



WISCONSIN'S NATURAL HISTORY MUSEUM

MILWAUKEE PUBLIC MUSEUM

Annual Report

2018



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,

Interim Museum President & CEO

Dear Friends,

In 1851—only three years after Wisconsin gained statehood—citizens of Wisconsin began amassing a natural history collection that would become the catalyst for our Milwaukee Public Museum. Those early collections were gathered by schoolchildren and their teachers, naturalists on Sunday hikes, and amateur archaeologists who traveled around the region and across the globe. I love this vision of the people of Milwaukee picking up the wonders of their world to share with other citizens—to teach and to learn.

The foresight of these early citizens means that today more than 550,000 people each year have their minds opened and expanded by MPM. Our 4 million plus collections—representing every county in our state, countries around the globe, our oceans, and our galaxy—serve as a vital record of life on our planet. By exploring these objects through a visit to the Museum, enjoying our engaging outreach programs, or conducting original research in our scientific laboratories, all of us can better understand where we come from and where we are going.

As we look to the future of this Museum—one of the oldest and leading natural history museums in our country—we are buoyed by our founders from another century who made so much possible. And, we are strengthened by YOU—our supporters today, who are preserving and building this wonderful Museum for all those who will come after you.

We invite you to review our annual reports to learn more about the impact you are making possible. Thank you for continuing a legacy of teaching and learning begun 167 years ago.

With gratitude,

A handwritten signature in black ink that reads "Ellen Censky". The signature is fluid and cursive, with a large initial "E".

Dr. Ellen Censky
Interim Museum President & CEO

2017-2018 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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The Museum recognizes donors listed below whose gifts of \$250 or more were received between September 1, 2017 and August 31, 2018.

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Milwaukee Public Museum | September 1, 2017 - August 31, 2018

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MPM Fiscal Years Ending August 31, 2017 and 2018

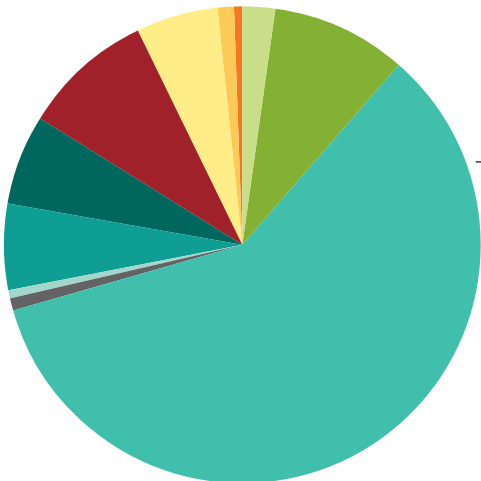
Revenue 2018



SUPPORT AND REVENUE BY SOURCE

	Fiscal Year 2017	Fiscal Year 2018
Contributions & Membership	\$4,281,967	\$4,341,330
Public Support	\$3,500,000	\$3,500,000
Earned Revenue	\$3,488,480	\$3,651,121
Other (Released from Restriction)	\$2,939,416	\$1,751,898
Total Revenue	\$14,209,863	\$13,244,349

Expense 2018



MUSEUM DEPARTMENT OPERATING EXPENSES

Cost of Goods Sold	\$273,450	\$302,456
Supplies & Subscriptions	\$899,445	\$1,114,871
Wages & Benefits	\$7,460,596	\$7,186,892
Travel	\$117,740	\$99,433
Insurance	\$81,964	\$80,443
Marketing/Donor Development	\$656,552	\$679,701
Maintenance	\$613,470	\$742,560
Utilities	\$988,076	\$1,096,590
Professional Fees	\$564,499	\$663,336
Miscellaneous/Sales Tax	\$106,865	\$136,383
Donated Services Used	\$217,048	\$61,288
Subtotal Museum Departments	\$11,979,705	\$12,163,953
Interest Expense	\$114,781	\$63,646
Depreciation	\$1,415,072	\$2,151,704
Total Operating Expenses	\$13,509,558	\$14,379,303
Unrestricted Net Operating Income (Loss)	\$700,305	(\$1,134,954)

NON-OPERATING INCOME

Pension & Retiree Benefits Gain/(Loss)	\$391,587	\$876,255
Other	\$304,731	\$82,079
Change in Non-Operating Net Assets	\$696,318	\$958,334
Restricted Net Asset Activity	(\$2,018,557)	\$219,816
Total Change in Net Assets	(\$621,934)	\$43,196

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Total Assets	\$24,223,196	\$22,756,936
Total Liabilities	\$9,848,767	\$8,339,311
Total Net Assets	\$14,374,429	\$14,417,625

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

Fun Facts



2

NEW SPECIAL
EXHIBITS OPENED



33,027

RECORDS
DIGITIZED



1,296

DINOSAUR PLUSHIES
SOLD



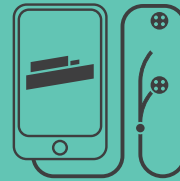
66,381

CANDY STICKS
SOLD



921,000

WEBSITE
VISITS



916

MPM ALL IN APP
DOWNLOADS



2,065

ADULT PROGRAMING
ATTENDEES



1,102

SPECIES IDENTIFIED
AT BIOBLITZ



37,093

KOHL'S THANK YOU
THURSDAY
ATTENDANCE



Milwaukee Public Museum | 800 West Wells Street, Milwaukee, WI 53233 | www.mpm.edu