GERMAN AMERICAN HERITAGE CENTER & MUSEUM

2021 ANNUAL MEETING

Held virtually on Thursday, January 27th at 5:30pm
Agenda

Meeting of the Membership

I. Call to Order and President’s Welcome- Daniel Cabage
II. Declaration of Quorum
III. Proof of Notice
IV. Approval of Minutes of Annual Meeting 2020
V. Financial Report- Dean Kraus, Treasurer
VI. Committee Reports:
   a. Executive- Daniel Cabage, President
   b. Endowment- Todd Woeber, Chair
   c. Building and Grounds- Tim Koehler, Chair
   d. Programs- Michael Hustedde, Chair
   e. Governance- Kylie Franklin, Chair
   f. Marketing
VII. Staff Reports
   a. Administrator’s Report- Kelly Lao, Executive Director
   b. Exhibitions- Clare Tobin, Assistant Director
   c. Education & DEAI- Jessica Gordon- Education & DEAI Coordinator
IVIII. Election of New Directors - Nick Pitz and Travis Plambeck
IX. Changes to bylaws (none proposed)
X. Unfinished business
XI. New business
   a. 2022 Budget
XII. Adjournment
Call To Order

Declaration of Quorum

PRESIDENT'S WELCOME
This notice is to inform our valued members of The Annual Meeting of
the Membership of the German American Heritage Center on
Thursday, January 27th at 5:30 pm at the Center- 712 West 2nd St.
Davenport, Iowa.
The agenda will consist of approval of the minutes of last year's
meeting, 2021 budget presentation, and vote for 2022 budget
approval, staff and board committee reports, and voting on new
directors:
Nick Pitz and Travis Plambeck.

Following adjournment, attendees will be invited to try out the new
interactive- The Immigrant Passport Experience.

Please join us!
(email info@gahc.org for zoom link to attend virtually)

Vielen Dank!
Kelly Lao
Approval of Minutes

2020 Annual Meeting- Tues. January 25, 2020 - 5pm Virtual
Attendees: Kelly Lee, Jerry Nieman, Terri Switzer, Dean Kurus, Tim Knoles, Yagi Rapaport, Mike Metos, Daniel Cabage, Kyle Franklin, Nicholas Eli, Tamas Felden, Todd Woosley, Enka Holbro, Olena Corvet, Michael Huestede, Nedy Huestede, Wolf Kooh.

Meeting called to order at 5 pm.

I. Welcome from Kelly Lee and overview of meeting agenda

II. Call to Order and President’s Welcome: Jerry Nieman

Jerry acknowledged that Zoom meeting format allows the annual meeting to occur despite weather. 2020 challenges due to the pandemic led to decreased attendance, decreases in gift shop sales, etc. Jerry recognized the efforts of the staff to respond to these challenges:

- No assistant director for extended period.
- Reduced paper quality of Infoblast.
- Eliminated cleaning services while no visitors.

Building & Grounds did not pursue expensive projects.

2020 was a tough year but the GAHG still had outstanding programs, including successful Fall Frolic. Volunteers still worked the front desk and silent auctions. Staff did excellent job. Board meetings were held over Zoom. Good income in endowment fund which led to good house focus brokers for charity. Board committees also did excellent work. Endowment committee increased the fund, active program committee remained active despite challenges, with low profile for Building and Grounds. Governance committee improved rules and regulations. We’re looking forward to more success in 2021. 2020 was tough but we’re still in good position.

III. Proof of Notice

Notice was sent out on Jan. 1, 2021 to inform members about upcoming annual meeting. Kelly mentioned that the GAHG also wanted to make accommodations for anyone who needed assistance with Zoom or with borrowing a laptop. (No one needed these accommodations.)

IV. Approval of Minutes of Annual Meeting 2019

Last annual meeting was held on Jan. 21, 2020. Minutes to approve minutes made by Wolf, seconded by Todd. Motion passed unanimously.

