2021

ANNUAL REPORT

CASTLE MUSEUM of SAGINAW COUNTY HISTORY

500 Federal Ave
Saginaw, MI 48607
(989) 752-2861
castlemuseum.org

THE FUTURE IS BRIGHT!

THANK YOU FOR YOUR SUPPORT!

The Historical Society of Saginaw County is committed to serving the community by telling the continuing story of the people of the Saginaw region through exploration, preservation, and presentation of their historical and cultural heritage.

The Castle Museum of Saginaw County History wants to thank YOU for all of your continued support!

ANNUAL REPORT

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BOARD OF DIRECTORS

We are grateful to our Board of Directors and staff for making our mission of sharing Saginaw County history possible.

CHAIRPERSON
Bryan Konieczka

VICE CHAIRPERSON
Brad Jarvis, Ph.D.

SECRETARY
Tamara Carter

TREASURER
Amy French, Ph.D.

EXECUTIVE COMMITTEE
Cheryl Hadsall
Jack Tany

DIRECTORS-AT-LARGE
Judge William Crane
Robert Emrich D.Min.
Judge Elian Fichtner
Kathy Gonzales
Chip Hendrick
Larry Rodarte
Delena Spates-Allen
Larry Toft
Ricardo Verdoni

CASTLE MUSEUM

STAFF

PRESIDENT & CEO
Jonathan Webb

VICE PRESIDENT & CHIEF HISTORIAN
Thomas Trombley

OFFICE MANAGER & ACCOUNTING
Ashley Zehnder

CHIEF CURATOR
Sandy Schwan

CURATOR OF ARCHAEOLOGY
Jeffrey Sommer

REGISTRAR
Jeffrey Cottrell

EXHIBITS COORDINATOR
Geoffrey Pelkey

OUTREACH COORDINATOR
Jennifer Vannette

MARKETING COORDINATOR
Arika Massey

EDUCATION COORDINATOR
Kristi Furtaw

CUSTODIAN & SPECIAL ARRANGEMENTS
Barbara Dewey

FACILITIES MANAGEMENT
Wayne Greenia

COLLECTIONS
Adam Priem

RECEPTION
Deana Coleman
Barry Rindhage
Janeen Schaeding

IN APPRECIATION

In the last 24 months, four members of the Society's Board of Directors, with a combined 74 years of board service, have announced their retirements. Their leadership, dedication and commitment has been transformative. While they will be greatly missed, the legacy of their efforts is lasting and helps ensure the Castle Museum of Saginaw County History is a stable, permanent resource for the entire community.

Judge William Crane

Judge Crane joined the museum's board in 1996. His leadership and efforts were pivotal in the museum being able to host exhibits from the Smithsonian Institution. Through his tenure he served on numerous boards and committees including exhibits and collections. His leadership was critical in gaining passage of our 2020 millage vote.

Judge Fred L. Borchard

Judge Borchard joined the museum's board in 2000. He has served on numerous committees, including executive and collections. His leadership, guidance and passion for local history have been an important part of the museum's growth and development.

Ken Willman

Since joining the board in 2006, Ken Willman has tirelessly worked to help to promote and publicize the museum. As membership chair, he ensured a vibrant base of supporters for the museum and its mission. His work included the coordination of mailings, helping with arrangements for annual membership brunch and each month delivering the Castle Courier to local businesses. He also found time to be an active member of the Collections Committee and liaison with other organizations.

Larry Toft:

Joining the board in 2008, Larry Toft worked to ensure the long-term financial stability of the museum. He was tireless in his efforts to ensure that the museum met the Saginaw Community Foundation endowment challenge grant. He authored two books on Saginaw County history and donated the proceeds from his history of downtown Saginaw to the museum's endowment. He even found time to curate an exhibit on local brick manufacturing.

WE SAY FAREWELL,

& WELCOME

This fall the Castle Museum sadly said goodbye to our valued team member, Jaclyn Leach. Jaclyn worked as our Public Relations & Events Coordinator for just over a year, helping the museum to navigate the ever-changing dynamics of the Covid-19 pandemic. She is now the Senior Associate of Media Services at New Egen, Inc. It is always difficult to lose a valued staff member, but we wish Jaclyn all the best in her exciting, new opportunity.

The Castle Museum welcomed two new team members in November, Arika Massey as our new Marketing Coordinator and Jennifer Vannette as our new Outreach Coordinator.

Arika is a digital marketing professional. She has been very involved in Saginaw's arts and culture community, and she continues to serve on the Saginaw Young Professionals Network Steering Committee.

Before joining the Castle Museum, Jennifer earned her PhD in US History from Central Michigan University, and for the last three years has been working as an independent, public historian. She came to us with a wealth of teaching and program development experience.

Arika and Jen are excited to join the staff and look forward to supporting the team and contributing new ideas.

Jaclyn Leach

Arika Massey

Jennifer Vannette

“We are stronger together than each of us is individually.”

Hello Members and Friends of the Castle Museum of Saginaw County History, and welcome to 2022!! Little did we imagine that when the calendar turned from December to January again that we would still be dealing with the effects of the COVID pandemic. Despite the obstacles presented to us, we have managed to thrive and continue providing a valuable service to the residents of and visitors to our county. From top-notch exhibits to in-person and virtual programming, we continue to push ourselves to provide more and better content to educate and entertain our audience. The number of items in our collection continues to grow daily, and we are dedicated to ensuring those wonderful pieces of our collective history are catalogued, stored, and properly preserved for future generations. A highlight from 2021 at the museum was the world debut in the spring of the Smithsonian Institution’s traveling exhibit, “Pleibol, From the Barrios to the Big Leagues.” Working hand in hand with the Smithsonian was a real treat and provided great experience for our staff. When the exhibit was packed and on its way to its second destination, the Smithsonian folks let us know that we had “set the bar very high for the rest of the host museums and that Saginaw County should be very proud to have such a wonderful institution.” It also provided us the opportunity to work closely with our own Latino community to collaborate on personal stories relating to Latino culture, baseball, and Saginaw County. And finally, we even got our beloved Detroit Tigers involved as they loaned us numerous items from their own collection relating to famous Latino players in Tigers history.

