



MILWAUKEE PUBLIC MUSEUM

Annual Report

2019 | 2020



The mission of the Milwaukee Public Museum is to inspire curiosity, excite minds, and increase desire to preserve and protect our world's natural and cultural diversity through exhibitions, educational programs, collections, and research.





A MESSAGE FROM

Ellen Censky, PhD

MUSEUM PRESIDENT & CEO

Dear Friends,

In two short years, much has happened at the Milwaukee Public Museum (MPM) and in the communities we serve. Lives have been forever changed by a global pandemic. Though certainly a challenge for the Museum, the pandemic has brought out the best in our staff, supporters, and the people we serve. We are buoyed by the overwhelming support of this community.

In 2018/19, we continued to serve more than 550,000 people as we have in years past. As we closed our doors to help respond to the pandemic in 2020, we found ways to take our mission online – and reached more than one million people! Our lessons learned during this challenging time will continue to help us serve our community in bigger and better ways moving forward. We are proud that our collections, research, exhibits, and educational programs remain strong, thanks to our many benefactors. And, it's a remarkable time in MPM's history – not just because of the pandemic.

In 2019, we hired our first Chief Planning Officer to help guide the Museum's future, ensure our continued relevancy, and sustain our deep relationships with the diverse audiences we serve. In part thanks to this role, many of our planning efforts came to fruition in 2020. We shared the exciting news that we are pursuing an alliance and plan to co-locate with Betty Brinn Children's Museum. We also announced our site selection for the future museum. This progress is possible thanks to many dedicated staff and supporters – from Board and committee members, to donors, to members and visitors, and of course business, community, and civic leaders and advocates. Our thanks go out to all of you.

We are excited about our future, and we are continually inspired by this community. Our job, our purpose, and our mission are far from over. Since our inception in 1882, we have worked to preserve and protect natural and cultural diversity. We look forward to continuing these efforts for future generations, and we thank you for being part of this journey.

With gratitude,

Dr. Ellen Censky
President & CEO

2018-2019 Giving

Through exhibitions, educational programs, collections, and research, the Milwaukee Public Museum inspires curiosity, excites minds, and increases the desire to preserve and protect our world's natural and cultural diversity. With the generous support of our donors, MPM brings the world to the residents of Milwaukee, Wisconsin and beyond. The stewardship of your gifts is of utmost importance to us, and we are sincerely grateful to each and every donor.

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Usinger's Famous Sausage
Vulcan Global
Manufacturing Solutions
Weldall Manufacturing, Inc./
David L. Bahl
West Bend Mutual Insurance Company
Wimmer Communities

2018-2020 Trustees of Tradition

Trustees of Tradition are individuals whose legacies demonstrate their commitment to carrying forward the mission of the Milwaukee Public Museum into the next century and beyond. This is a complete and current list as of November 1, 2020.