V. Financial Report- Dean Kurus, Tennessee

Dean led discussion of balance sheet ending Dec. 31, 2020. The GAHG has a very solid financial position with 4.5 million in assets and 4 million in earnings, so very strong. Profit and loss sheet for 2020 showed challenges: the actual versus the prior year was down in every category except for the gift shop. Donations were increased, fundraising was down, but huge gain in endowment income. (Dean indicated difference in sheets, but Todd felt the data was split in two separate lines. The difference in documents was the Brookes Fund.)

Operating expenses were down. However, Kelly mentioned that GAHG is receiving several grants (grant income) that aren’t reflected on the statement, including grant of $41,000 for COVID relief from State of Iowa.

VI. Reports

1. Executive- Jerry Nieman, President

2. Endowment- Todd Woosley, Chair

Crew 2 million in endowment funds with $62k in Community Foundation, $62k in Weaver Family fund, and $1 million in bond. The stock market performed well despite the challenges of the year. Because of this, the Board investment account has grown with heaviest, as well as 17% returns for the year. This fund will continue to provide income and surplus for the future. Down will double in 2021 to little over $40k on the Board account, and will be around $100,000 as two or three years. Jerry reminded attendees to remember the GAHG in their wills.

3. Building and Grounds- Tim Knoles, Chair

VII. Staff Reports:

1. Administrative Report- Kelly Lee, Executive Director

Kelly indicated that despite the challenges of the year, the GAHG adapted well. Staffing was an issue, with the loss of one staff member with the start of COVID. Ollie Covor had only been in her position about 1 month when closures began; she introduced the very successful Window of the Day. GAHG also started a heart campaign, getting mailed-in hearts to the building. Sam also worked on creating a virtual museum and started work on doing the same for the permanent exhibit. Staff tried new approaches to virtual offerings, including putting the gift shop online. Safety changes were also implemented, including newsgroups and cleaning procedures. Visitors numbered only 2,200 this year, in comparison, last year was almost 12,000, so down 90% for visits. However, lower numbers meant that the staff has been able to ensure

Despite the pandemic, Building and Grounds remained active, and Tim detailed 2020 activities, as well as upcoming plans for 2021. Highlights of 2020: archive area cleaned with new shelving units installed; 4th floor was painted with new ceiling mounted projectors installed; 2nd Street benches and doors replaced; new phone system was installed, and computers were updated; American and German flags were replaced; Back Flow Preventer was replaced; internet provider changed to Metronet Fiber; parking lot light replaced with LED.

Upcoming Building and Grounds activities for 2021 include: installation of fence around north paddle lot; installation of new playground for kids; staff medical emergency training; complete Disaster Preparedness plan; replace emergency light batteries; organization of library; additions to permanent exhibit.

Tim commended Kelly on an excellent job managing the day-to-day Building and Grounds needs for the GAHG.

4. Programs- Michael Huestede, Chair

GAHG had 33 programs in 2020, with 50% live and 50% virtual (due to COVID). Programs included 4 workshops and 2 exhibit openings with 702 total participants. The top program was the Power Forum exhibit opening (103 participants), the WWs car show (75 participants), and the Linesa Kooh’s European Gardens program (51 participants). The top virtual programs were Wolf Kooh’s Ramagen Bridge program (51 participants), Duhls Side of Davenport (69 participants), and QC in WWII (20 participants).

Virtual programs are now free with donations requested. The GAHG focused less on exhibits due to disasters and instead, focused on virtual versions of exhibits.

5. Governance- Daniel Cabage, Chair

Highlights from 2020 include: established process for President and Vice President teams, elections, and transitions; created criteria for hiring new assistant director and added in the selection process; established GAHG Employee Handbook; began evaluating and suggesting revisions to GAHG policies; helped in critical operational decisions surrounding COVID.

Daniel thanked the outgoing president and vice-president for the excellent job that they’ve done, 2021 will be new focus on strategic planning for the committee.

