ANNUAL REPORT 2012
SEPTEMBER 2011-AUGUST 2012

MILWAUKEE PUBLIC MUSEUM
what will you find?
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.

Jay Williams
President & CEO
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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$1,000 - $2,499

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

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Carrie Becker
Keith Behrendt
Mike Bernatz
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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.

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Corporations</th>
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<tbody>
<tr>
<td>$1,000,000 and above</td>
<td>Northwestern Mutual Foundation</td>
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<tr>
<td>$500,000 - $999,999</td>
<td>Wisconsin Energy Foundation</td>
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<tr>
<td>$100,000 - $499,999</td>
<td>Robert W. Baird &amp; Company, M&amp;I, A part of BMO Financial Group</td>
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<tr>
<td>$50,000 - $99,999</td>
<td>Johnson Controls Foundation, M&amp;I Foundation</td>
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September 1, 2011-August 31, 2012

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FINANCIAL HIGHLIGHTS

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: $263,111
- IMAX Theater: $624,176
- Programs: $529,161
- Contributed Services: $312,993
- Restaurant/Facility Rental: $64,989
- 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: $217,911
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.