

# ANNUAL REPORT 2014

SEPTEMBER 2013-AUGUST 2014

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## A MESSAGE FROM DENNIS KOIS, PRESIDENT & CEO OF THE MILWAUKEE PUBLIC MUSEUM

Dear Friends:

2014 was a year of significant change for the Milwaukee Public Museum.

Jay Williams stepped up to head our Board as the new Chairman, after three years as the Museum's President and CEO. Jay accomplished a great deal for MPM, including negotiating a debt reduction of \$13 million; negotiating a new Lease and Management agreement with Milwaukee County that resulted in significant improvements to MPM's financial position; getting *Crossroads of Civilization*, the first new permanent exhibit at MPM in a decade, funded and construction underway; and leading the Museum through a challenging period.

I have said it before, but it bears repeating: Without the hard work of so many at MPM there would not have been a Museum here for me to return to—and Jay Williams is chief among them. Every Milwaukeean who walks through our doors and enjoys this institution owes him thanks. They also owe thanks to the incredible staff of this museum. Arriving here from Boston, I could not have been more impressed with the professionalism, commitment, and care of the MPM staff I encountered.

The Museum continues to accelerate the pace of change. We are working toward the goal set in our agreement with the County of raising \$5 million through our capital campaign for reinvestment into the fixed assets of the Museum by December 31, 2017. We secured an additional \$1 million toward this goal in 2014, with roughly \$3 million to go.

We are hard at work planning an exciting schedule of exhibitions—both traveling and new exhibitions created right here at MPM—that extends through 2019. We revised our admissions policies to include an MPM Planetarium show in the six-story Daniel M. Soref Dome Theater for every visitor, ensuring that everyone has access to this incredible educational experience. Our curatorial and collections staff members are also hard at work behind the scenes, conducting research, welcoming scholarly visitors to MPM, and sharing our collections via loans around the world.

Looking ahead, 2015 will see the grand reopening of the beloved *Streets of Old Milwaukee*, newly refreshed and with exciting new content and subtle new technologies, in honor of the 50th Anniversary of this iconic Milwaukee exhibit.

Stay tuned...we're just getting started here at MPM!



Dennis Kois  
Museum President/Chief Executive Officer

## MAJOR DONORS

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*. The museum recognizes donors listed below whose gifts of \$1,000 or more were received between September 1, 2013 and August 31, 2014.

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Carol & Dick Wythes  
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\*deceased

## CORPORATE CLUB

The Museum recognizes the following corporations and corporate foundations whose gifts of \$1,000 or more were received between September 1, 2013 and August 31, 2014.

### **\$1,000,000 and above**

Northwestern Mutual Foundation

### **\$100,000 - \$499,999**

We Energies Foundation

### **\$50,000 - \$99,999**

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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 list is complete to August 31, 2014.

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September 1, 2013-August 31, 2014

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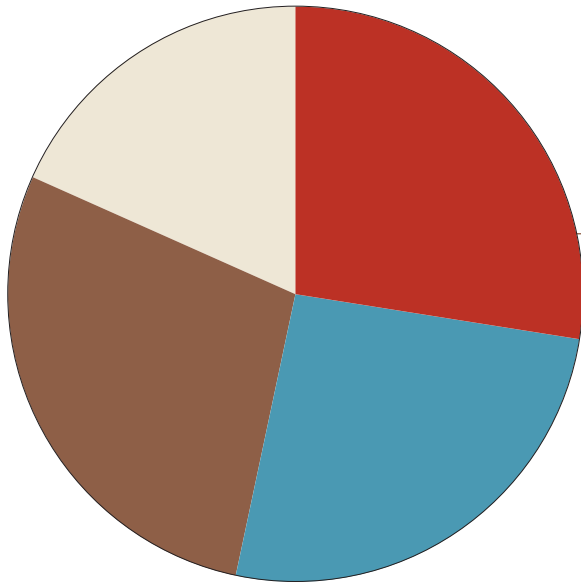
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\* through February 20, 2014

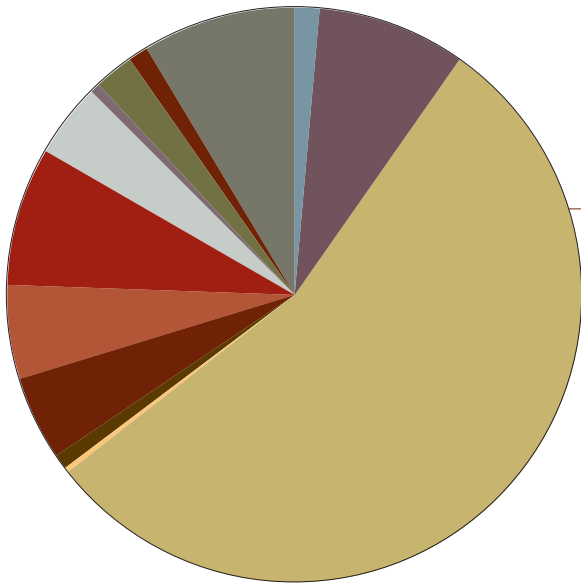
† Past Chairman

# FINANCIAL HIGHLIGHTS



## 2014 SUPPORT AND REVENUE BY SOURCE

Contributions & Membership	\$3,740,114
Public Support	\$3,500,792
Earned Revenue	\$3,797,816
Other (Released from Restriction)	\$2,471,716
<b>Total Revenue</b>	<b>\$13,510,438</b>



## 2014 OPERATING EXPENDITURES BY FUNCTION

Cost of Goods Sold	\$227,398
Supplies & Subscriptions	\$1,137,293
Wages & Benefits	\$7,662,886
Travel	\$38,043
Insurance	\$107,468
Marketing/Donor Development	\$651,291
Maintenance	\$757,876
Utilities	\$1,090,481
Professional Fees	\$554,434
Miscellaneous/Sales Tax	\$95,058
Donated Services Used	\$312,471
Subtotal Museum Departments	\$12,634,699
Interest Expense	\$156,717
Depreciation	\$1,180,197
<b>Total Operating Expenses</b>	<b>\$13,971,613</b>

<b>Total Assets</b>	<b>\$27,990,686</b>
<b>Liabilities:</b>	<b>\$7,489,611</b>
<b>Net Assets</b>	<b>\$20,501,075</b>

Find the Milwaukee Public Museum IRS Form 990 at [www.mpm.edu/about/records](http://www.mpm.edu/about/records).