6. Marketing – Mike Metos and Adrian Willis

During 2020, the GAHG focused on promoting virtual museum and giftshop. 11% of those who visited the GAHG’s ads engaged with them. Ads reached 83,000 people around 5-2 times throughout the year, and committee also tracked clicks to GAHG website and Facebook.

The committee also used Gmail ads for the first time this year with a click-through rate of 85% (very high). Google analytics also did extremely well. Also did new audio campaigns with Spotify through AudioGo. GAHG performed considerably better than the industry benchmark on the click-through rate for online marketing. The GAHG also had television ads that ended up playing during the World Series.
Copies of any documents can be obtained by sending an email to kelly.lao@gahc.org
## Balance Sheet

**German American Heritage Center**  
**Balance Sheet**  
**As of December 31, 2021**  
**Accrual Basis**  

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Assets</td>
<td></td>
</tr>
<tr>
<td>Walcott CD</td>
<td>21,386.38</td>
</tr>
<tr>
<td>Endowment Accounts</td>
<td></td>
</tr>
<tr>
<td>Community Foundation Endowment</td>
<td>229,995.19</td>
</tr>
<tr>
<td>Baird Endowment Account</td>
<td>2,153,716.75</td>
</tr>
<tr>
<td>Total 1:05 - Endowment Accounts</td>
<td>2,383,711.94</td>
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<tr>
<td>Total Other Assets</td>
<td>2,405,098.32</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>4,831,831.68</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities &amp; Equity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>Current Liabilities</td>
<td></td>
</tr>
<tr>
<td>Credit Cards</td>
<td>4,910.63</td>
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<tr>
<td>Other Current Liabilities</td>
<td></td>
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<tr>
<td>Payroll Taxes Payable</td>
<td>1,648.09</td>
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<tr>
<td>Operating Line of Credit WB&amp;T</td>
<td>13,500.00</td>
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<tr>
<td>Total Other Current Liabilities</td>
<td>15,148.09</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>20,058.72</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>20,058.72</strong></td>
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<tr>
<td>Equity</td>
<td></td>
</tr>
<tr>
<td>3.000 - Equity</td>
<td>76,250.54</td>
</tr>
<tr>
<td>3.001 - Retained Earnings</td>
<td>4,409,407.98</td>
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<tr>
<td>Net Income</td>
<td>326,114.44</td>
</tr>
<tr>
<td><strong>Total Equity</strong></td>
<td><strong>4,811,772.96</strong></td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES & EQUITY**  
**4,831,831.68**
## Financial Report

