

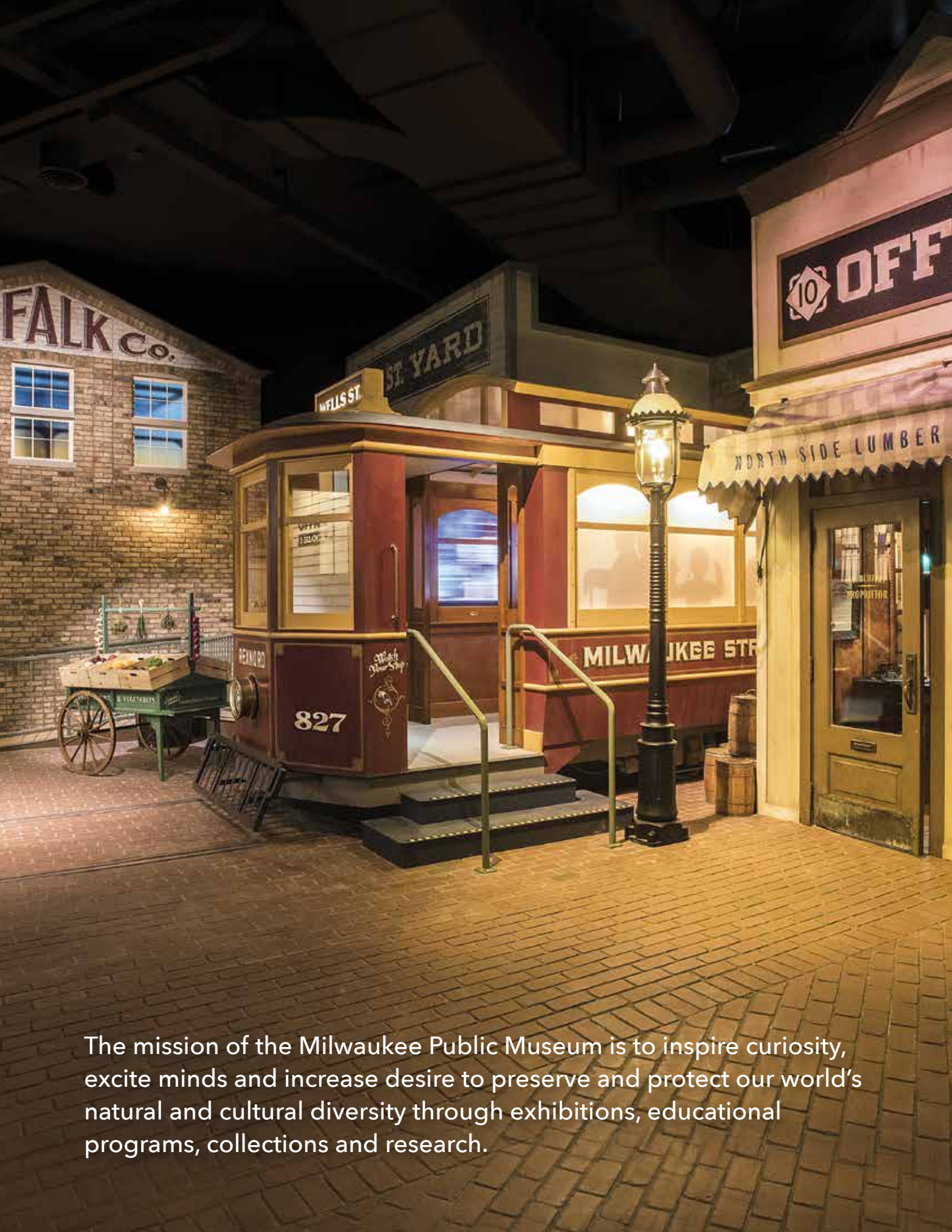
September 2014-
August 2015



ANNUAL REPORT 2015



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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 2015.