- | | | |
|-------------------------------------|---|--------------------------------|
| Kathryne & Steve Ahrens | William Honrath & Elizabeth Blackwood | William E. Schultz* |
| Amy & Troy Andersen | Janina Jach* | Elizabeth Schulze* |
| Anonymous | Joyce & Noral* Jacobs | Alice M. Shaughnessy* |
| Dorothy Aring | Carol & Charles James | Ms. Susan Shields |
| F. Tessa & Richard N. Bartels | Susan & Leander Jennings | Katherine Sieker* |
| Gertrude Bates* | James H. & Carol J. Kelly | Katherine M. Smith |
| Priscilla & Anthony Beadell | Cathy & Kenneth Kerzner | Yvonne B. Smith |
| Thomas Bliffert* | Charles Kletzsch* | Nita Soref, Trustee |
| John Blimke, Ph.D. | Mary Krall | Gretchen Sousek* |
| Laurette Broehm | Jeanne & Jack* Ladky | Gerald* & Louise Stein |
| Patricia M. Buck* | William S. Revolinski & Debra L. Lampe-Revolinski | Gloria T. Stanford |
| Lieselott Buettner* | Jean S. Lindemann | John W. Taylor |
| Susan E. Buxton* | Frieda F. Luctman* | Aaron & Anita Tilton* |
| Carol A. Carpenter | Dr. Nancy O. Lurie* | Mike Van Asten |
| John & Julie Carpenter | Kristie & Dr. John* Malone | Hariette & Harvey E. Vick* |
| Anthony and Vicki Cecalupo | Sally & Robert L.* Manegold | Lowell Warshawsky |
| Lynn Chappy | Joan A. Markel* | Marlene & Robert Watchmaker* |
| Margaret & George Chester, Sr.* | Mary Maude Mason* | Audrey Wegner* |
| Norman & Lucy Cohn* | Gregg A. Miller & Elizabeth M. Matz | Anonymous |
| Mary C. Corcoran* | Elizabeth J. May* | Edward Weschler* |
| Daniel & Mary Corcoran* | Pauline McKnight* | Robert & Jessie Whitmore* |
| Lawrence E. Demmer* | Ann & Charles McNeer* | Joan C. Wiegand* |
| Mary & Fredrick H.* Dohmen | David G. & Marion S. Meissner | Barbara & Ted Wiley* |
| Frederick H. Dohmen* | Mary A. Mellowes* | Jay & Madonna Williams |
| Mary F. Donald* | Dede Meyer Foote & Robert T. Foote* | Patricia Smith Wilmeth* |
| Constance & Dudley Godfrey* | Suzanne Miles* | Winifred & Webster Woodmansee* |
| Patricia Emerson | Janet Miller* | Daisy Woods* |
| Gertrude K. Erskine* | Stephen D. Miller* | Diane & Richard Wright |
| Freda Huber* | Steven J. Mintz | Imogene M. Wyckoff* |
| Pauline McKnight* | Patricia Mitschrich | Blanche R. Yale* |
| Tom & Marilyn Fifield* | Caroline & Albert Mundt* | Allen M. Young |
| Linda Findley* | M. Lucille Neff* | Mrs. Richard Zauner |
| Florence & Roland Cron* | Lenore Nuesslein* | Robert S. Zigman |
| Thomas L. Frenn | Helen & Jeanette Oberndorfer* | Bettie Zillman* |
| Marjorie Garrison* | Elizabeth O'Neill* | Mary Jane Ziska* |
| Elsa C. Gatzke* | Mariette & Philip W. Orth, Jr.* | |
| David & Velma Geraldson | Elizabeth "Jolly" & Frederick L. Ott* | *deceased |
| Brian Glenn | Lygere Panagopoulos Martin H. | |
| David Glenn | Panning Family Trust | |
| John R. Gmeindl | Claire & Robert Pflieger | |
| Pauline L. Goeltz* | Julie Quinlan Brame & Jason Brame | |
| Donald J. & Carolie M. Goniou* | Marion & Verne Read* | |
| Bernadine & Stephen Graff | Tomm E. Renk | |
| Evelyn & Harold F.* Grunewald | Albert E. Rinehart* | |
| Sally Hammond-Wells & George Wells* | Dana & Peter Rokich* | |
| Kristin Hansen and Darrel Johnson | William R. Rom* | |
| Earl E. Hart* | Emanuel N. Rotter* | |
| William C. Haynes* | Dolores E. Rudolph* | |
| G. Edward & Priscilla Heinecke* | Christine Rundblad & John Brander* | |
| Avis & James Heller* | Betty Samuelson* | |
| Ann Bardeen Henschel, M.D.* | Randall Sandes* | |
| Elizabeth S. Herbon* | Anita Sangor* | |
| Thomas G.A. Herz | Ruth V. Schoen* | |
| Esther Jane Hoffmann* | | |
| Donna & Richard* Holscher | | |