### Profit and Loss

<table>
<thead>
<tr>
<th>German American Heritage Center</th>
<th>Profit &amp; Loss Actual vs Prior Year &amp; Budget Comparison</th>
<th>YTD through Dec 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>INCOME</strong></td>
<td><strong>Operating Income</strong></td>
</tr>
<tr>
<td><strong>Admissions</strong></td>
<td>8,210.53</td>
<td>3,229.52</td>
</tr>
<tr>
<td><strong>Facility Rental</strong></td>
<td>3,424.80</td>
<td>2,848.96</td>
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<tr>
<td><strong>Sign Rental</strong></td>
<td>18,000.00</td>
<td>18,000.00</td>
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<tr>
<td><strong>Gift Shop Revenue</strong></td>
<td>36,468.08</td>
<td>18,054.23</td>
</tr>
<tr>
<td><strong>Program/Events Income</strong></td>
<td>8,209.81</td>
<td>5,339.15</td>
</tr>
<tr>
<td><strong>Endowment Draw</strong></td>
<td>74,939.86</td>
<td>24,403.03</td>
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<tr>
<td><strong>TOTAL OPERATING INCOME</strong></td>
<td>123,262.58</td>
<td>72,214.08</td>
</tr>
<tr>
<td></td>
<td><strong>DONATIONS, CONTRIBUTIONS, GRANTS</strong></td>
<td><strong>Fundraising</strong></td>
</tr>
<tr>
<td><strong>Donations &amp; Contributions</strong></td>
<td>32,364.47</td>
<td>28,368.20</td>
</tr>
<tr>
<td><strong>Grants</strong></td>
<td>127,959.48</td>
<td>97,000.00</td>
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<tr>
<td><strong>Fundraising</strong></td>
<td>48,472.80</td>
<td>84,000.00</td>
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<tr>
<td><strong>Sponsorships</strong></td>
<td>5,350.00</td>
<td>5,000.00</td>
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<tr>
<td><strong>TOTAL DONATIONS, CONTRIBUTIONS, GRANTS</strong></td>
<td>214,176.75</td>
<td>153,168.29</td>
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<tr>
<td><strong>Membership</strong></td>
<td>17,278.23</td>
<td>19,960.00</td>
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<tr>
<td><strong>TOTAL INCOME</strong></td>
<td>354,717.56</td>
<td>245,403.15</td>
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<tr>
<td></td>
<td><strong>EXPENSE</strong></td>
<td><strong>Gross, Admin &amp; Op. Expenses</strong></td>
</tr>
<tr>
<td><strong>Gross, Admin &amp; Op. Expenses</strong></td>
<td>62,164.71</td>
<td>49,895.00</td>
</tr>
<tr>
<td><strong>Personnel Expenses</strong></td>
<td>128,886.44</td>
<td>112,071.90</td>
</tr>
<tr>
<td><strong>Gift Shop Expenses</strong></td>
<td>22,351.30</td>
<td>15,565.00</td>
</tr>
<tr>
<td><strong>Program/Events/Exhibits</strong></td>
<td>23,842.34</td>
<td>11,083.07</td>
</tr>
<tr>
<td><strong>Building &amp; Grounds</strong></td>
<td>38,994.22</td>
<td>32,204.52</td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td>34,296.67</td>
<td>23,160.83</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSE</strong></td>
<td>310,535.08</td>
<td>243,980.32</td>
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<tr>
<td></td>
<td><strong>NET ORDINARY INCOME</strong></td>
<td>265,530.08</td>
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<tr>
<td></td>
<td><strong>OTHER INCOME/EXPENSE</strong></td>
<td><strong>Non-Operating Income</strong></td>
</tr>
<tr>
<td><strong>Non-Operating Income</strong></td>
<td>255,763.36</td>
<td>402,785.01</td>
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<tr>
<td><strong>Interest Income</strong></td>
<td>5.11</td>
<td>2,772.60</td>
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<tr>
<td><strong>Other Income</strong></td>
<td>29,761.84</td>
<td>25,751.67</td>
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<tr>
<td><strong>Gain/Loss on Sale of Assets</strong></td>
<td>374.18</td>
<td>970.03</td>
</tr>
<tr>
<td><strong>Total Non-Operating Income</strong></td>
<td>285,904.49</td>
<td>512,253.21</td>
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<tr>
<td></td>
<td><strong>Other Income</strong></td>
<td>226,348.82</td>
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<tr>
<td></td>
<td><strong>Depreciation Expense</strong></td>
<td>40,000.00</td>
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<tr>
<td></td>
<td><strong>Interest Expense</strong></td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total Other Expense</strong></td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td><strong>NET OTHER INCOME/EXPENSE</strong></td>
<td>201,921.00</td>
</tr>
<tr>
<td></td>
<td><strong>NET INCOME</strong></td>
<td>326,114.44</td>
</tr>
</tbody>
</table>
Executive Committee

Daniel Cabage- President
Mike Motto- Vice President
Dr. Terri Switzer- Secretary
Dean Kraus- Treasurer

2021 Outcomes:
Managing Line of Credit
Increase staff pay
Budget Creation and Adjustments
Managed HR Concerns
## 2021 Year End Accounts