Speaking of collaboration, we continue to work with many groups in our area to provide everything from historical context on their own organization or project to a place to congregate for their meetings. We are advocates for doing whatever we can to strengthen our bonds with other nonprofit organizations in the county. We are stronger together than each of us is individually.
We also continue to upgrade our buildings. Listed on the National Register of Historic Places, the Castle Museum requires a tremendous amount of care to preserve its beautiful and unique appearance. In addition to meticulous maintenance, we have upgraded the exhibits on the top floor, with the conversion of the Victorian Room into a new “Made In Saginaw” exhibit, featuring fascinating pieces of Saginaw’s non-automobile manufacturing past.

And word is getting out about what we have to offer at the Castle Museum of Saginaw County History. Whether through our strong social media presence, our informative website, or through travel and leisure programming such as PBS’s “Under the Radar Michigan,” we have been featured by numerous media outlets, increasing awareness and visitors to our facility. We thank you for your continued support and we think you’ll be excited and impressed by the new outreach programs we have planned for 2022. Here’s to another year of working together to preserve the history of Saginaw County.

Jonathan Webb
PRESIDENT &CEO

“Been there. Done that.”

Heard that phrase before? You know, when folks reflexively reply when asked about a certain place or experience. I hope that when you are asked if you have visited the Castle Museum of Saginaw County History, your response is not “been there, done that” but rather “been there, visit again!” And here’s why …

The second floor has undergone a wonderful update with new exhibits featuring products Made in Saginaw. The once closed-off Victorian room is now open to visitors, having been completely refreshed and now showing-off a variety of furniture and other artifacts all made right here. Also upstairs, the new exhibit features a variety of examples of the ingenuity of the people of Saginaw as they attempt to reshape industry following the lumber era.

A traveling exhibit from The Smithsonian titled ¡Pleibol! visited the Museum in 2021 – the exhibit’s very first installation ever! This exhibit shared the experiences of Latinas and Latinos whose love for the game of baseball and incredible talent changed the game and transformed American culture forever. Local history was also woven into the exhibit, thanks in large part to HSSC Board Member Larry Rodarte.

Other temporary exhibits included Silver Screens, a look at movie theaters in Saginaw which featured a wonderful collection of vintage movie posters from the collection of Scott Seeburger, and A Wider View – a collection of Goodridge Brothers’ Panoramic Photographs.

While 2021 brought with it many challenges as we continue to deal with the effects of COVID-19 in our community, the ever-talented staff and volunteers kept the Museum running smoothly, reimagined exhibit space on the second floor, and continued to embrace digital outreach with programming via Facebook.

Every visit to the Castle Museum provides a new and enriching experience. There’s always something new to discover as you explore the stories of Saginaw County.