Base museum attendance increased by nearly 30%, and theater attendance jumped from 25% of museum attendees viewing our programs to more than 60% of museum attendees. Thanks to a generous gift from Kohl's, MPM was able to launch Kohl's Thank You Thursdays—making the museum free to all the first Thursday of each month. And to further our goals in building audience, MPM recruited a recognized national leader in the museum field, Hillary Olson, to the newly-created position of Vice President of Audience and Community Engagement. She joined the museum from the renowned Franklin Institute in Philadelphia.

Unrestricted fundraising at MPM increased 19% over the prior year, making 2015 the most successful year for fundraising at MPM in a decade. This notable increase came even before counting the \$2.4 million of additional funds raised for restricted projects, including the *Crossroads of Civilization* exhibit and the renovation of the *Streets of Old Milwaukee*. Those projects received lead support from the Northwestern Mutual Foundation and Rexnord Foundation, respectively, for which we are exceedingly grateful.

The Museum continued on a positive financial trajectory, 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 FY2015 in the black; generating a small net operating profit.

This museum impacts so many lives every year. From the more than 100,000 schoolchildren who visit to the thousands reached across Wisconsin by our distance learning programs; from those who enjoyed the museum's first new permanent exhibit in a decade to our educators working with at-risk Milwaukee high-schoolers who created, shot, animated and starred in a new planetarium show for the public—our impact is continuing to grow. Looking ahead to 2016, we're excited to open *Ultimate Dinosaurs*, the first in our new series of high-quality special exhibitions. And we've started development on several special exhibition projects—our first in many years—that draw on our own collections. A wonderful sign of a vibrant MPM that you'll see come to fruition in the coming years.

Finally, in the long term MPM is engaged in an ongoing large-scale strategic planning process. Working with Gallagher & Associates (Washington, DC), MPM is initially conducting a Visitor Experience planning project that solicits community input (more than 3,000 individuals have participated so far). The planning process will eventually dovetail with internal strategic planning, collections strategies planning, and feasibility and fundraising capacity studies. MPM anticipates concluding the Visitor Experience planning process during 2016.

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

2014-2015 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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Toepfer Security Corporation
Twin Disc, Inc.
Zilber Ltd.

\$1,000 - \$2,499

American Transmission Co.
Anderson Laboratories
Aptar Group Charitable Foundation
Matching Gift Program
Aurora Health Care
Badger Mutual Insurance Company
Bank Mutual Corporation
Bostik, Inc.
Butters-Fetting Co. Inc.
Catholic Financial Life
Classic Cargo International, Inc.
Desert Aire Corp.
DeWitt Ross & Stevens S.C.
DigiCOPY
EY
Generac Power Systems

Girl Scouts of WI Southeast
Hammel, Green and
Abrahamson, Inc.
Herzing University
Holz Motors, Inc.
InPro Corporation
KAPCO, Inc.
KCOTS LLC-Kris & Matt Stock
Kikkoman Foods Foundation, Inc.
Marking Services, Inc.
MRA/The Management Association,
Inc.
Nation Consulting
National Insurance Services
Orbis Corporation
Park Bank Foundation
Premium Waters, Inc.
R&R Insurance Services, Inc.
Trackside Services, Inc.
United Way of Greater Milwaukee
and Waukesha County
von Briesen & Roper, s.c.
WaterStone Bank SSB
Weldall Manufacturing, Inc.
West Bend Mutual Insurance
Company
Weyco Group, Inc.
Zaun Memorial Foundation

\$500 - \$999

Astronautics Corporation of America
Badger Boiled Ham Company
Cedar Crest Ice Cream
Concours Motors, Inc.
Cousins Subs
Dahlman Construction Co.
Danisco/DuPont
Dedicated Computing LLC
Douglas Dynamics, LLC
GRAEF-USA Inc.
Grunau Company
Helgesen Industries
Hentzen Coatings, Inc.
Hupy and Abraham, S.C.
Robert & Sandi Gardenier
Mandel Group/Eileen & Barry
Mandel
Materion
Milwaukee Electronics Corp.
Mortara Instrument, Inc.
Motor Castings Foundation, Inc.
National Business Furniture
Novozymes BioAg Inc.
Outpost Natural Foods Cooperative
Port Washington State Bank
Russ Darrow Group
Van Buren Management
Vulcan Global Manufacturing
Solutions

* deceased

** MPM Staff and Former Staff

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

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. This list is complete to August 31, 2015.