<table>
<thead>
<tr>
<th></th>
<th>Baird</th>
<th>GAHC QCCF</th>
<th>Werner QCCF</th>
<th>GAHC Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginning Balance</strong></td>
<td>$1,897,576</td>
<td>$69,145</td>
<td>$65,032</td>
<td>$100,000</td>
</tr>
<tr>
<td><strong>Gifts Deposited</strong></td>
<td>$</td>
<td>$250</td>
<td>$</td>
<td>$-</td>
</tr>
<tr>
<td><strong>Interest /Dividends</strong></td>
<td>$46,360</td>
<td>$5,916</td>
<td>$6,177</td>
<td>$7,405</td>
</tr>
<tr>
<td><strong>Draw Operations</strong></td>
<td>$39,615</td>
<td>$2,400</td>
<td>$1,900</td>
<td>$-</td>
</tr>
<tr>
<td><strong>Fees</strong></td>
<td>$18,044</td>
<td>$537</td>
<td>$546</td>
<td>$536</td>
</tr>
<tr>
<td><strong>End Balance</strong></td>
<td>$2,153,716</td>
<td>$72,424</td>
<td>$68,761</td>
<td>$106,883</td>
</tr>
</tbody>
</table>

**Total** $2,401,784

**Increase** $270,031
ENDOWMENT COMMITTEE

Memorials:
Ivan Cuthbert Glanz
Verna Hamann
Marieta Jacobs
Walter & Lieselotte Mayer
Janet B. Miller
William Jens Moellering
Christian Herman Mueller
Don Ockelmann
Betty Reeg
Richard Stahl
Christel Ward
Wayne Holst
Michael Begey
Roger Meier
Richard Karwath
William Puck
Mary Ann Tyler
Anita Sundin

In honor of:
Cal Werner
Dr. Rebecca Christoffel
Mary Schmidt Kirkpatrick

New Life Members
Tamara Felden
Jack & Carolyn Schaefer
Building and Grounds

Highlights of 2021

Fence Installed around North Gravel Lot
Carpeting Removed from Gallery walls
New Plexiglass on Cases
Replaced Storefront Glass
Repaired Storefront Damage
Library Organization
Permanent Exhibit Additions
American/German Flags Replaced
Back Flow Preventer Repaired

Looking Forward in 2022

Storefront and Cornice Painting
3 Memorial Benches
Accessible Entrance
Staff Medical Emergency Training
Complete Disaster Preparedness Plan
Landscaping around North Lot
Blighted Tree Removal/Replacement
Replace Emergency Lights
Program Committee

Committee Members
Hedy Hustedde
Michael Hustedde
Barbara Zimmerman
Nick Eli
Ferenc Beiwel
Fred Isele
Nick Pitz
Terry Mahon
Clare Tobin
48 Programs in 2021

Program Highlights

- 31 Virtual Programs
- 17 In-person Programs
- 13 Walking Tours
- 2 Exhibit openings
- 2560 Program & Event Participants
- Top In-person programs: Darker Side of Davenport (147), Oktoberfest with Hauberg (700), Best of the Wurst (250)
- Top Virtual: German Immigration to America with Steve Szabados (83), Witches Kings and Architectural Charm with Russ Baldner (78), Coming to Iowa: A History of Global Migration with Debra Delaet (76)
Governance Committee

Members:
- Kylie Franklin - Chair
- Dr. Tamara Felden
- Daniel Cabage
Governance Committee

2021 Highlights

- Implemented process for President and Vice President terms, elections, and transitions.
- Aided in the hiring process for Education and DEAI Coordinator and Assistant Director.
- Continued evaluating and suggesting revisions to GAHC policies.
- Produced exit interview reports for outgoing staff, conducted ED Review.
# MARKETING COMMITTEE

