

ANNUAL REPORT 2011

SEPTEMBER 2010-AUGUST 2011



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

Dear Friends:

Here at MPM, we educate, explore, discover and preserve the world and its people. We both cultivate curiosity and provide authentic experiences.

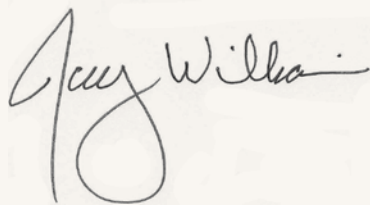
The 2010 / 2011 fiscal year was a strong one for MPM, and a year of many changes. We continued our focus on building a sustainable business model. To this end, we restructured our bank debt, reducing it from \$16.3 to under \$5 million. We improved our net asset position by \$10.9 million, and grew our endowment to \$7.4 million.

This past year, we also refocused our philosophy on academics. A key part of our upcoming capital campaign will be to endow academic positions. We want MPM to be a world class museum recognized for its research and curatorial staff. We also unveiled a wonderful new MPM brand that successfully captures the essence of the Museum – that we continually inspire visitors to explore the marvels of their world.

Credit for much of this success can be given to our great board of directors, headed by Rich Meeusen, an active and engaged chairman. Together we've strengthened our board with new members, and look forward to their future achievements. We must also give thanks to the support of our donors, who continue to give generously even in uncertain financial times, as well as the staff of MPM for their ongoing dedication to making this one of the top cultural institutions in the state of Wisconsin.

Of course, despite our achievements, MPM will require careful stewardship as we face the years ahead. We would be remiss to ignore our challenges, and that we need continued support from our donor community. Our future is fragile and must be handled accordingly. However, we believe whole-heartedly in our mission, and while we acknowledge threats to our sustainability, we will never let them deter us – we will only use them to grow stronger as a business and academic institution.

I thank you for your support of the Milwaukee Public Museum.

A handwritten signature in black ink, reading "Jay Williams". The signature is fluid and cursive, with a large loop at the end of the last name.

Jay Williams
President & CEO

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 \$250 or more were received between September 1, 2010 and August 31, 2011.

Exceptional Annual Support

Friends of the Milwaukee Public
Museum-Event Proceeds
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The Museum recognizes the following corporations whose gifts of \$500 or more were received between September 1, 2010, and August 31, 2011.

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M&I, A part of BMO Financial Group
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\$50,000 - \$99,999

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Zilber LTD.

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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, 2011.

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BOARD OF DIRECTORS

Milwaukee Public Museum
September 1, 2010-August 31, 2011

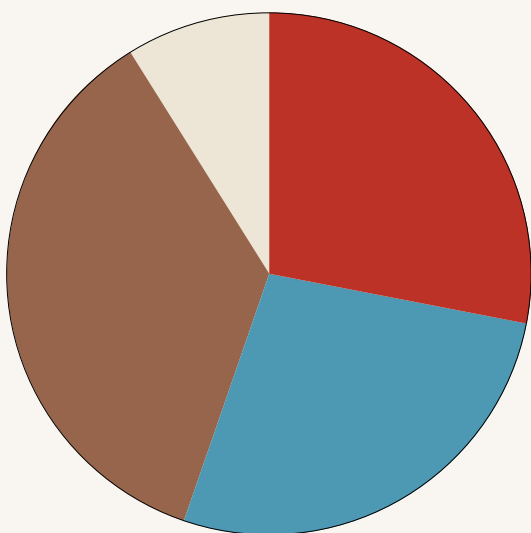
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Directors

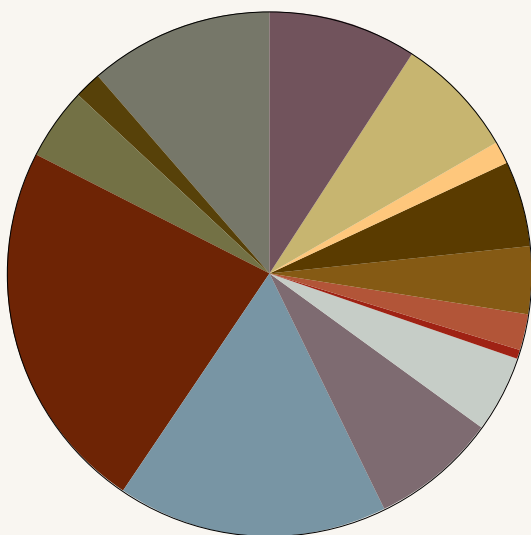
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FINANCIAL HIGHLIGHTS



2011 SUPPORT AND REVENUE BY SOURCE

Contributions & Membership	\$3,649,069
Public Support	\$3,502,376
Earned Revenue	\$4,661,682
Other (Released from Restriction)	\$1,119,365
Total Revenue	\$12,932,492



2011 EXPENDITURES BY FUNCTION

Curatorial	\$1,266,901
Exhibits & Graphics	\$1,019,556
Special Events	\$169,979
IMAX Theater	\$736,416
Programs	\$571,631
Contributed Services	\$288,824
Restaurant/Facility Rental	\$90,260
Retail	\$638,207
Grant Expenditures	\$0
Fundraising	\$1,034,692
Administration	\$2,264,788
Facilities	\$3,144,646
Marketing	\$589,805
Subtotal Museum Departments	\$11,815,705
Interest Expense	\$249,892
Depreciation	\$1,510,418
Total Operating Expenses	\$13,576,015

Total Assets	\$27,932,403
Liabilities:	\$15,257,691
Net Assets	\$12,674,712

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