

ANNUAL REPORT 2013

SEPTEMBER 2012-AUGUST 2013



A MESSAGE FROM JAY WILLIAMS, PRESIDENT & CEO OF THE MILWAUKEE PUBLIC MUSEUM

Dear Friends:

The 2013 fiscal year was a very good one for the Milwaukee Public Museum. At the top of our list of this year's accomplishments is the signing of the new Lease and Management Agreement with Milwaukee County. The agreement had immediate impact on the fiscal health of the Museum, allowing us to concentrate on our academic mission while improving the MPM experience for our visitors.

The points in the agreement are many, but the following are of greatest importance: 1) The County agreed to contribute \$3 million to the MPM Pension Plan for former Milwaukee County Employees. This contribution funds the pension plan at a level where it is estimated it requires no further funding. 2) MPM, Inc. agreed to raise \$4.5 million in donor commitments toward the elimination of MPM, Inc.'s existing bank debt by December 31, 2015, and we are pleased to announce that we have already secured commitments for repayment of the \$4.5 million.

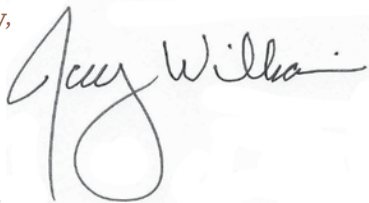
Through this agreement, the County also extended to 2022 its current funding level of \$3.5 million. This commitment is conditional on MPM raising \$5 million through its capital campaign for reinvestment into the fixed assets of the museum by December 31, 2017, and we have already secured \$1 million in pledges toward this goal.

Working through this process has been good for Milwaukee County and MPM, Inc. We need to remember that Milwaukee County, through state statute, has the authority to run a public museum of natural and human history. The building and the objects in the collection are the assets of the County. MPM, Inc. is the operating and fundraising organization.

This is all great news, but we need to keep perspective. Our liabilities have been reduced, yet we still have a very tight cash position. Our long term goal is to have 180 days of cash on hand. Like the farmer who has "paid off the farm," we still need to continually invest in our assets in order to achieve continued success. To do this, our profit plan moving forward calls for half our annual cash flow to go into improving the museum and for the other half to continue building a stronger cash position.

This has been a great year for your Milwaukee Public Museum, and we will build on this to create an even better 2014.

Sincerely,



Jay Williams
President/CEO

P.S. Please take a minute to view the video accompanying this report that highlights our academic, exhibition and program achievements in 2013: <http://bit.ly/1cEtQoV>

MAJOR DONORS

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 \$1,000 or more were received between September 1, 2012 and August 31, 2013.

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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, 2013.

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Milwaukee Public Museum
September 1, 2011-August 31, 2012

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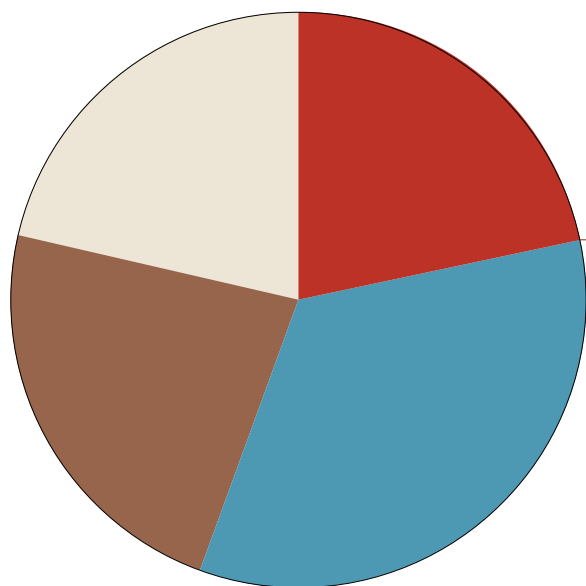
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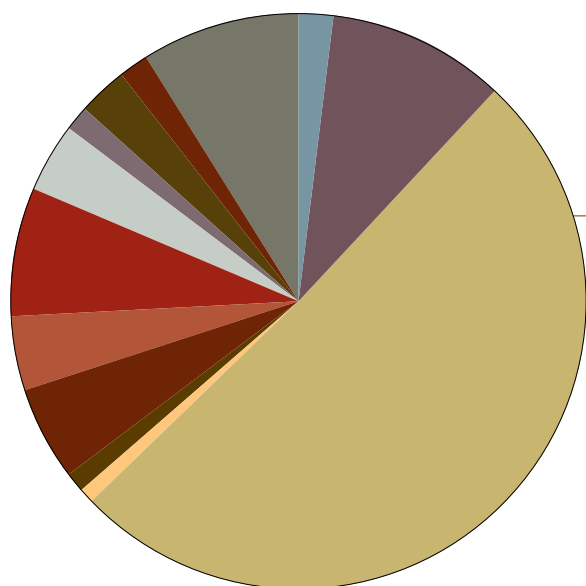
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FINANCIAL HIGHLIGHTS



2013 SUPPORT AND REVENUE BY SOURCE

Contributions & Membership	\$4,194,961
Public Support	\$6,502,376
Earned Revenue	\$4,388,375
Other (Released from Restriction)	\$4,084,507
Total Revenue	\$19,170,219



2013 OPERATING EXPENDITURES BY FUNCTION

Cost of Goods Sold	\$281,593
Supplies & Subscriptions	\$1,394,654
Wages & Benefits	\$7,024,817
Travel	\$104,319
Insurance	\$131,566
Marketing/Donor Development	\$746,943
Maintenance	\$563,007
Utilities	\$1,011,273
Professional Fees	\$542,228
Miscellaneous/Sales Tax	\$197,635
Donated Services Used	\$370,594
Subtotal Museum Departments	\$12,368,629
Interest Expense	\$218,893
Depreciation	\$1,215,805
Total Operating Expenses	\$13,803,327

Total Assets	\$28,566,860
Liabilities:	\$10,680,369
Net Assets	\$17,886,491

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