TALIESIN PRESERVATION

2025
ANNUAL REPORT

TALIESIN PRESERVATION

A VISION FOR THE FUTURE

Dear Friends and Supporters,

As we reflect on 2025, we are deeply grateful for your support, which made our continued success possible. Thank you for being an essential part of our work, and for helping us build momentum for the year ahead. Over the past year, we have focused on the first phase of our 20-year vision: expanding public accessibility, growing revenue, and beginning the process of a full restoration of the Taliesin estate.

To expand public accessibility, we officially launched a self-paced house tour last year, providing guests with a lower-priced option to experience Taliesin. More than 5,000 visitors took advantage of this new tour.

We reopened Riverview Terrace Café for full operation during the tour season, offering breakfast and lunch options for our guests. The café also helps reinvigorate the Frank Lloyd Wright Visitor Center the way Wright intended—as a gateway to Taliesin that serves not only visitors but also the local community.

We created new partnerships with the Little Eagle Arts Foundation, Marwen Foundation, and the River Valley Film Club to expand and enhance programming, and we partnered with CESA 3, our regional Cooperative Educational Service Agency, to bring more K-12 students to Taliesin for educational opportunities.

We worked with our partners at the Frank Lloyd Wright Foundation to reestablish our 30+ year relationship and move forward with preservation efforts at Taliesin. Together, we created a joint statement and developed a 20-year plan to preserve the entire estate.

All of these efforts helped us to secure a $5 million grant from the State of Wisconsin through the 2025–2027 biennial budget. We extend tremendous gratitude to Governor Tony Evers, Senator Howard Marklein, Representative Robin Vos, and Representative Todd Novak for their bipartisan support. This investment marks the beginning of transformational projects that will help preserve Taliesin for future generations and enhance the visitor experience.

None of this would be possible without you!

As we look ahead to 2026, the hard work is just beginning. We remain committed to you—our donors—to continue this forward momentum and ensure that Taliesin remains a place of inspiration for generations to come.

Your support is what makes this work possible, and we are deeply grateful. And we're just getting started.

