		
Programs	\$8,359	\$5,400
Administrative	\$917	\$526
Museum	8,157	7,350
Membership Development	<u>1,822</u>	<u>850</u>
	\$19,255	\$14,126
<b>Net</b>	<u><u>-</u></u>	<u><u>\$0</u></u>



# 2010 Community Support

<u>Municipality</u>	<u>Extended</u>
Keego Harbor	\$0
Orchard Lake	Museum
Sylvan Lake	0
Countryside Imp. Assoc.	\$175
West Bloomfield Township	<u>4,000</u>
	\$4,175



# Membership Growth

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Community	2	2		1
Family	24	24	48	80
Individual	21	23	27	26
Patron/Business	10	10	15	11
Premier	12	10	10	13
Senior	41	38	45	56
	<b>110</b>	<b>107</b>	<b>145</b>	<b>187</b>



# No Child Left Inside

“There is something wrong with a society that spends so much money, as well as countless hours of human effort – to make the least dregs of processed information available to everyone everywhere and yet does little or nothing to help us explore the world for ourselves.”

*The Necessity of Experience*, Edward Reed

“None of our major institutions or our popular culture pay much notice to what Reed called ‘primary experience’ – that which we can see, feel, taste, hear, or smell for ourselves.”

*Last Child in the Woods*, Richard Louv





# Role of the Historic Society

*... In the current climate of shrinking city and school district budgets, the value of a local history museum and supportive historical society is essential to the delivery of social studies education that is so important to students and adults.*

Buzz Brown in a letter to Hamtramck Mayor Karen Majewski supporting the development of a city museum.



# Family Fun Day





# Free-range Play

Free-range play can be noisy, messy and destructive





# Discovery





# Plans for 2011

- Apple Island nomination as a National Historic Site
- Offsite display case for Keego Harbor City Hall
- Complete website rebuild
- Make the Township Tax Records digitally available
- Finance Committee

