

ANNUAL REPORT
2016



MILWAUKEE

PUBLIC MUSEUM



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.

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\$100,000 - \$499,999

Cramer-Krasselt
 Kohl's
 Northwestern Mutual Foundation
 Rexnord Foundation
 Roundy's Supermarkets, Inc.
 We Energies Corporation & Foundation

\$50,000 - \$99,999

A.O. Smith Foundation, Inc.
 Badger Meter Foundation, Inc.
 Johnson Controls Foundation

\$25,000 - \$49,999

Associated Bank
 Robert W. Baird & Company
 CG Schmidt, Inc.
 Hydrite Chemical Co.
 Joy Global Inc.
 North Shore Bank
 Sendik's Food Markets

\$15,000 - \$24,999

Bliffert Lumber & Hardware
 Charter Manufacturing Company, Inc.
 Rockwell Automation

\$10,000 - \$14,999

BMO Harris Bank
 Briggs & Stratton Corporation & Foundation
 The Harley-Davidson Foundation
 MGIC Investment Corporation
 The PrivateBank
 Runzheimer Foundation, Inc.
 Screamin' Sicilian Pizza Co.
 We Energies Foundation Matched Gifts
 Zilli Hospitality Group

\$5,000 - \$9,999

American Science & Surplus
 Burke Properties
 Foley & Lardner
 Godfrey & Kahn, S.C.
 Husch Blackwell LLP
 HUSCO International
 Landmark Healthcare Facilities LLC
 Marcus Hotels & Resorts/The Pfister Hotel
 Marking Services, Inc.
 Midwest Fiber Networks
 Rexnord Foundation Matched Gifts
 Town Bank
 Walker Forge Inc./WT. Walker Group Inc.

\$2,500 - \$4,999

Bridgewood Advisors
 Bucyrus Foundation, Inc.
 Charter Manufacturing Company, Inc.
 Clement Leasing, Inc.
 Deloitte
 Drexel Hamilton, Inc.
 Johnson Controls Foundation Matched Gifts
 KPMG LLP
 Kalmbach Publishing Co.
 M.E. Dey & Co. Inc.
 Milwaukee Tool
 Payne & Dolan, Inc.
 Perlick Corporation
 Sargento Foods Inc.
 Vilter Foundation, Inc.
 Zilber Ltd.

\$1,000 - \$2,499

American Transmission Co.
 Aurora Health Care
 Badger Mutual Insurance Company
 Bank Mutual Corporation
 Bostik, Inc.
 Butters-Fetting Co. Inc.
 Catholic Financial Life
 Classic Cargo International, Inc.
 Cousins Subs

Dahlman Construction Co.
 Desert Aire Corp.
 DeWitt Ross & Stevens
 Direct Supply Foundation
 Direct Supply, Inc.
 Evans & Sutherland Computer Corporation
 Generac Power Systems
 HGA Architects and Engineers
 Herzing University
 Holz Motors, Inc.
 InPro Corporation
 KAPCO, Inc.
 Kikkoman Foods Foundation, Inc.
 Kohler Foundation
 National Insurance Services
 Orbis Corporation
 Park Bank Foundation
 Pieper Electric, Inc./Ideal Mechanical
 Port Washington State Bank
 R&R Insurance Services
 Toepfer Security Corporation
 Trackside Services, Inc.
 Usinger's Famous Sausage
 von Briesen & Roper, s.c.
 WaterStone Bank SSB
 Weldall Manufacturing, Inc.
 West Bend Mutual Insurance Company
 Weyco Group, Inc.

\$500 - \$999

Badger Boiled Ham Company
 Cedar Crest Ice Cream
 Douglas Dynamics, LLC
 GE Foundation Matching Gifts Program
 GRAEF
 Grunau Company
 Hentzen Coatings, Inc.
 Hupy and Abraham, S.C.
 KCOTS LLC-Kris & Matt Stock
 MRA/The Management Association, Inc.
 Mandel Group/Eileen & Barry Mandel
 Materion
 Milcut, Inc.
 Milwaukee Electronics Corp.
 Mortara Instrument, Inc.
 Motor Castings Foundation, Inc.
 NAI MLG Commercial
 National Business Furniture
 Novozymes BioAg Inc.
 Outpost Natural Foods Coop
 Puhl's True Value Hardware, Inc.
 Russ Darrow Group
 Uline
 Vulcan Global Manufacturing Solutions
 Wenthe-Davidson Engineering Co.
 Wisconsin Society of Automotive Historians

*Deceased

**MPM Staff & Former Staff

Names listed in bold denote members of the MPM Board of Directors

2015-2016 TRUSTEES OF TRADITION

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.