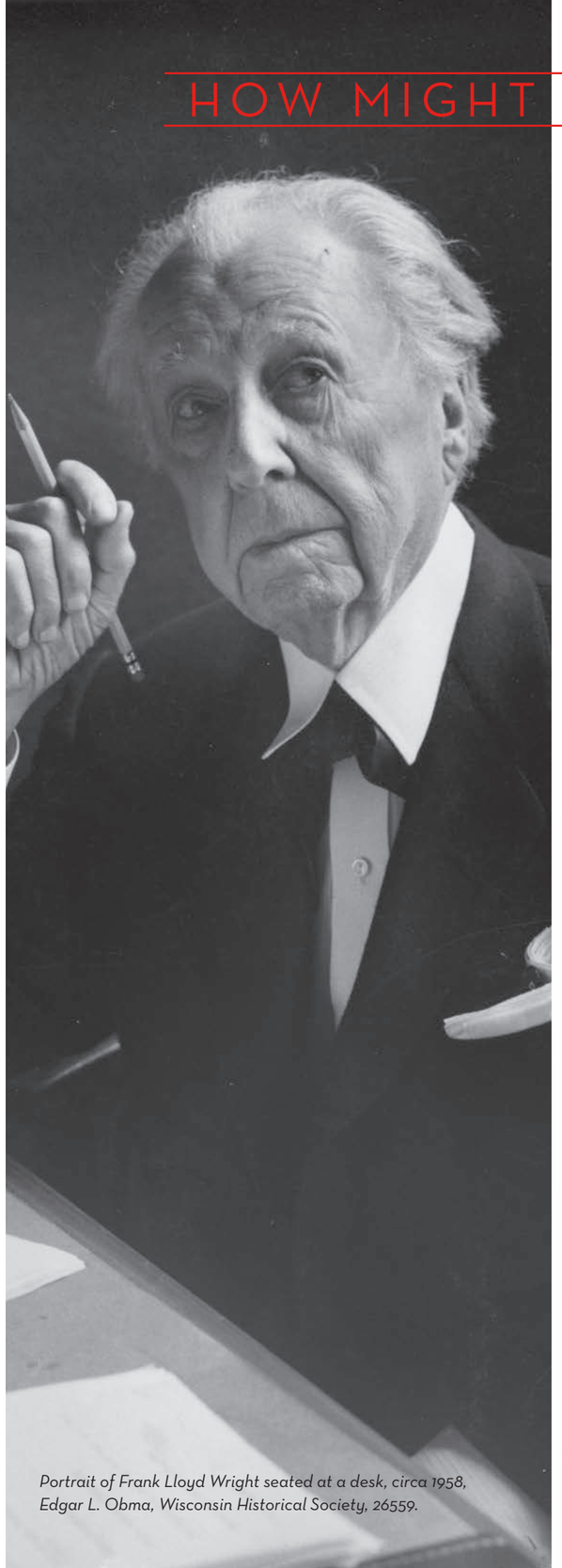
With sincerest gratitude,

Carrie Rodamaker
Executive Director

Phillip Prange
Board Chair

TALIESIN
Part of The 20th-Century Architecture of Frank Lloyd Wright

unesco
World Heritage site



Portrait of Frank Lloyd Wright seated at a desk, circa 1958, Edgar L. Obma, Wisconsin Historical Society, 26559.

HOW MIGHT WE LIVE NOW?

This guiding question serves as our North Star, inspiring us to craft immersive experiences that encourage visitors to live a more beautiful life.

OUR MISSION:

As stewards, Taliesin Preservation's mission is to preserve the cultural, built, and natural environments that comprise the Taliesin property and to conduct public educational and cultural programming that provides a greater understanding of Frank Lloyd Wright's architecture and ideas.

OUR PARTNER ORGANIZATION:

The Frank Lloyd Wright Foundation and Taliesin Preservation are partners and co-stewards, united in safeguarding and sharing Taliesin—Wright's Wisconsin home, studio, and living laboratory where he and his apprentices developed and refined the principles of organic architecture. The Foundation preserves, maintains, and promotes the 800-acre estate; Taliesin Preservation brings it to life through tours, events, and educational programs. Together, we keep Wright's vision alive, inspiring all who visit.

"United in purpose, we ensure Taliesin remains a source of inspiration for generations."

– Joseph Specter, President & CEO
Frank Lloyd Wright Foundation

FRANK LLOYD WRIGHT FOUNDATION | TALIESIN PRESERVATION

TWO PARTNERS. ONE LEGACY. PRESERVING TALIESIN FOR ALL.

Taliesin Preservation, Inc. is a 501(c)(3) nonprofit organization located in Spring Green, Wisconsin.

THANK YOU TO OUR SUPPORTERS

$100,000 and up

Pleasant T. Rowland Foundation
Thomas B Hagen
State of Wisconsin

$10,000 — $99,999

Hamilton Roddis Foundation
Hickory Foundation
Google Ad Grant
National Trust for Historic Preservation
Seth Peterson Cottage Conservancy Inc.

$5,000 — $9,999

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The Giving Bee Foundation
Thompson Family Charitable Foundation
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$1,000 — $4,999

Anonymous Donation
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Wisconsin Council for Local History
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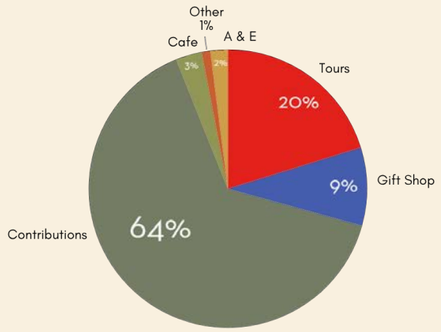
Sandra Wiegand
Gerald and Margaret Wilkie
Donald Williams, MD and Barbara Williams

2025 IN NUMBERS

REVENUE*

$9,279,296

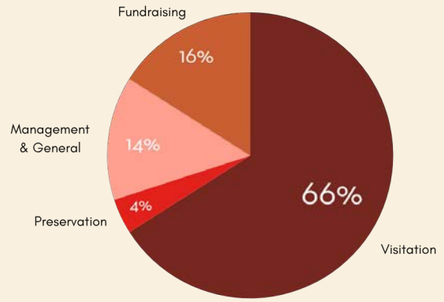
- Contributions $5,949,608
- Tours $1,861,477
- Gift Shop $859,330
- Cafe $268,377
- Arts & Education $204,722
- Other $135,781