Board of Directors

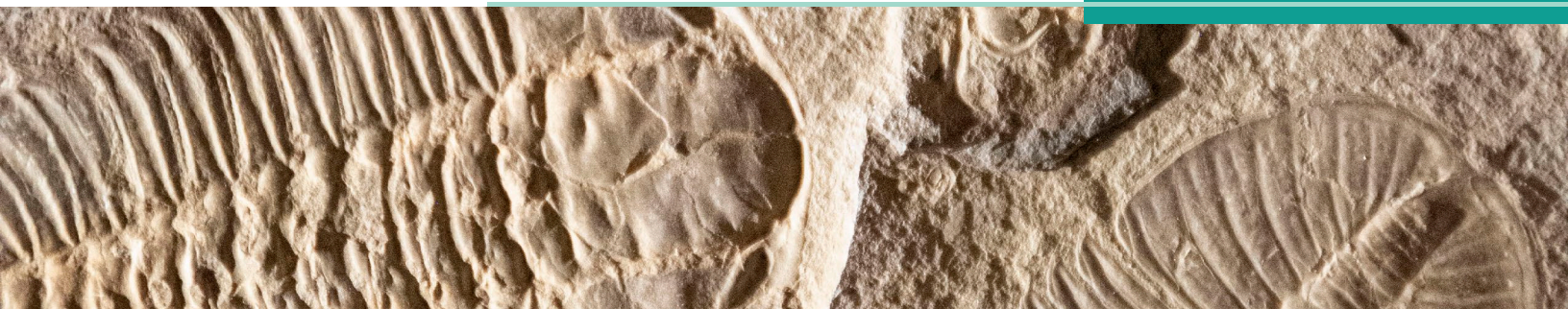
September 1, 2018 - August 31, 2019

Officers

Timothy (Tim) Byrne, CFA, Chairman – Chief Information Officer/Managing Director, Baird
Patrick (PJ) DiStefano – Vice Chairman – Partner, Deloitte
Lydia Chartre – Secretary – Partner, Real Estate, Development & Construction, Husch Blackwell
Christine (Chris) Rundblad – Secretary – Community Volunteer
Jill Timm – Treasurer – SVP of Finance, Kohl's Department Stores
Charles (Chuck) I. Henderson – Asst. Secretary/Asst. Treasurer – Attorney, Davis & Kuelthau
Michael Carter, J.D., CPA – Immediate Past Chairman – Sr. VP/CFO, Northwestern Mutual
Ellen Censky – President/CEO (ex-officio) – Milwaukee Public Museum

Directors

Mikelis (Mike) Abuls – EVP/ COO, CG Schmidt, Inc.
Jason W. Allen – Partner, Foley & Lardner, LLP
Keith S. Baisden – Sr. V.P., Commercial Banking, Town Bank, A Wintrust Community Bank
Eddie Cullen – Milwaukee County Supervisor, 15th District
Ethan Elser, Sr. – VP & Principal, PACE Equity
Alexander (Alec) Fraser – Partner, Michael Best & Friedrich, LLP
Ivan Gamboa – SVP, Tri City National Bank
John Grunau – Owner, Creative Enterprises
Patricia J. Hoben, Ph.D. – Executive Director, City Forward Collective
Lyle Ignace, M.D., M.P.H. – CEO, Gerald L. Ignace Indian Health Center
Niksa (Nik) Ivancevic – Partner, Midwest Fiber Networks, LLC & CableCom
Corey Jaskolski – Founder & CTO, Virtual Wonders, LLC
John Malloy – CFO & COO, Principal, NAI MLG Commercial
Susan Martin – Exec, V.P., Gen. Counsel & Corporate Secretary, WEC Energy Group
Supreme Moore Omokunde – Milwaukee County Supervisor, 10th District
Thad Nation – Owner, Nation Consulting
Marcelia Nicholson – Milwaukee County Supervisor, 5th District
Mary Ellen (Candy) Pindyck – VP, Meridian Industries, Inc.
Khalif Rainey – Milwaukee Alderman, 7th District
Gerard Randall, Jr. – Executive Director, Milwaukee Education Partnership
Don Robertson – EVP & Chief Human Resources Officer, Northwestern Mutual
Christine Rundblad – MPM Docent
Sudhi Sinha – VP & GM – Digital Solutions, Johnson Controls
Beverly Smiley – Retired, Badger Meter, Inc.
John A. Utz – EVP, Associated Bank
Mike Van Asten – Founder/President, Incredible Edibles, Inc.
Lynn Warner Brengel – Community Volunteer
Blair Williams – Founder, WiRED Properties
Jay Williams – Past President/CEO, Milwaukee Public Museum
Charles F. Wright, Jr. – VPO, Rheocast Company, a division of The Fall River Group, Inc.
Betsy Brown Wyatt – EVP, General Manager, Cramer-Krasselt
Patricia (Patty) L. Yunk – Community Volunteer