Bryan Konieczka
CHAIRPERSON

A CLOSER LOOK AT

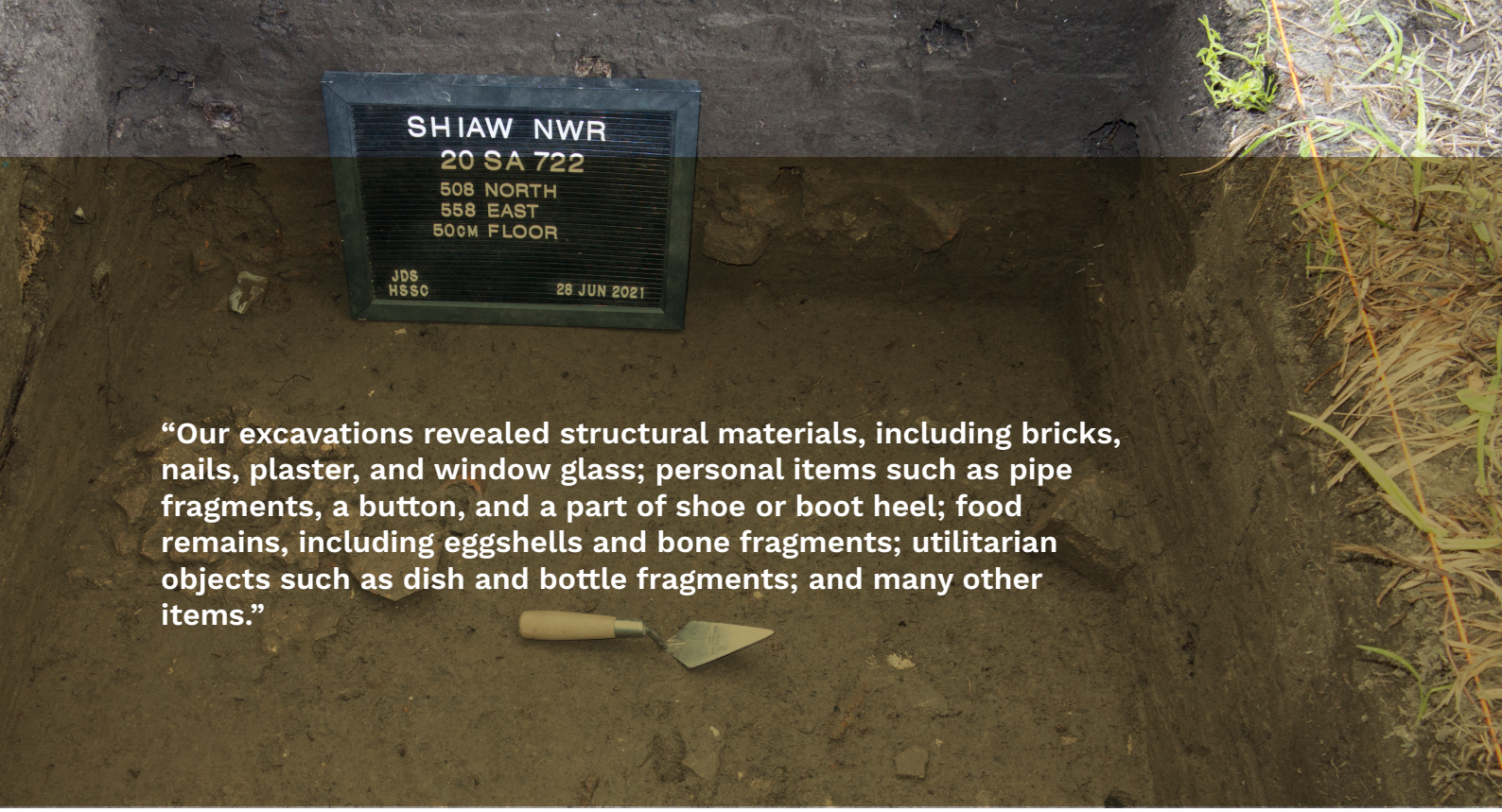
ARCHAEOLOGY

Both in the museum and in the field, 2021 was another productive year for the Castle Museum's Archaeology Program. Much of winter and early spring were spent in the lab completing analyses and drafting reports on our 2020 fieldwork at Price Nature Center, the Spencer Woods locale, and in the Shiawassee National Wildlife Refuge. Other projects from the early months of the year include cataloguing and photographing artifacts from our 2020 Frankentrost survey and from recent donations to the museum's archaeology collection. More recently, the Castle Museum was invited to prepare an exhibit at Saginaw Valley State University celebrating Indigenous Peoples' Month. This exhibit, featuring artifacts from our archaeology collection, ran through the months of November and December.

Exhibit celebrating Indigenous People's Month at SVSU

Newly installed shelving in the Archaeology Repository

Exciting things are happening in the Archaeology Repository, too! We have begun renovations that will nearly double the usable storage space and make it easier to control the air temperature and humidity – both of which are vital to properly care for collections. The additional storage space will make it possible to better organize and expand the collection over time.



“Our excavations revealed structural materials, including bricks, nails, plaster, and window glass; personal items such as pipe fragments, a button, and a part of shoe or boot heel; food remains, including eggshells and bone fragments; utilitarian objects such as dish and bottle fragments; and many other items.”

2021 gave us another opportunity to continue our long-standing partnership with the Shiawassee National Wildlife Refuge. Annually since 1999, the Castle Museum has engaged in fieldwork within the refuge including archaeological survey, site monitoring, and test excavations. In recent years, our work at the SNWR has primarily consisted of monitoring known archaeological sites. In 2021, in addition to monitoring sites, we once again conducted test excavations, this time focused on a possible location for one of the late 19th century boarding houses associated with the Tittabawassee Boom Company. The T. B. Co. is known to have operated several boarding houses for their workers who were engaged in gathering and sorting logs that had been harvested and floated down the Tittabawassee River and its tributaries by various lumber companies working in the Saginaw Valley. Our excavations revealed structural materials, including bricks, nails, plaster, and window glass; personal items such as pipe fragments, a button, and a part of shoe or boot heel; food remains, including eggshells and bone fragments; utilitarian objects such as dish and bottle fragments; and many other items. Our findings are consistent with a boarding house location, but more research is needed to confirm the identification.

Excavation unit showing bricks, plaster, and other items at the possible boarding house location

If you are interested in past or future activities of the Castle Museum Archaeology Program, be sure to check out the archaeology blog – accessed through the museum’s website – and stay tuned to the museum’s social media platforms, including Facebook and Instagram!

A LOOK AT OUR

COLLECTIONS

Due to the continuation of the Covid-19 Pandemic and the health concerns and restrictions associated with it, we have limited our activities in particular as it pertains to in-house researchers, providing programming, and utilizing volunteers and interns. This report reflects these changes as well as the alternative ways we found to fulfill our mission to be a resource to our community.

Staff and one college intern continued cataloguing artifacts in our object, archival and photographic collections in addition to processing new acquisitions. They provided research assistance to the community and aided with exhibitions, while at the same time organizing the materials in order to make the information more accessible to the public. Since the acquisition of the clipping files from The Saginaw News during the First Quarter of 2011, continuous use has been made of the collection by the staff, reporters and the general public. Our second college intern continued working with the collections and a third college intern began working with the collections during this quarter.

Over 240 research questions were answered by phone, email or mail.

1650 artifacts were entered into PastPerfect during the year, bringing the total number of objects entered into the collections database to 83,259. Objects: 39,192; Photos: 29,235; Archives: 10,827; and Library: 4,005. Not included in this total, are the numerous updates we continue to make for artifacts already entered into PastPerfect. Only one Acquisitions Meeting was held during the year. Approximately 125 donors donated approximately 906 objects to the collection.