EXPENSES*

$4,118,827

- Visitation $2,720,029
- Fundraising $678,654
- Management & General $557,444
- Preservation $162,700



*UNAUDITED

33,228
TOTAL VISITORS

50
STATES
PLUS DC + PR

48
COUNTRIES

87
WORKSHOP PARTICIPANTS

995
STUDENT TOUR VISITORS

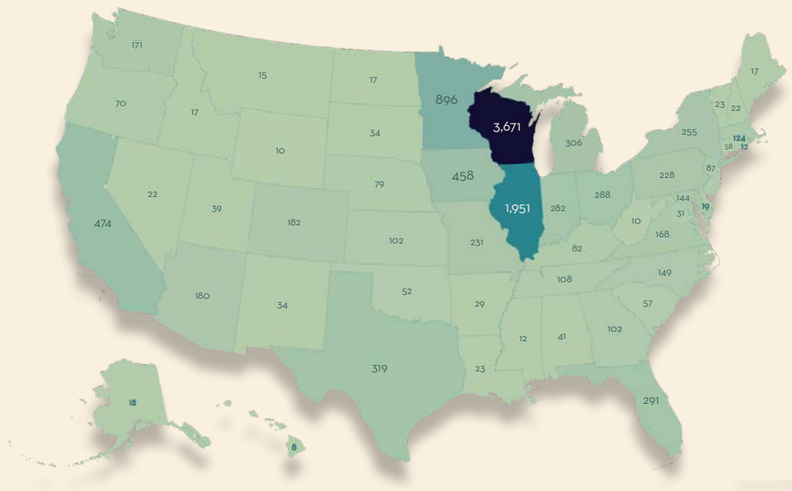
28,568
PUBLIC TOUR VISITORS

1,277
GROUP TOUR VISITORS

781
THEATER VISITORS

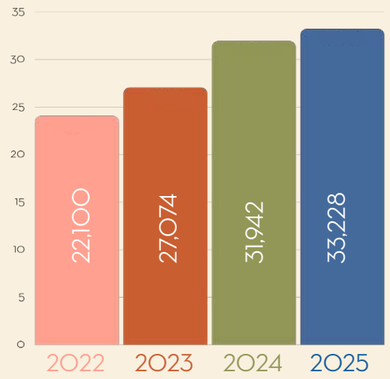
879
IMMERSIVE EVENT ATTENDEES

$4.5 M
ECONOMIC IMPACT



VISITORS BY STATE

Based on 12K responses. Top states: WI (3,671), IL (1,951), MN (896) with notable visitation from CA (474), and TX (319).



VISITATION BY YEAR

"The gardens and landscape were just as beautiful as the estate, and as a Wisconsinite I felt proud to have such a treasure in the state that I'm from."

–Tour Participant

Courtesy Travel Wisconsin

TOURS

Through tours, visitors experience the unique design ethos of Frank Lloyd Wright and discover the significance of Taliesin as one of the key locations in his life and career. Our tours foster an appreciation for beauty and creativity while highlighting the value of historic preservation and environmental conservation. In 2025, tour guests joined us from all 50 states, the District of Columbia, Puerto Rico, and 48 countries.

23,316 Visitors participated in Guided Tours of the iconic buildings and landscapes of Taliesin, led by our dedicated and experienced tour guides.

5,252 Visitors enjoyed our new Self-Paced House Tour. Launched in 2025, this app-based audio-visual tour features audio narration in each space and the opportunity to dive deeper with archival images and film clips.

1,277 Guests joined us on 47 Group Tours for tour operators, private businesses, universities, and special interest groups.

97% of visitors surveyed agreed that they felt welcomed and that our staff was helpful and knowledgeable.

96% of visitors rated their tour guide as "Outstanding" or "Excellent."

BUILDING COMMUNITY

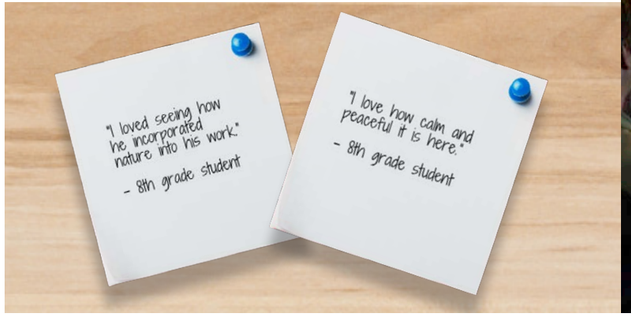
We were proud to host a tour exclusively in American Sign Language, in partnership with American Players Theatre as part of APT's ASL Immersion Weekend.