September 1, 2019 - August 31, 2020

Officers

Patrick (PJ) DiStefano - Chairman - Partner, Deloitte
Mikelis (Mike) Abuls - Vice Chairman - EVP/COO, CG Schmidt, Inc.
Lynn Warner Brengel - Vice Chairwoman - Community Volunteer
Christine (Chris) Rundblad - Secretary - Community Volunteer
Don Robertson - Treasurer - EVP & Chief Human Resources Officer, Northwestern Mutual
Jay Williams - Assistant Treasurer - Past President/CEO, Milwaukee Public Museum
Mary Ellen (Candy) Pindyck - Assistant Secretary - VP, Meridian Industries, Inc.
Timothy (Tim) Byrne, CFA - Immediate Past Chairman - Chief Information Officer/Managing Director, Baird
Ellen Censky, Ph.D., President/CEO (ex-officio) - Milwaukee Public Museum

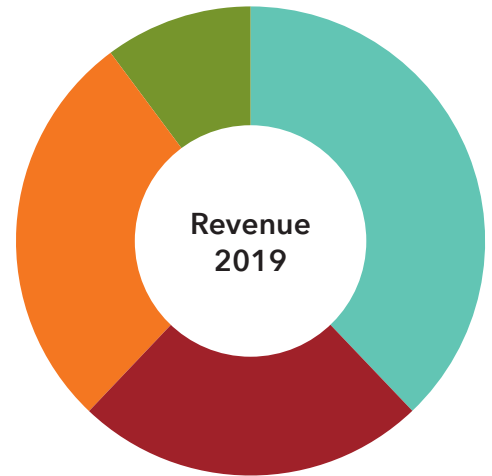
Directors

Jason W. Allen - Partner, Foley & Lardner
Ethan Elser, Sr. - VP & Principal, PACE Equity
Joshua (Josh) Erickson - Director of Legal Services,
Corporate & Finance, WEC Energy Group, Inc.
Alexander (Alec) Fraser - Partner, Michael Best & Friedrich LLP
Ivan Gamboa - SVP, Tri City National Bank
John Grunau - Owner, Creative Enterprises
Margarete Harvey - Community Volunteer
Charles (Chuck) I. Henderson - Attorney, Davis & Kuelthau
Chris Her-Xiong - Founder/Executive Director, Hmong American Peace Academy, Ltd.
Patricia J. Hoben, Ph.D. - Executive Director, City Forward Collective
Lyle Ignace, M.D., M.P.H. - CEO, Gerald L. Ignace Indian Health Center
Niksa (Nik) Ivancevic - Partner, Midwest Fiber Networks, LLC & CableCom
Corey Jaskolski - Founder & CTO, Virtual Wonders, LLC
Michael Maistelman - Attorney & Managing Partner, Maistelman & Associates, LLC
John Malloy - CFO & COO, Principal, NAI MLG Commercial
Susan Martin - Retired, WEC Energy Group
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Charlie Uihlein - Executive Director, Teens Grow Greens
John A. Utz - Executive Vice President, Associated Bank
Mike Van Asten - Founder & President, Incredible Edibles, Inc.
James Vander Heiden - Consultant, Vander Heiden Consulting
Jerome (J.J.) Weis - President & Lead Administrator, Jerome J. and Dorothy H. Holz Family Foundation
Blair Williams - Founder, WiRED Properties
Charles F. Wright, Jr. - VPO, Rheocast Company, a division of The Fall River Group, Inc.
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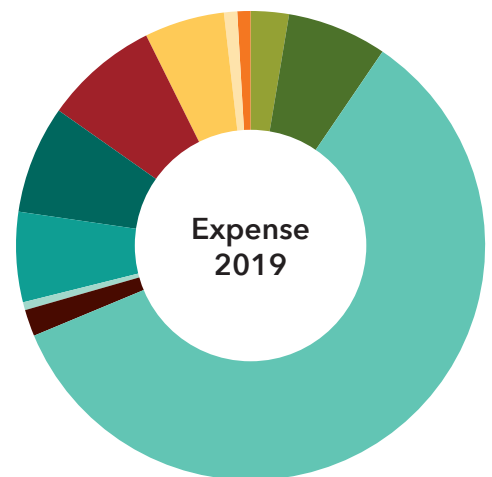
2019 Financial