Mike Motto and Adrian Wille

## Digital Marketing

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Unique users</th>
<th>Avg. impr. freq. / user</th>
<th>Impr.</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAHC - YouTube (2021)</td>
<td>21,547</td>
<td>2.6</td>
<td>56,135</td>
<td>119</td>
</tr>
<tr>
<td>GAHC - Search (Banquet Hall)</td>
<td>–</td>
<td>–</td>
<td>456</td>
<td>25</td>
</tr>
<tr>
<td>GAHC - Display (Christmas Shop)</td>
<td>54,869</td>
<td>3.8</td>
<td>207,635</td>
<td>4,290</td>
</tr>
<tr>
<td>GAHC - Gmail (Post-COVID)</td>
<td>2,273</td>
<td>2.3</td>
<td>5,323</td>
<td>4,441</td>
</tr>
</tbody>
</table>
MARKETING COMMITTEE

Mike Motto and Adrian Wille

Digital Marketing

<table>
<thead>
<tr>
<th>Campaign name</th>
<th>Impressions</th>
<th>CPM (cost per 1,000 impressions)</th>
<th>Reach</th>
<th>Frequency</th>
<th>Clicks (all)</th>
<th>CTR (all)</th>
<th>Unique CTR (all)</th>
<th>Link clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event: Oktoberfest 2021</td>
<td>24,087</td>
<td>$5.76</td>
<td>11,316</td>
<td>2.13</td>
<td>1,061</td>
<td>4.40%</td>
<td>7.18%</td>
<td>303</td>
</tr>
<tr>
<td>Event: Best of the Wurst - 2021</td>
<td>24,281</td>
<td>$6.18</td>
<td>8,038</td>
<td>3.02</td>
<td>1,027</td>
<td>4.23%</td>
<td>9.55%</td>
<td>168</td>
</tr>
<tr>
<td>GAHC - Post-COVID (June/July 2021)</td>
<td>75,348</td>
<td>$5.36</td>
<td>18,660</td>
<td>4.04</td>
<td>2,336</td>
<td>3.10%</td>
<td>8.54%</td>
<td>1,227</td>
</tr>
<tr>
<td>GAHC - Birdies 2021</td>
<td>23,355</td>
<td>$7.06</td>
<td>4,786</td>
<td>4.92</td>
<td>409</td>
<td>1.74%</td>
<td>6.58%</td>
<td>160</td>
</tr>
<tr>
<td>GAHC - Spring 2021</td>
<td>87,440</td>
<td>$5.18</td>
<td>14,961</td>
<td>5.84</td>
<td>2,108</td>
<td>2.41%</td>
<td>8.51%</td>
<td>1,001</td>
</tr>
<tr>
<td>GAHC - Online Gift Shop</td>
<td>114,247</td>
<td>$8.75</td>
<td>29,299</td>
<td>3.90</td>
<td>3,627</td>
<td>3.17%</td>
<td>8.09%</td>
<td>2,436</td>
</tr>
</tbody>
</table>
MARKETING COMMITTEE

Mike Motto and Adrian Wille

Social Media - Facebook

Total Page Followers: 7,513
Marketing Highlights - Facebook Post Reach

Post Reach
The number of people who saw any of your posts at least once. This metric is estimated.

![Post Reach Chart](chart.png)
Google Analytics - Website visits
Staff Reports

Kelly Lao - Executive Director
- Financial numbers/Visitor information/Goals

Clare Tobin - Assistant Director
- Upcoming Programs and Exhibitions

Jessica Gordon - Education and DEAI Coordinator
- Diversity, Equity, Access, & Inclusion Initiative & Educational Outreach
2021 Executive Director Report

Staffing Changes
Safety & Adaptation
Visitation & Member Data
Funding Breakdown
Many changes:
Assistant director
Education Coordinator, full time
Pay increases, researching benefits
New staff again, August & October
Safety & Adaptation

- Outdoor events
- Masking, increased cleaning/sanitation
- Covid-19 funding
- Virtual programs
- In-person programs
- Hybrid model
2021 VISITORS