During the year, additional cabinets and shelving, mostly pallet shelving, was installed at the Castle Museum Annex to accommodate large artifacts and utilize the space more efficiently. Most of the cabinets and shelving were installed on the first floor, however, shelving and cabinets were also installed on the second floor. In addition, renovations and reorganizations began in one of the archival storage areas on the second floor of the Castle Museum Annex. Old fluorescent light bulbs are being replaced with new, energy and cost efficient LED light bulbs.

...AND A LOOK AT OUR

EXHIBITIONS

INSTALLED

- Stories of Saginaw's Silver Screens: Saginaw County Movie Theaters, re-installed
- Pleibol! In the Barrios and the Big Leagues
- A Wider View: The Panoramic Views of Saginaw
- Jacobson's Textile Exhibit, installation begun
- Replica of the Saginaw Children's Zoo Carousel, installation begun
- Made in Saginaw: Furniture Gallery
- Artifact of the Month
- Made in Saginaw, phase one and two
- Break a Leg: Celebrating 90 Seasons of Pit & Balcony Theatre
- Schaefer Hat Store
- Saginaw Cycle Car, re-installation
- Arthur Hill High School
- Wax Flowers
- Remembering 9-11, re-installation

OTHER FEATURED EXHIBITS

History of Saginaw Antique Shops in Saginaw, Stories of Saginaw's Silver Screens: Saginaw County Movie Theaters, Spirited: Prohibition in America (traveling exhibit from Mid-American Arts Alliance), Brewing in Saginaw County, Frankenmuth Woolen Mill, History of Bridgeport Township, Morley Mershon Portable Houses, Huckster Wagon Exhibit, re-installation; Ippel Store; Our Foundations: Origins of Saginaw County; Women's National Farm and Garden Association: Celebrating 90 years; Coal Mining in the Saginaw Valley; Building a Castle; Portrait of a City: Goodridge Brothers Art Souvenir of Saginaw, Michigan USA 1902; Saginaw County Hall of Fame interactive touch screen; Stained and Leaded Glass Windows at the Annex; Timber!!!: Lumbering in the Saginaw Valley 1860 to 1900; Historic Photo Murals at the Annex; Pretty as a Postcard: Images of Saginaw from the Detroit Publishing Company; The Eskwin Chair; Geared for Production: Chevy Transmission Plant Holiday Display; Saginaw County Sports Hall of Fame; Annex Window: The History of the Castle Annex; U.S. Post Office Exhibit; Tall Case Clock from the Bancroft Hotel; Goodridge Brothers Video of Saginaw; Driving on Planks: The Road to East Saginaw, Saginaw Timeline for Rotary Centennial (Saginaw Dow Event Center); Everyday Objects of the Ojibway; Saginaw Women's Garden Club (on-line); Piano Exhibit (on-line); North School exhibit; Traveling by Interurban in Saginaw County; Lady Justice; Hill House; Saginaw Carriage from J.P. Beck's Carriage Works; Powerbike manufactured by Saginaw Products, Inc.; Geared for Production: The Story of Automotive Manufacturing in Saginaw; Made in Saginaw; Dental and Medical Period Room; 1950s Kitchen and Beauty Shop Period Room; Revealing Our Buried Past: Archaeology of the Saginaw Valley; People Make the City and Myer Brothers Jewelry Store. Local components to accompany Pleibol !
Exhibit of Bliss Park monument materials
"On this Site," An Outdoor exhibit on Jacobson's Building
Add to silver screens "and Posters from the Scott Seeburger Collection.

NEW ACCESSIONS

Preserving things – artifacts - is central to a museum's mission. Without the objects we collect, we would not be able to fulfill our mission statement:

"The Historical Society of Saginaw County is committed to serve the community by telling the continuing story of the people of the Saginaw region through exploration, preservation and presentation of their historical and cultural heritage."

Each year we feature a few of the objects that have been donated to the museum. Although this list is merely a random selection of the artifacts that have been donated to the museum over the course of 2021, it hints at the diversity of objects that have been entrusted to the museum's care – each of these artifacts preserves and connects us with a story about life in Saginaw County.

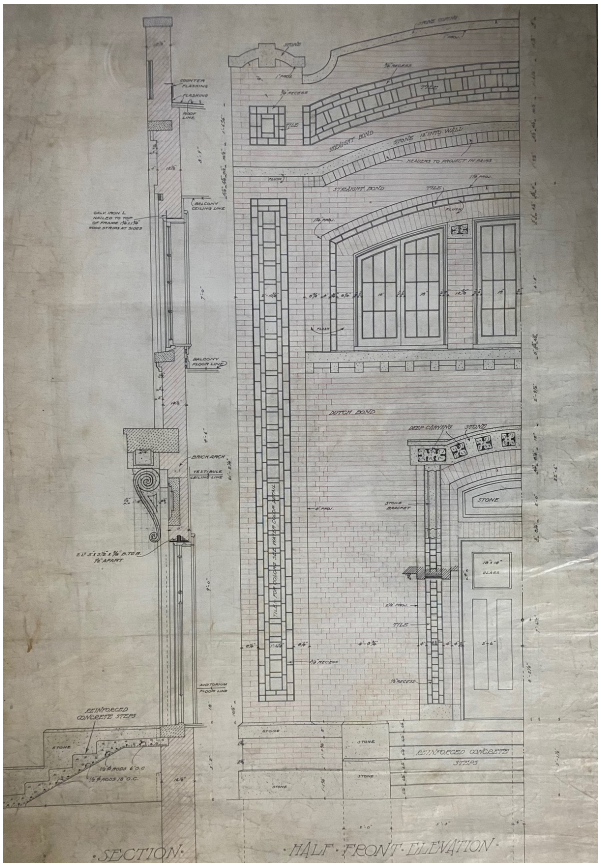
A daybook listing watch and clock repairs at Myer Brothers Jewelry Store between January 31, 1950 January 15, 1953: The detailed information preserved in this ledger will enable us to understand more fully – and interpret the story of Myer Brothers Jewelry Store – the interior of which preserved and exhibited at the Castle Museum.