"Something I always look for in a teacher is someone who is excited by their subject. Abbie's love and enthusiasm for plants, the Driftless, and Taliesin was palpable."

– Spring Foraging Participant

Kitchen Garden Demonstration at A Day at Taliesin

Marwen youth pose for a photo with Taliesin Fellows and staff.



EDUCATION

Our educational programs inspire students and lifelong learners to expand their horizons and explore new ways of looking at the world. Through a variety of hands-on learning opportunities, participants increase their understanding of Frank Lloyd Wright's architecture and ideas, build social connections, and strengthen their ability to think critically about their relationship to nature and the built environment.

995 Students joined us for field trips and immersive days, including 263 who were able to visit thanks to a grant from the Society of Architectural Historians.

87 Participants lived out the Taliesin Fellowship's philosophy of "learning by doing" through immersive weekend workshops. Guided by expert instructors, participants enhanced their skills in diverse topics including creative writing, mindful movement, bread baking, and chocolate making.

97% of participants surveyed agreed that the workshop increased their knowledge and confidence in the topic.

50 Attendees took part in our new Grow and Gather workshop series, deepening their sense of responsibility to the land by trying out practical techniques in the Kitchen Garden and learning safe and ethical foraging practices on nearby trails.

Through a partnership with the Marwen Foundation's Artward Bound youth arts residency program, 12 high school students from Chicago spent a full week at Taliesin, creating art in the Drafting Studio and exploring Taliesin's architecture and landscapes.

We collaborated with CESA 3 to offer the year-long "Taliesin Design Challenge," in which 15 middle school students gained experience with the tools and techniques of professional architects by designing a small home to meet the needs of 21st century families.

" "It was an entirely magical experience. Thank you so much for offering this opportunity."

– Hillside Theater Audience Member

Ancora String Quartet

PROGRAMS

Events and performances enrich and expand our community connections while nurturing the cultural fabric of Taliesin. These gatherings inspire visitors to take pride in the UNESCO World Heritage Site in their own backyard.

781 Audience members enjoyed engaging performances, lectures, and films at the newly restored Hillside Theater. These include:

- **3** Performances by regional and national music acts, including Ben and Leo Sidran, Ancora String Quartet, and Ocean's Rat Pack.
- **4** Guest lectures exploring historic and contemporary issues in art, architecture, and environmental conservation.
- **3** Screenings of Alfred Hitcock thrillers, in a series curated with the River Valley Film Club.

327 Visitors participated in A Day at Taliesin on June 8th, including a record number of families with young children. Guests enjoyed guided Driftless Landscape Tours, discovered the tradition of the Fellowship's Box Projects, tried their hand at circus arts, and engaged with a lively scavenger hunt that revealed hidden corners of the estate.

97% of audience members surveyed said they would recommend Hillside Theater to friends or colleagues.

In August, we partnered with the Little Eagle Arts Foundation to co-host the Native Art Marketplace. More than 225 guests joined us at Hillside for a day celebrating Indigenous art, culture, and community, with Native artists, performers, and educators sharing stories, traditions, and creative work.

WHO WE ARE

"It is high time that some fundamental radicals among us gathered together the loose ends of opportunity lying waste all about us, and instead of laying more, by means of them, project some such sensible plan for life as our forefathers hoped and believed would be ours."

— Frank Lloyd Wright

Carrie Rodamaker
Executive Director

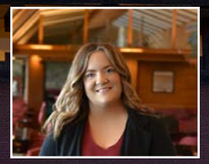
Michael Balistreri
Director of Operations

Andrea Dumke
Director of Finance

Caroline Hamblen
Director of Programs

Dan Morse
Director of Development

Erin Crowley
Tour Manager



Keeley Fike
Cafe Manager

Tim Hallett
HR Manager

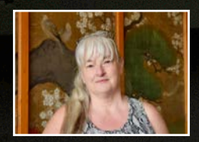
Susan Kennedy
Communications Manager

Maria Kopecky
Programs Manager

Suzanne Powers
Gift Shop Manager

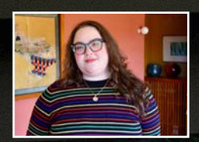
And over 50 seasonal employees including tour guides, visitor service associates, shuttle drivers, custodians, café staff, house stewards, and volunteers.