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Bettie Zillman
Mary Jane Ziska*

*deceased

BOARD OF DIRECTORS

Milwaukee Public Museum
September 1, 2015 - August 31, 2016

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Directors

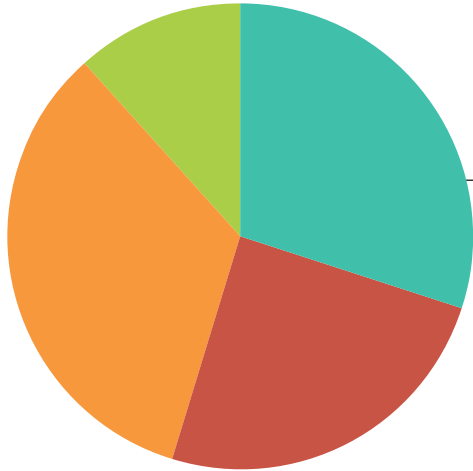
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Betsy Brown Wyatt - Executive Vice President, General Manager, Cramer-Krasselt
Patricia L. Yunk - Community Volunteer

** through December 19, 2016*

FINANCIAL HIGHLIGHTS

MPM Fiscal Years Ending August 31, 2015 and 2016

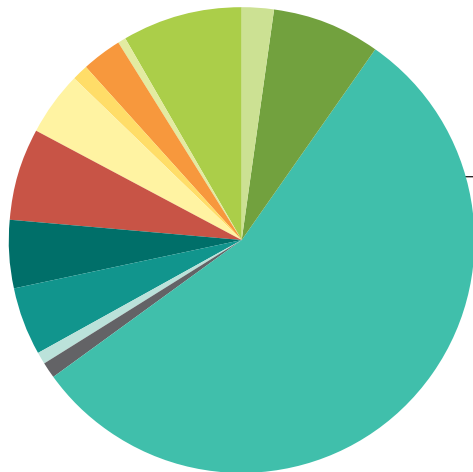
Revenue 2016



SUPPORT AND REVENUE BY SOURCE

	Fiscal Year 2015	Fiscal Year 2016
Contributions & Membership	\$4,450,343	\$4,636,638
Public Support	\$3,500,000	\$3,500,000
Earned Revenue	\$3,106,653	\$4,319,189
Other (Released from Restriction)	\$2,395,415	\$1,612,837
Total Revenue	\$13,452,411	\$14,068,664

Expense 2016



MUSEUM DEPARTMENT OPERATING EXPENSES

	Fiscal Year 2015	Fiscal Year 2016
Cost of Goods Sold	\$245,237	\$342,533
Supplies & Subscriptions	\$928,470	\$1,122,094
Wages & Benefits	\$7,874,408	\$8,097,516
Travel	\$45,658	\$161,864
Insurance	\$113,457	\$110,667
Marketing/Donor Development	\$475,282	\$693,153
Maintenance	\$789,471	\$695,893
Utilities	\$1,048,939	\$962,937
Professional Fees	\$630,158	\$632,807
Miscellaneous/Sales Tax	\$109,039	\$154,441
Donated Services Used	\$284,623	\$407,222
Subtotal Museum Departments	\$12,544,742	\$13,381,127
Interest Expense	\$129,852	\$102,229
Depreciation	\$1,132,392	\$1,201,655
Total Operating Expenses	\$13,806,986	\$14,685,011
Unrestricted Net Operating Income (Loss)	(\$354,575)	(\$616,347)

NON-OPERATING INCOME

Pension & Retiree Benefits Gain/(Loss)	(\$2,632,454)	(\$977,157)
Other	(\$352,117)	\$248,345
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

Total Assets	\$26,115,309	\$25,703,387
Total Liabilities	\$10,053,378	\$10,707,024
Total Net Assets	\$16,061,931	\$14,996,363

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



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NEW EXHIBITS
OPENED OR
REFRESHED



12,216

SPECIMENS
DIGITIZED



33,462

GUESTS AT
**KOHL'S THANK
YOU THURSDAY**



1,212

DINOSAUR
PLUSHIES SOLD



19

ADULT
EVENTS



5

PLANETARIUM
SHOWS



6,454

DOWNLOADS OF THE
STREETS OF OLD
MILWAUKEE
APP



976

SPECIES DISCOVERED AT
BIOBLITZ



1,212

LIGHT BULBS
CHANGED



75,186

CANDY STICKS
SOLD