A portrait of Ezra Rust and a Loving Cup presented to him on Christmas Day 1906: The donation came from his grandson, Ezra Rust Muirhead, these items connect us with Erza Rust's generous and lasting gift to the people of Saginaw - Rust Park. His gift of land and money enabled the creation of the park that includes Ojibway Island and much of the land at the east end of the Court Street Bridge.

A Sonora, Invincible model, c. 1916 phonograph: This model features a mahogany case and gold-plated fittings. In 1916, this model was advertised for $300.00. (Adjusting for inflation by calculating the proportion that an average household pays for consumer goods and services this phonograph would cost $15,508.77 today.) The unit was donated by the descendants of the original owner, Charles Mohnk.

A 1913 architectural drawing of the front façade of Cowles and Mutscheller's design for a new home for B'Nai Israel on Second Street: While this rendering complements our large holdings of Cowles and Mutscheller drawings, it also helps to tell the story of religious diversity in Saginaw County.

Often separate donations complement each other and such is the case of three donations that connect us with the story of education in the community of Salina – or South Saginaw.

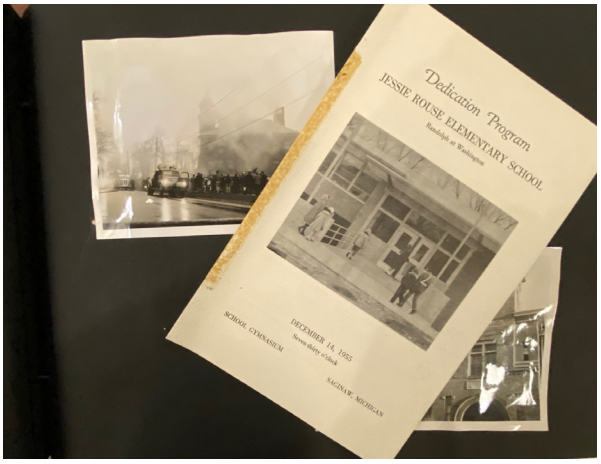


B'Nai Israel

An Autograph quilt created by the South Saginaw PTA in 1935. The textile includes the names of individuals and families who lived and worked in the South Saginaw neighborhood.

A presentation album dedicated to long-time South Saginaw resident and teacher Jessie Rouse documenting the fire that destroyed the Washington School and the construction of its replacement which was named after her. The album was part of a larger donation that included numerous items relating to Jessie Rouse and her family.

Autograph Quilt



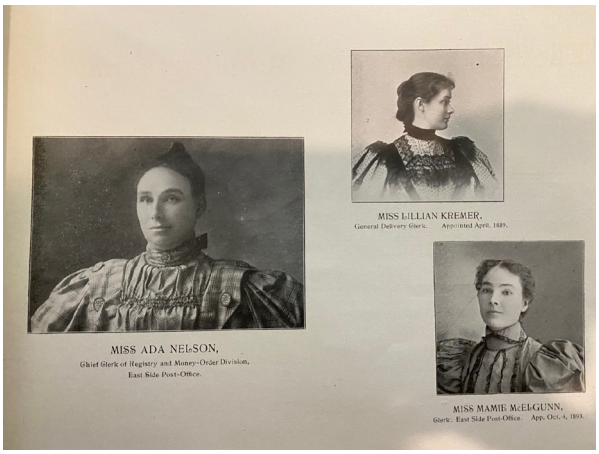
Presentation Album dedicated to Jessie Rouse

A collection of archival material documenting the history of St. John Lutheran church in Saginaw: When the congregation that traced its roots back to 1852, disbanded, a diverse collection of archival material was donated to the Castle Museum. The collection includes scrapbooks and a manuscript history of the congregation.

St. Johns

A Booklet titled Letter Carriers Souvenir - September 8, 1896: Before an object is accepted for the museum's collection, it is researched and vetted to ascertain how it relates to the history of Saginaw County. This book connects us with many stories. The most obvious is the construction of the new eastside Saginaw post office - now the home of the Castle Museum of Saginaw County History. It also contains numerous advertisements for businesses and the biographies of women who worked in the Saginaw post office.

Letter Carriers 1 of 2



Letter Carriers 2 of 2

Two separate donations highlight the founding of the Saginaw County Club:

A trophy won by J.T. Wylie, March 1916. James T. Wylie was the winner of the first Michigan Golf Championship in 1906. He practiced in Forest Lawn Cemetery and was one of the founders of the Saginaw Country Club.

A 1914 book that includes The Articles of Association, bylaws, and a membership list of the Saginaw County Club.

J.T. Wylie Trophy & Saginaw Country Club Membership List

A collection of objects from the home of Martha Hay Ayres accompanied by photographs of the interior of home on South Michigan Avenue: Born in 1847, Martha Hay Ayres would take over the active management – and his seat on the Tittabawassee Book Company's Board – when her first husband James Hay died in 1881.

Martha Hay Ayres

A 1948 class photograph and mimeographed yearbook documenting the eighth-grade class from Sacred Heart School, Birch Run. Although vastly different from the common glossy, photo-filled yearbooks, this mimeographed document connects with life in this Saginaw County community in the years following their community would be like in 15 years – 1963: "I was very much surprised to find that Birch Run was larger. I saw that was a theatre, a bowling alley, a swimming pool, and many new and many new stores and buildings."'

