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 DENNIS KOIS,
PRESIDENT & CEO OF THE MILWAUKEE PUBLIC MUSEUM

The Milwaukee Public Museum is one of the leading natural history and science museums in the United States. The four million objects in our collection have the power to teach and inspire, and to connect us all—young and old—to the world around us. By preserving our collections, staging quality special exhibitions, and providing educational programs and outreach to Milwaukee and beyond, we’re making a difference to our community. And by nearly every measure, MPM had a highly successful 2016.

Museum attendance counts were up 26% from the prior year, and theater and planetarium attendance also continued to strengthen, up 27% over 2015. Membership topped 18,000 households, with revenue up 12%. Thanks to a generous gift from Kohl's, MPM was able to continue to grow Kohl’s Thank You Thursdays—bringing in 34,000 free visitors alone—while new pricing strategies on non-free days allowed MPM to increase its revenue per visitor despite more than doubling free visitation over the prior year. Additional free and discounted days including three months of free admission for Milwaukee Public School field trips and several Sendik’s Red Bag Weekends, underwritten by the Balistreri family-owned Sendik’s stores, added tens of thousands more free and discounted visitors.

The Ultimate Dinosaurs exhibit was a success, bringing in more than 80,000 visitors and returning a net profit of more than $300,000 to MPM. The December reopening of the Streets of Old Milwaukee led to the highest visitation MPM has had over the holidays in its recorded history, and thanks are due to lead sponsor Rexnord. The Museum’s overall retail sales increased 44%, with higher margins—a testament to what a great retail team and strong exhibits can do for sales.

Unrestricted fundraising at MPM decreased by 9% over the prior year, which had set a record as the most successful year for fundraising at MPM in a decade. While we weren’t quite able to top that prior year result for unrestricted dollars, our restricted fundraising was up 19%.

The Museum continued to work on improving its fiscal fundamentals, further reducing its debt thanks to pledges that will bring long-term debt to zero by the end of 2017. On an operating basis, the Museum finished FY2016 in the black, generating a net operating profit before accounting for investments and non-cash items. After accounting for non-cash items, MPM’s net assets decreased $1.065 million due to a negative pension adjustment of nearly a million dollars and depreciation of $1.2 million, among other items. MPM investments returned a gain of $289,344. Museum expenses were in line with budget; expenses, however, increased approximately 6% from the prior year.

Looking ahead to 2017, we are encouraged by several factors. First, the Museum will invest more than a million dollars in a state-of-the-art digital projection system in the Daniel M. Soref Dome Theater and Planetarium, thanks to the generosity of that namesake foundation. Additionally we open our first exhibition curated from our own collection of four million objects, Hidden Wisconsin, and will also host the major traveling exhibition Global Kitchen: Food, Nature, Culture.

Finally, MPM is engaged in an ongoing large-scale strategic planning process. Working with Gallagher & Associates (Washington, DC), MPM has completed a Visitor Experience planning project that we are using to describe the future of MPM—a future that will lead to the announcement of exciting and ambitious plans in the year ahead.

If you are already a supporter, thank you. If not, I hope you will choose to be a part of the momentum and change underway at MPM.

Dennis Kois
Museum President/Chief Executive Officer
2015-2016 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.

INDIVIDUALS, FAMILY FOUNDATIONS, AND PRIVATE PHILANTHROPIC FOUNDATIONS

The museum recognizes donors listed below whose gifts of $250 or more were received between September 1, 2015 and August 31, 2016.

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*Contribution from defunct organization

**Living donor
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Dennis Kois, President (ex-officio) – President/CEO, Milwaukee Public Museum

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Tanja Felton – Community Volunteer
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Betsy Brown Wyatt – Executive Vice President, General Manager, Cramer-Krasselt
Patricia L. Yunk – Community Volunteer

* through December 19, 2016
FINANCIAL HIGHLIGHTS

MPM Fiscal Years Ending August 31, 2015 and 2016

**SUPPORT AND REVENUE BY SOURCE**

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</tr>
<tr>
<td>Other (Released from Restriction)</td>
<td>$2,395,415</td>
<td>$1,612,837</td>
</tr>
</tbody>
</table>

Total Revenue: $13,452,411 | $14,068,664

**MUSEUM DEPARTMENT OPERATING EXPENSES**

<table>
<thead>
<tr>
<th>Expense</th>
<th>Fiscal Year 2015</th>
<th>Fiscal Year 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Goods Sold</td>
<td>$245,237</td>
<td>$342,533</td>
</tr>
<tr>
<td>Supplies &amp; Subscriptions</td>
<td>$928,470</td>
<td>$1,122,094</td>
</tr>
<tr>
<td>Wages &amp; Benefits</td>
<td>$7,874,408</td>
<td>$8,097,516</td>
</tr>
<tr>
<td>Travel</td>
<td>$45,658</td>
<td>$161,864</td>
</tr>
<tr>
<td>Insurance</td>
<td>$113,457</td>
<td>$110,667</td>
</tr>
<tr>
<td>Marketing/Donor Development</td>
<td>$475,282</td>
<td>$693,153</td>
</tr>
<tr>
<td>Maintenance</td>
<td>$789,471</td>
<td>$695,893</td>
</tr>
<tr>
<td>Utilities</td>
<td>$1,048,939</td>
<td>$962,937</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>$630,158</td>
<td>$632,807</td>
</tr>
<tr>
<td>Miscellaneous/Sales Tax</td>
<td>$109,039</td>
<td>$154,441</td>
</tr>
<tr>
<td>Donated Services Used</td>
<td>$284,623</td>
<td>$407,222</td>
</tr>
</tbody>
</table>

Subtotal Museum Departments: $12,544,742 | $13,381,127

<table>
<thead>
<tr>
<th>Expense</th>
<th>Fiscal Year 2015</th>
<th>Fiscal Year 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest Expense</td>
<td>$129,852</td>
<td>$102,229</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$1,132,392</td>
<td>$1,201,655</td>
</tr>
</tbody>
</table>

Total Operating Expenses: $13,806,986 | $14,685,011

Unrestricted Net Operating Income (Loss): ($354,575) | ($616,347)

**NON-OPERATING INCOME**

<table>
<thead>
<tr>
<th>Income/Expense</th>
<th>Fiscal Year 2015</th>
<th>Fiscal Year 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pension &amp; Retiree Benefits Gain/(Loss)</td>
<td>($2,632,454)</td>
<td>($977,157)</td>
</tr>
<tr>
<td>Other</td>
<td>($352,117)</td>
<td>$248,345</td>
</tr>
</tbody>
</table>

Change in Non-Operating Net Assets: ($2,984,571) | ($728,812)

Restricted Net Asset Activity: ($1,099,998) | $279,591

Total Change in Net Assets: ($4,439,144) | ($1,065,568)

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

<table>
<thead>
<tr>
<th>Asset/Liability</th>
<th>Fiscal Year 2015</th>
<th>Fiscal Year 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>$26,115,309</td>
<td>$25,703,387</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$10,053,378</td>
<td>$10,707,024</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$16,061,931</td>
<td>$14,996,363</td>
</tr>
</tbody>
</table>

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