MPM Fiscal Years Ending August 31, 2018 and 2019

| | Fiscal Year 2018 | Fiscal Year 2019 |
|--------------------------------------|---------------------|---------------------|
| SUPPORT AND REVENUE BY SOURCE | | |
| Contributions & Membership | \$4,341,330 | \$5,478,688 |
| Public Support | \$3,500,000 | \$3,500,000 |
| Earned Revenue | \$3,651,121 | \$4,010,082 |
| Other (Released from Restriction) | \$1,751,898 | \$1,472,433 |
| Total Revenue | \$13,244,349 | \$14,461,203 |



| | Fiscal Year 2018 | Fiscal Year 2019 |
|---|----------------------|---------------------|
| MUSEUM DEPARTMENT OPERATING EXPENSES | | |
| Cost of Goods Sold | \$302,456 | \$328,548 |
| Supplies & Subscriptions | \$1,114,871 | \$858,883 |
| Wages & Benefits | \$7,186,892 | \$7,389,809 |
| Travel | \$99,433 | \$229,238 |
| Insurance | \$80,443 | \$68,587 |
| Marketing/Donor Development | \$679,701 | \$774,204 |
| Maintenance | \$742,560 | \$929,853 |
| Utilities | \$1,096,590 | \$985,853 |
| Professional Fees | \$663,336 | \$688,998 |
| Miscellaneous/Sales Tax | \$136,383 | \$114,067 |
| Donated Services Used | \$61,288 | \$113,136 |
| Subtotal Museum Departments | \$12,163,953 | \$12,481,176 |
| Interest Expense | \$63,646 | \$25,801 |
| Depreciation | \$2,151,704 | \$1,365,161 |
| Total Operating Expenses | \$14,379,303 | \$13,872,138 |
| Unrestricted Net Operating Income (Loss) | \$(1,134,954) | \$589,065 |



| | Fiscal Year 2018 | Fiscal Year 2019 |
|---|---------------------|----------------------|
| NON-OPERATING INCOME | | |
| Pension & Retiree Benefits Gain/(Loss) | \$876,255 | \$(872,062) |
| Other | \$82,079 | \$59,982 |
| Change in Non-Operating Net Assets | \$958,334 | \$(812,080) |
| Restricted Net Asset Activity | \$219,816 | \$(970,290) |
| Total Change in Net Assets | \$43,196 | \$(1,193,305) |

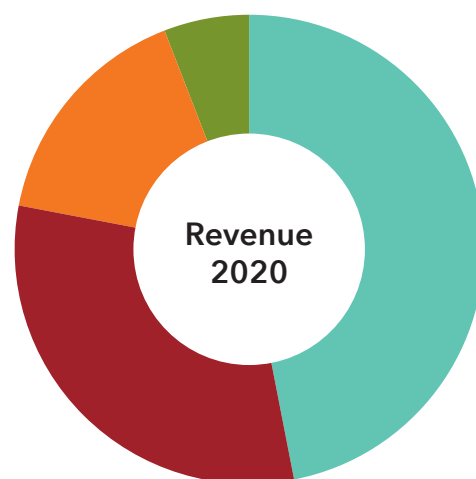
| CONSOLIDATED STATEMENT OF FINANCIAL POSITION | | |
|---|---------------------|---------------------|
| Total Assets | \$22,756,936 | \$21,481,509 |
| Total Liabilities | \$8,339,311 | \$8,257,191 |
| Total Net Assets | \$14,417,625 | \$13,224,318 |

Find the Milwaukee Public Museum IRS Form 990 at www.mpm.edu/annual-report.

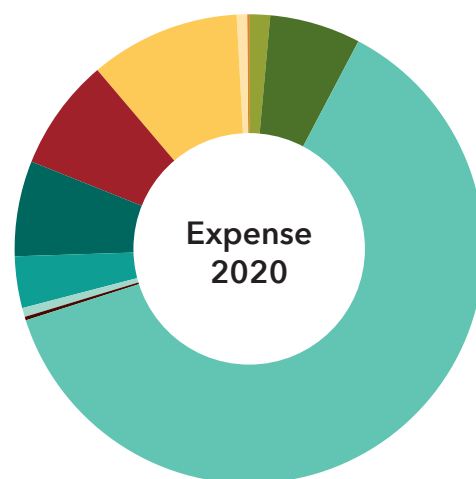
2020 Financial

MPM Fiscal Years Ending August 31, 2019 and 2020

| | Fiscal Year 2019 | Fiscal Year 2020 |
|--------------------------------------|---------------------|---------------------|
| SUPPORT AND REVENUE BY SOURCE | | |
| Contributions & Membership | \$5,478,688 | \$5,288,065 |
| Public Support | \$3,500,000 | \$3,500,000 |
| Earned Revenue | \$4,010,082 | \$1,817,460 |
| Other (Released from Restriction) | \$1,472,433 | \$662,229 |
| Total Revenue | \$14,461,203 | \$11,267,754 |