Beyond forming the basis for exhibits at the Castle Museum of Saginaw County history, materials preserved are utilized in our programing and to help answer research questions. Throughout the year we provided photographic reproductions for use in publications and for display purposes for businesses and individuals.

The Castle Museum of Saginaw County History supplied copies of images from our collection for the newly expanded Shattuck Road Branch of Wanigas Credit Union.

SAGINAW COUNTY

SPORTS HALL OF FAME

The Saginaw County Sports Hall of Fame (SCSHoF) had a great 2021. We had our November banquet at the Horizons Conference Center, and were able to induct the Class of 2020 that was elected earlier that year.

Just before the banquet, the entire exhibit was updated with new displays. Because Covid temporarily shut down the Castle on two occasions, SCSHoF decided to keep the exhibit that was up in place. The new exhibits for the year include Class of 2020, High School Showcase, Coats for Sports, National and International Champions, and All Things Recreation.

Some artifacts that were donated this year include the original Sammy Spirit mascot uniform as well as Steagle Cobeagle the Eagle mascot, named after Stephen Colbert of The Late Show.

-Jeff Cotrell, Sports Hall of Fame Board Member and Castle Museum of Saginaw County Registrar

Photo from saginawspirit.com/steagle-colbeagle-highlighted-on-final-report

AT A GLANCE:

EDUCATION

“Schools, homeschooling groups, and the Girls Scouts all came to visit the Castle Museum.”

Education Coordinator, Kristi Furtaw, was happy to get back into classrooms during the first half of the 2021/22 school year. She has also welcomed a growing group of little ones to her bi-monthly preschool storytime. Schools, homeschooling groups, and the Girls Scouts all came to visit the Castle Museum. We had a total of 273 youth and adults come visit for tours and storytimes.

OUR TIME MACHINE WAS ON THE MOVE THIS YEAR.

WE VISITED:

- Bethlehem Lutheran
- Faith Lutheran Childcare
- Freeland Elementary
- Handley Elementary
- Herig Elementary
- Weiss Elementary

THE TOTALS

19 SESSIONS

435 STUDENTS

28 ADULTS

463 TOTAL PEOPLE

EVEN WITH COVID LIMITATIONS, OUR EDUCATION PROGRAMMING REACHED A GRAND TOTAL OF 30,820!

WE WERE A PART OF...

- Freeland Walleye Festival Parade
- Memorial Day Parade
- Sawdust Days Parade
- Heritage Homecoming Parade
- Freeland Homecoming Parade
- Christmas Pararde

Estimated Total: 26,000

EVENTS

- DEAR @ the Zoo
- Frankenmuth Farmers Market
- Hemlock Farmers Market
- Houghton/Jones Neighborhood Association
- Light Up the City - Merrill Park School
- Light Up the City - Middle School
- Merrill Farmers Market
- MMCM Summer Camp
- Saginaw County Fair
- Party on McCarty
- Pat's Grocery Store
- Saginaw Farmer's Market
- Saginaw Sherriff Trunk or Treat
- SVRC Family Fun Day
- Mid Michigan Old Gas Tractor Association Annual Show

24 Events. 1,421 youth, 2,133 adults.

Total - 3,544 people.

MARKETING & OUTREACH

As a companion to the Smithsonian's traveling exhibit, ¡Pleibol! In the Barrios and the Big Leagues, we offered a series of videos from Saginaw County Sports Hall of Fame president Jack Tany on Latinos in baseball, as well as a series of interviews hosted by Castle Museum president Jon Webb featuring people who shared Latinx culture in Saginaw County. Many thanks to Larry Rodarte, Julio Rodriguez, and Carlos Guillen for participating.

Lunch & Learn went Live on Facebook this year as the staff learned to create a hybrid experience. Based on their comfort-level and schedule, our audience could decide whether to join us in person or online. Lunch & Learn returned in July with Scott Seeburger and his historic film poster collection. We welcomed guests to share about a variety of topics including: Forged in Fire Fan Favorite Champion blacksmith Josh Weston, Michigan true crime author Tom Carr, Joaquin Guerrero who shared his and his K9 partners experience in the aftermath of 9/11, Tom Trombley and Barry Rindhage talked movies and movie houses, Alex Mixter shared the progress on restoring the Lee Commons, Linda Tomandl talked about the changes in retail, and Justin Frost closed out the year with a look at gravestone preservation.

The success of the hybrid model means we will continue to offer livestreaming in 2022, which also increases accessibility.

FACEBOOK

Facebook continued to be the primary way that we reached people digitally. We saw a total reach last year of 383, 572. Of the 6.8k people who regularly follow our page, 68.8% are women, and 31.2% are men. Geographically, our top cities are Saginaw, Shields, Carrolton, Bay City, Freeland, Midland, Bridgeport, Frankenmuth, Hemlock, and Birch Run, in that order. Our top posts this year were our Lunch and Learn series, a post on the Saginaw Flood, and the KVAW Christmas party feature. Our most shared posts were the information on our free admission, as well as the Made in Saginaw renovation, and information on the events happening this Christmas.

INSTAGRAM

Our second most visited social media network was Instagram, which represents a completely different audience to Facebook. We increased our page followers to 1,208, and had impressions of nearly 7K. The type of that content that did best on Instagram was photo and video that featured the building and exhibits in detail. The post that did the best in terms of performance was the video that showed our Christmas Decorations in full swing on the green spiral staircase.