They are the heartbeat of the services we provide!



Kathy Garner
Hospitality Coordinator

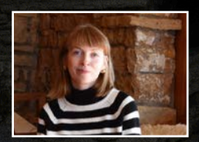
Anna Hinrichs
Operations Coordinator



Noa Johnson
Programs Coordinator

Barb Louis
Accounting & Development Assistant

Elizabeth Maske
Communications Coordinator



Sally Monroe-Tockes
Events Coordinator

Andria Perry
Administrative Assistant

Emily Pfotenhauer
Grant Writer & Data Aanalyst

Ola Shepard
Group Tours Coordinator

Luis Zhagnay
Sous Chef

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Madison, WI

Tommy G. Thompson
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Wisconsin Governor (1987-2001)
Madison, WI

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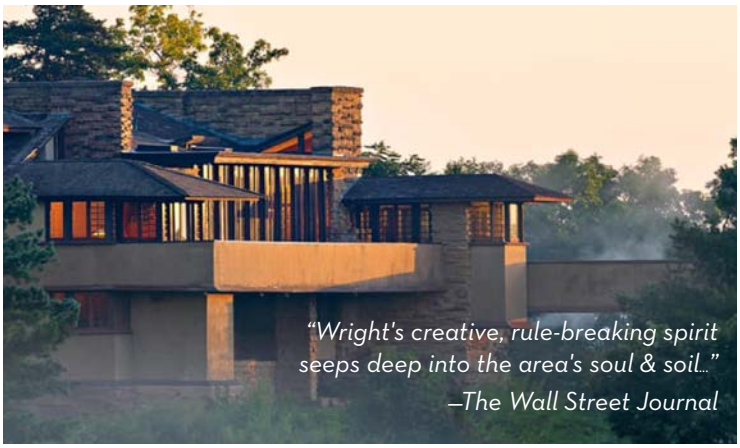
Milwaukee, WI

NOTEWORTHY NEWS

Public investment, national media attention, and updated branding strengthened Taliesin's role as a living UNESCO World Heritage Site. These milestones advanced our mission to preserve Taliesin while sharing its architectural, cultural, and educational legacy with an expanded audience.

Taliesin received a $5 million investment through Wisconsin's 2025–2027 state budget—a meaningful down payment toward the long-term restoration and stabilization of the 800-acre UNESCO Site. This funding supports critical work and helps ensure we can continue welcoming thousands of visitors while preserving Wright's legacy for generations to come.



Taliesin captured wide attention in 2025, featured across major publications including *AFAR*, *The Washington Post*, and *The Wall Street Journal*, which highlighted the estate's bold architecture, and the Driftless Region's culture. The *Cap Times* showcased Taliesin's educational legacy, detailing workshops, foraging classes, and photography intensives that continue Frank Lloyd Wright's "learning by doing" ethos. Travel features in the *Chicago Sun-Times* emphasized the new Wright in Madison architectural trail, a digital passport experience launched in collaboration with Destination Madison and the Frank Lloyd Wright Foundation, inviting visitors to examine Wright's built and unbuilt designs.

PBS's *Wisconsin Life* featured a special segment on Taliesin, giving viewers an intimate look at where Frank Lloyd Wright worked, taught, and lived alongside his apprentices. Host Angela Fitzgerald highlighted the estate and interviewed Minerva Montooth. The segment also included conversations with Executive Director Carrie Rodamaker and Director of Programs Caroline Hamblen, focusing on ongoing preservation efforts and public programming.

RIVERVIEW TERRACE CAFE™

Reopening in 2025 with a fresh logo, Riverview Terrace Café welcomed tour guests, workshop participants, and the public, quickly reestablishing itself as a vibrant hub.

THE WRIGHT GIFT SHOP™

We celebrated a record year in gift shop sales in 2025, accompanied by the launch of a full rebrand as The Wright Gift Shop. Our efforts to enhance the visitor experience and showcase Taliesin-inspired merchandise were recognized externally as well, with Taliesin Preservation featured in 4Imprint Magazine.