| | Fiscal Year 2019 | Fiscal Year 2020 |
|---|---------------------|---------------------|
| MUSEUM DEPARTMENT OPERATING EXPENSES | | |
| Cost of Goods Sold | \$328,548 | \$152,357 |
| Supplies & Subscriptions | \$858,883 | \$664,455 |
| Wages & Benefits | \$7,389,809 | \$6,603,344 |
| Travel | \$229,238 | \$25,656 |
| Insurance | \$68,587 | \$65,757 |
| Marketing/Donor Development | \$774,204 | \$376,660 |
| Maintenance | \$929,853 | \$695,916 |
| Utilities | \$985,853 | \$818,697 |
| Professional Fees | \$688,998 | \$1,095,734 |
| Miscellaneous/Sales Tax | \$114,067 | \$76,399 |
| Donated Services Used | \$113,136 | \$14,462 |
| Subtotal Museum Departments | \$12,481,176 | \$10,589,437 |
| Interest Expense | \$25,801 | \$9,994 |
| Depreciation | \$1,365,161 | \$1,145,856 |
| Total Operating Expenses | \$13,872,138 | \$11,745,287 |
| Unrestricted Net Operating Income (Loss) | \$589,065 | \$(477,533) |



| | Fiscal Year 2019 | Fiscal Year 2020 |
|---|----------------------|---------------------|
| NON-OPERATING INCOME | | |
| Pension & Retiree Benefits Gain/(Loss) | \$(872,062) | \$261,957 |
| Other | \$59,982 | \$176,798 |
| Change in Non-Operating Net Assets | \$(812,080) | \$438,755 |
| Restricted Net Asset Activity | \$(970,290) | \$317,515 |
| Total Change in Net Assets | \$(1,193,305) | \$278,737 |

| CONSOLIDATED STATEMENT OF FINANCIAL POSITION | | |
|---|---------------------|---------------------|
| Total Assets | \$21,481,509 | \$22,522,669 |
| Total Liabilities | \$8,257,191 | \$9,019,614 |
| Total Net Assets | \$13,224,318 | \$13,503,055 |

Find the Milwaukee Public Museum IRS Form 990 at www.mpm.edu/annual-report.

Fun Facts

FY 2019

September 1, 2018 - August 31, 2019



OPENINGS OF TRAVELING EXHIBITIONS: *FROGS* (2018-19) & *POISON* (2019)

23,001 RECORDS DIGITIZED



1,017,210 DOWNLOADS/VIEWS OF MPM SPECIMEN DATA ONLINE

1,254 SPECIES IDENTIFIED AT BIOBLITZ



1 NEW BAMBOO GENUS DISCOVERED

AND

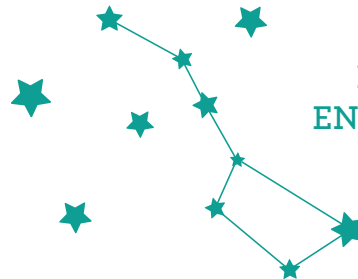
3 NEW SPECIES DESCRIBED

24,930 PEOPLE SERVED VIA EDUCATION OUTREACH



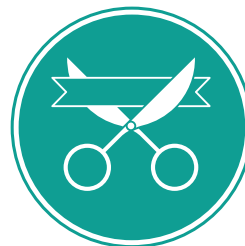
FY 2020

September 1, 2019 - August 31, 2020



1,246 PEOPLE WHO ENJOYED VIRTUAL STARGAZING FROM HOME

1 OPENING OF SENSORY ROOM



67,262 MPM VIDEOS VIEWED ON YOUTUBE

53 PAPERS PUBLISHED BY MPM CURATORIAL & RESEARCH STAFF



233,165 VISITORS ENGAGED WITH MPM VIRTUALLY



1

OPENING OF TRAVELING EXHIBITION *SPIDERS ALIVE!*