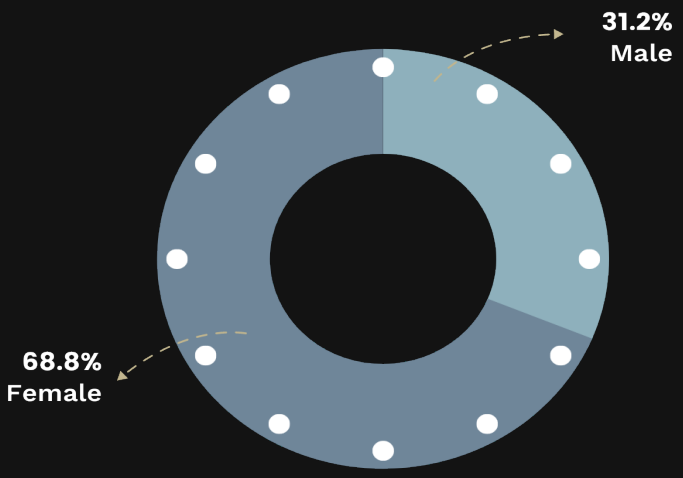
TWITTER & PINTEREST

New outreach efforts for us this year include Twitter and Pinterest. We started to gain a presence on both platforms, with Twitter leading the way for professional and industry contacts, and Pinterest being a vehicle of growth for our blog posts and educational resources.

PLANS FOR 2022

In addition to continuing to grow our existing platforms, 2022 will introduce new social media such as Alignable and Tik Tok, stay tuned for more details on how you can follow along!

BREAKING IT DOWN



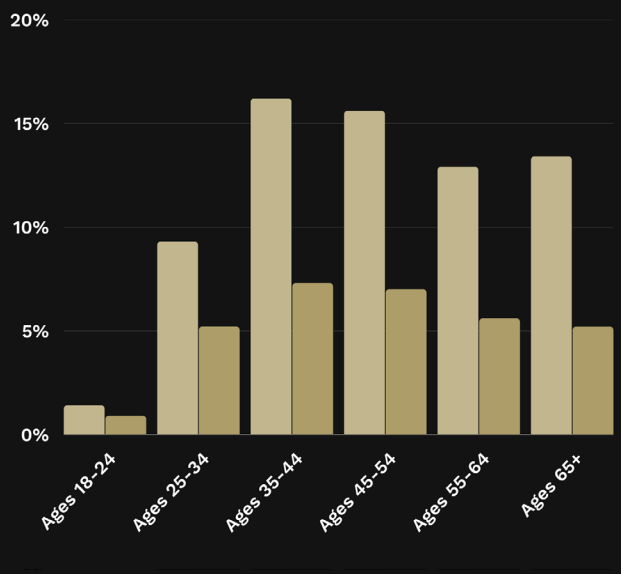
Likes by Gender

LIKES BY CITY:

- Saginaw, MI (2046)
- Shields, MI (314)
- Carrollton, MI (252 likes)
- Bay City, MI (204 likes)
- Freeland (191 likes)

LIKES BY COUNTRY:

- United States (6,638 likes)
- Canada (19 likes)
- UK & Great Britain (10 likes)
- Germany (6 likes)
- India (5 likes)



Likes by Age & Gender

TOTAL SERVED:

38,391

From visitors, tours, and offsite.

JAZZ ON
JEFFERSON

In response to the Covid-19 pandemic, Jazz on Jefferson was not held in 2021. We wish to recognize and thank those organizations who had committed funding for the 2021 event including the Saginaw Arts & Enrichment Commission, the Downtown Development Authority, and Jolt Credit Union.

The Castle Museum is the lead sponsor for this event, which is in partnership with the Public Libraries of Saginaw, Kingdom of Life Ministries, First Congregational Church, Team One Credit Union, Cathedral of Mary of the Assumption, and South Jefferson Avenue residents and stakeholders. The event draws several thousands of visitors annually to the neighborhood.

The coming year will mark the return of Jazz on Jefferson on June 8, 2022.

PROGRAMS, PARTICIPATIONS,
AND PARTNERSHIPS

We developed online programs that were posted on our website and social media sites:

- Savoring Saginaw Recipes, Histories and Images: 52 postings
- Saginaw County Sports Hall of Fame Features: 52 postings

Facebook Posts (Histories, Tours and Videos):

- 1879 Goodridge Brothers Happy New Year Portrait
- Marr Theatre
- Masonic Temple
- Saginaw Silver Screens
- Washington Street Entrance of Hoyt Park
- A New Front-The Goodridge Brothers' Studio
- Malleable Iron - Selecting a Site
- The Marshall House
- Schemm Brewery
- A Cottage along the Cass River
- Highlights from our 2021 Historical Calendar
- The NAACP Saginaw Branch - Leading Since 1919
- Potter Street
- Connecting an Exhibit with a Community
- A Sign From Another Time
- Browne's Mortuary
- Another Sign – the YMCA of Saginaw 1960 Building
- A Modern Interior on South Jefferson Avenue, March 21, 1931
- 4 County of Saginaw Interviews with our Vice President and Chief Historian: Tom Trombley
- The M.W. Tanner Company: An Album
- The Michigan Theatre
- The Mark On The Reverse Of The Plate
- The Saginaw Flood of 1916
- Dedication of People's Savings and Loan
- Destruction of City Hall by Fire in 1935
- Ludwig V. Bude, Early Saginaw Architect
- Video of Bude's monument in Forest Lawn
- Goodridge Panorama: 220 S. Washington
- Who Designed the Geisler Building
- Fire of 1893
- GAR Monument at Oakwood
- Peonies – Saginaw's City Flower
- Advertising Saginaw Clay Manufacturing Company
- Video – Goulding Sidecar
- Peonies in the 1904 Saginaw Art Museum Garden
- Juneteenth
- Types of Saginaw Paving Bricks
- Constructed from Saginaw Paving Bricks – the Cathedral of Mary of the Assumption
- Saginaw Paving Bricks
- Happy Birthday Castle Building
- Another Sighting of Saginaw Paving Bricks –

