

ANNUAL REPORT 2012

SEPTEMBER 2011-AUGUST 2012



A MESSAGE FROM JAY WILLIAMS, PRESIDENT & CEO OF THE MILWAUKEE PUBLIC MUSEUM

Dear Friends:

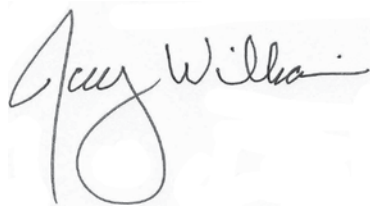
This past year was very challenging for MPM. As we planned for 2012, no one would have anticipated the difficulties we would encounter. We learned that our business model would need to evolve. No longer will we be dependent on traveling exhibits to subsidize the core museum. We are proud that our new business model has created a stronger MPM.

There were two areas that impacted our financial performance. First, the *Cleopatra: The Search for the Last Queen of Egypt* exhibition did not meet our financial projections. Where we thought we would make money, we actually lost money. Second, we had approximately \$3.4 million in costs related to a defined benefit plan inherited by MPM in 1992.

As much as the Annual Report tends to be a financial review, the reason we exist is our academic mission. To educate, explore, discover and preserve the world and its people. We have a wonderful academic team that keeps us focused on our reason for being. Our guests confirmed our relevance as core museum attendance was up 15%.

This magnificent institution requires careful stewardship. Our future remains fragile and needs the participation of the entire community to continue our work.

I thank you for all you do for your Milwaukee Public Museum.

A handwritten signature in black ink that reads "Jay Williams". The signature is written in a cursive style with a large, looped initial "J".

Jay Williams
President & CEO

MAJOR DONORS

The Milwaukee Public Museum is the intersection of human history and natural science. We educate, explore, discover and preserve the world and its people. It is because of the generous support of our donors that we are able to continue our commitment to providing a dynamic and stimulating environment for life-long learning. In the past fiscal year, museum donors and members provided support for museum operations, exhibits, events, research, education programs and endowment. The careful stewardship of these 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 \$250 or more were received between September 1, 2011 and August 31, 2012.

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 Bettie Zillman

*deceased

Special thanks to those Milwaukee Public Museum employees who took unpaid furlough days in 2012:

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 Rebecca Tesch
 Laura Wake Wiesner
 Catherine Wallberg
 Jay Williams
 Matthew Wooten
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The Museum recognizes the following corporations whose gifts of \$500 or more were received between September 1, 2011, and August 31, 2012.

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\$500,000 - \$999,999

Wisconsin Energy Foundation

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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, 2012.

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Marjorie Garrison*		William E. Schultz*	<i>*deceased</i>

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Milwaukee Public Museum
September 1, 2011-August 31, 2012

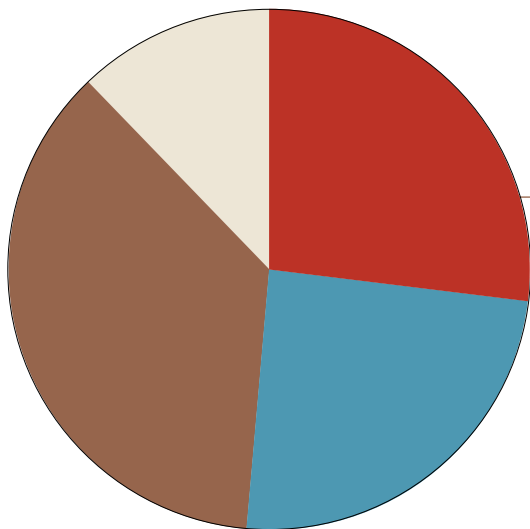
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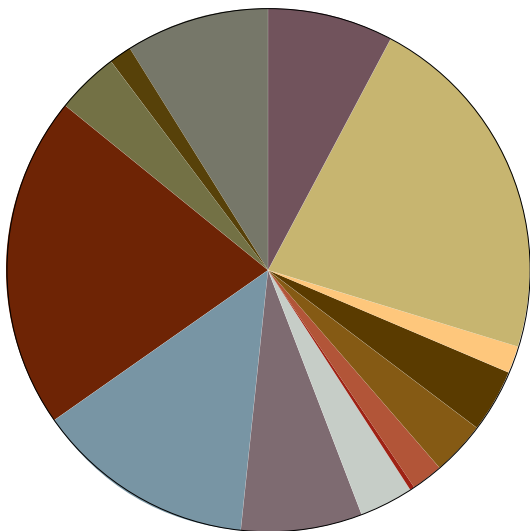
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2012 SUPPORT AND REVENUE BY SOURCE

Contributions & Membership	\$3,825,509
Public Support	\$3,502,376
Earned Revenue	\$5,151,766
Other (Released from Restriction)	\$1,708,017
Total Revenue	\$14,187,668



2012 OPERATING EXPENDITURES BY FUNCTION

Curatorial	\$1,261,444
Exhibits & Graphics	\$3,523,119
Special Events	\$253,111
IMAX Theater	\$624,176
Programs	\$529,161
Contributed Services	\$312,193
Restaurant/Facility Rental	\$64,889
Retail	\$507,646
Grant Expenditures	\$0
Fundraising	\$1,179,567
Administration	\$2,216,984
Facilities	\$3,273,188
Marketing	\$598,177
Subtotal Museum Departments	\$14,343,655
Interest Expense	\$217,811
Depreciation	\$1,415,410
Total Operating Expenses	\$15,976,876

Total Assets	\$26,983,177
Liabilities:	\$17,833,539
Net Assets	\$9,149,638

Find the Milwaukee Public Museum IRS Form 990 at www.mpm.edu/about/records.