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Marilyn & Thomas L. Frenn	Ann & Charles McNeer	Audrey Wegner*
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Kristin Hansen & Darrel Johnson	Helen & Jeanette Oberndorfer*	Mary Jane Ziska*
William C. Haynes*	Kirsten Olson Johnson & Collin Johnson	
G. Edward & Priscilla* Heinecke	Mariette & Philip W. Orth, Jr.*	

*deceased

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Milwaukee Public Museum
September 1, 2014-August 31, 2015

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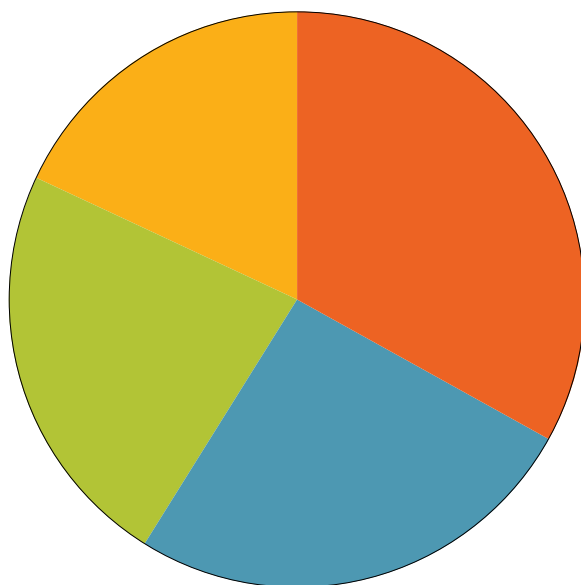
Essie Whitelaw*

Betsy Brown Wyatt

Patricia L. Yunk

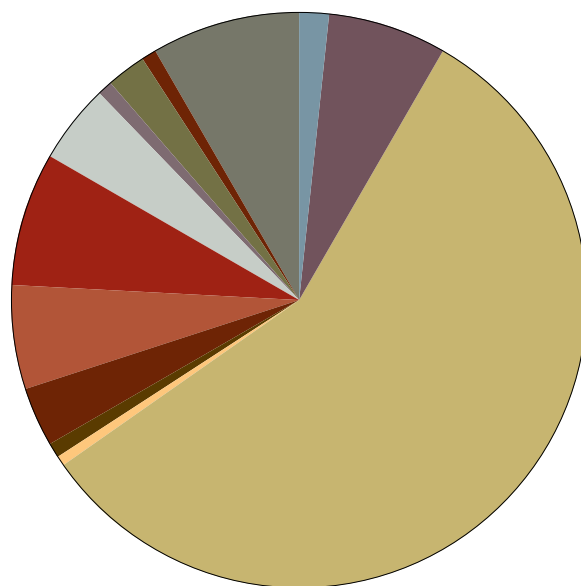
* through February 19, 2015

FINANCIAL HIGHLIGHTS



2015 SUPPORT AND REVENUE BY SOURCE

Contributions & Membership	\$4,450,343
Public Support	\$3,500,000
Earned Revenue	\$3,106,653
Other (Released from Restriction)	\$2,395,415
Total Revenue	\$13,452,411



2015 OPERATING EXPENDITURES BY FUNCTION

Cost of Goods Sold	\$245,237
Supplies & Subscriptions	\$928,470
Wages & Benefits	\$7,874,408
Travel	\$45,658
Insurance	\$113,457
Marketing/Donor Development	\$475,282
Maintenance	\$789,471
Utilities	\$1,048,939
Professional Fees	\$630,158
Miscellaneous/Sales Tax	\$109,039
Donated Services Used	\$284,623
Subtotal Museum Departments	\$12,544,742
Interest Expense	\$129,852
Depreciation	\$1,132,392
Total Operating Expenses	\$13,806,986

Total Assets	\$26,115,309
Liabilities:	\$10,053,378
Net Assets	\$16,061,931

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





Milwaukee Public Museum • 800 W. Wells St., Milwaukee, WI 53233