Bancroft Hotel
- Saginaw Paving Brick and Another Brick Made in Saginaw – Saginaw Auditorium
- Stories of Saginaw's Silver Screens: Saginaw County Movie Theaters
- Saginaw Showcase Company
- Construction of the Castle Building
- In Search of Mother Goose – The Cookbook
- A Mayan Temple on Gratiot
- Hoyt Library Warming House – Part of the Saginaw Bay Symphony House Walk
- New Year's Eve 1893

Observations from An Intern:
- Kodak Bantam Flash Camera
- Clairol Hair Color Company
- Grohman the Florist
- Valley City Coffee and Spice Mill

Programs, Tours & Events:
- Presentation about Mershon Morley Portable Houses for OLLI
- Presentation about the Fire of 1893 for Olli
- For SVSU Olli Program: History of 200 Block of S. Jefferson
- DAR: Life of Dr. Martha Longstreet
- Questors: Heritage Homes in Saginaw
- Virtual Programs for members: Mershon Morley Portable Houses
- Class for SVSU OLLI Program: Architecture of Cowles and Mutcscheller
- Program For Bay County Library System: Fire of 1893
- Zoom Program for HSSC Members: A Gardener Discover's Saginaw
- Lunch and Learn Program about the Theater Exhibit
- Presentations for Leadership Saginaw History Day
- Saginaw Valley Antique Society: Co-Presented a Program about the Theater Exhibit
- Class for SVSU OLLI Program: 19th Century Funeral Customs
- 2 Presentations on Saginaw Shipbuilding – Wellspring Assisted Living and Wellspring Independent Living
- Walking Tour for HSSC Members of Forest Lawn Cemetery
- Rededication of 29th Regiment Monument in Bliss Park
- Virtual Field Trip for Valley Lutheran Students Covering Lumbering and Industrialization
- 2 Presentations on the History of Christmas Trees – Wellspring Assisted Living and Wellspring Independent Living
- Presentation on History of Fireplaces for Saginaw Valley Antique Society
- Presentation to the Taymouth Township Historical Association on the Saginaw Treaty on 1819

Collaborations and Community Involvement:
- Continue to work with Saginaw County Parks and Recreation on interpretation for Malleable Iron Site.
- Completing outdoor exhibit on old Jacobson's building
- Saginaw County Fair, exhibit about the museum and small display of lumbering artifacts, served as a judge for part of the historical displays
- Assisted with the Mid-Michigan Old Gas Tractor Association's Annual Show
- Partnered with Saginaw-Frankenmuth Korean War Veterans Association Chapter 251, the museum serves as their monthly meeting location
- Attend Saginaw County Hall of Fame Annual Meeting
- Worked with the City of Saginaw and Sons of Union Veterans to create an interpretive panel for the Civil War Monument in Bliss Park. The plaque was rededicated on October 26 followed by a reception at the Castle Museum
- Attended monthly meeting of Downtown Saginaw Association
- Partnership with the Saginaw County Sports Hall of Fame

Interviews and Live Broadcast Discussions:
- Art Lewis - to discuss Smithsonian Exhibit – Jon Webb and Tom Trombley
- Interview about museum for city/Riverfront Saginaw website
- Art Lewis - Interview with barry Rindhage and Thomas Trombley for Storie fo Saginaw's Silver Screens Exhibit

Training:
- Our Registrar attended the AASLH on-line course: Introduction to Financial Management
- Our Vice President and Chief Historian attended the virtual Michigan Historic Preservation Conference as well the American Alliance of Museums
- Our Registrar attended the AASLH on-line course: Leadership and Administration
- Our Registrar attended the AASLH on-line course: Museum Educators. It is the final course needed for Small Museum Professional Certification which he has obtained.

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LAST YEAR

AT A GLANCE

The museum was honored to serve a total of 38,391 people through a combination of visitors, tours, and off site events.

FINANCIAL REPORT

	2021 Budget	2021 Actual
Income		
	1,045,996.00	1,114,560.61
Membership	7,000.00	19,130.72
Gifts & Grants	46,100.00	126,994.16
Admissions	5,500.00	5,008.90
Miscellaneous	9,200.00	6,000.00
Interest Income	10,000.00	1.271.66
Museum Store	1,072.00	4,260.00
Total Income	**1,124,868.00**	**1,277,266.23**
Expense		
Personnel	726,772.00	722,837.00
Miscellaneous	3,000.00	0.00
Castle Building Operation	104,546.00	105,595.61
Museum & Society Operation	115,350.00	91,427.24
Out County Museum Grants	104,600.00	105,798.71
Annex Location	28,000.00	46,369.65
Collections/Exhibits/Education	40,400.00	29,381.72
Museum Store Operations	2,200.00	3,103.16
Total Expense	**1,124,868.00**	**1,104,513.61**

*** Subject to Audit**

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- Downtown Saginaw Association
- MCACA
- Saginaw Arts & Enrichment Commission
- Jazz on Jefferson
- Saginaw Celebrates Summer

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A Special thank you to the Michigan Council for Arts and Cultural Affairs

The Castle Museum of Saginaw County History is pleased to share that we have been awarded a grant of $18,000 from the State of Michigan Council for Arts and Cultural Affairs (MCACA).

Sen. Ken Horn offered his congratulations, saying, "The Castle Museum of Saginaw County History has been and continues to be a valuable asset due to their commitment to telling the continuing story of the people of Saginaw County."

AND A BIG THANK YOU TO

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