Visitors By Month

- Jan: 0
- Feb: 0
- Mar: 0
- Apr: 100
- May: 500
- June: 800
- July: 1,200
- Aug: 600
- Sept: 400
- Oct: 1,400
- Nov: 400
- Dec: 0

Values range from 0 to 1,500.
2021 MEMBERS

Type of Membership

- Individual: 44.8%
- Couple: 27.8%
- Life Member: 19.9%
- Family: 4.1%
- Grandparent: 3.4%

New Members

- Jan: 2
- Feb: 2
- Mar: 4
- Apr: 4
- May: 6
- June: 6
- July: 4
- Aug: 2
- Sept: 1
- Oct: 6
- Nov: 5
- Dec: 5
2021 FINANCIALS

**Income**
- Admissions
- Facility Rental
- Membership
- Gift Shop
- Programs
- Donations
- Grants
- Fundraising
- Sign Rental
- Endowment Draw
- Sponsorship

**expenses**
- Marketing
- Operations
- Building & Grounds
- Programs
- Gift Shop
- Personnel

**Grant Request vs. Grant Awards by Year**

- 2018
- 2019
- 2020
- 2021
CLARE TOBIN
Assistant Director
Exhibitions in 2021-
Jugendstil: Art for All
Exhibitions in 2021

WHO? WHAT? WEAR?
German Costume and Culture
CLARE TOBIN
Assistant Director
Exhibitions in 2021-
Christmas Postcards & Oma's Haus
CLARE TOBIN
Assistant Director

Coming in 2022-

- Our Friends Our Neighbors/Unsere Nachbarn, Unsere Freunde: Tapestry Farms
- Hidden Habsburgs: Immigration in Iowa 1846-1868
- The White Rose: Youth Resistance in WWII
- Blaudruck: The Wonder of Indigo
- 16+ programs currently scheduled
JESSICA GORDON

Education & DEAI Coordinator

- DEAI Leadership and Initiatives
- Young Adult Book Club
- Traveling Trunks
Election of New Directors

- Nick Pitz
- Travis Plambeck
## New Business

### 2022 Budget

<table>
<thead>
<tr>
<th>German American Heritage Center Profit &amp; Loss Budget Overview</th>
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</thead>
<tbody>
<tr>
<td>January through December</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2022 Proposal</th>
<th>2022 Budget</th>
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<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPERATING - Income</td>
<td></td>
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</tr>
<tr>
<td>Admissions</td>
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<tr>
<td>Facility Rental</td>
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<tr>
<td>Sign Rental</td>
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<tr>
<td>GIFT SHOP - Revenue</td>
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<tr>
<td>PROGRAM/EVENTS - Income</td>
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<td>Total OPERATING - Income</td>
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<tr>
<td>Donations, Contributions, Grants</td>
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<tr>
<td>General Contributions</td>
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<td>Endowment Draw</td>
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<tr>
<td>Grant Income</td>
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<td>Fundraising Events</td>
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<td>Exhibit, Event &amp; Prog. S-ships</td>
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<tr>
<td>Total Donations, Contributions, Grants</td>
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<td>Membership</td>
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<td><strong>Total Income</strong></td>
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<tr>
<td><strong>Expense</strong></td>
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<tr>
<td>Gen., Admin. &amp; Oper - Expenses</td>
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<td>Personnel Expenses</td>
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<td>GIFT SHOP - Expenses</td>
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<tr>
<td>PROGRAM / EVENTS / EXHIBITS</td>
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<tr>
<td>BUILDING &amp; GROUNDS - Expenses</td>
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<td>MARKETING - Expenses</td>
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<tr>
<td><strong>Total Expense</strong></td>
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<tr>
<td><strong>Net Ordinary Income</strong></td>
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2021 Annual Meeting

Adjournment

Thank You and Good Night!