



Date: May 12, 2023

To: Chairperson Sheldon Wasserman, Committee on Parks and Culture
Kelsey Evans, Committee Coordinator

CC: Janelle M. Jensen, Legislative Services Division Manager, Office of
the Milwaukee Clerk requesting that the report be appended to the
existing established Reference File P 23-46

Subject: Report from the Milwaukee Public Museum
Results for the seven months ending March 31, 2023

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.

Current State of the Museum

The museum continues to exceed our projections for attendance. When the budget was approved, we had projected attendance to be slightly lower than pre-pandemic attendance. Between September and March, attendance was 25% ahead of projection. April and May are as projected. Part of the attendance success can be attributed to the exhibit *Survival of the Slowest* which hosted close to 70,000 visitors and closed to the public on May 19.

MPM Research Curator of Cultural Collections Dr. Aaron Atencio participated in a panel hosted by the Milwaukee Art Museum's Herzfeld Center for Photography and Media Arts. Haberman Local Luminaries brings together a set of cross-disciplinary voices to share ten-minute reflections on artworks in a feature photography exhibition. Notable figures from our region, including Aaron, offered new perspectives about the works on view in *Native America: In Translation*.

MPM is hosting its annual Bioblitz on June 9-10 at Havenwoods State Forest (6141 N. Hopkins Ave, Milwaukee)- scientists and surveyors will start counting species at 3 pm on Friday and go through the night to 3 pm on Saturday. On Saturday, the event is open to the public, with activities from 10 am-3 pm and a community lunch. MPM is working with Milwaukee Community Schools Partnership Green Schools to coordinate a family shuttle to this year's event. Activities include making your own plant press, pond scooping, bird, butterfly, nature walks, and more. Activities are good for people of all ages and abilities.

Dr. Zaspel, Vice President and Academic Dean, was showcased in Milwaukee's Notable Women in STEM, a special editorial feature within BizTimes Milwaukee's March 27, 2023 issue.

New Museum progress

Over the past quarter, MPM rolled out the plans for the new museum exhibits. Every few weeks another gallery was revealed and highlighted. We started with *the Time Travel Gallery* which will take visitors on a journey back in time through the time when the first humans appeared to the time of the dinosaurs and all the way back to when Wisconsin was covered by a shallow warm water sea (425MYA). The next

Milwaukee Public Museum

gallery to be revealed was the *Wisconsin Journey Gallery* – a gallery focused on the geologic wonders and varied cultures of Wisconsin. The next reveal was the spiritual successor to the *Streets of Old Milwaukee* – named *Milwaukee Revealed*, the exhibit will immerse visitors in city streetscapes where they can explore and learn about Milwaukee's history, the people who settled it and live here, and the interconnectedness of the natural systems with the city. The fourth gallery is called *Living in a Dynamic World* which will take visitors on an unconventional journey to five distinct ecosystems across the globe, where they will be immersed in the landscapes and cultures that occupy them. And the final reveal was the *Rainforest* and *Butterfly Vivarium* where visitors will learn about the wonders of the tropics that support a rich array of biodiversity. The live butterflies come to us from the tropical rainforests.

The library inventory is on track at about the same pace as last quarter - 46,800 items inventoried and verified/checked in Worldcat. Barcoding is in full force. Of our 23,000-item goal for the glass and ceramic collection, we're nearing the 20,000-item mark for completed barcodes (printed, associated and attached to objects). We've also started writing procedures for packing. We've separated the collection into shape categories by material type and have distinct packing plans for each group. We are experimenting with creating short, 1–2-minute videos demonstrating how to pack each type of group as well.

The company that builds collection storage systems (Spacesaver) visited in April. Two representatives toured the entire Natural History collections (consisting of 15 distinct spaces) and spoke with C/R staff about their collections. The Cultural collections will be assessed in Summer '23. We're also working closely with the architectural team to determine building specifications that will affect future collections cabinetry.

Progress also continues with the site for the new museum. The second building is being demolished and environmental and geotechnical testing on-going.

MPM Federally Funded Projects

Research Curator of Botany Dr. Christopher Tyrrell and Community Engagement and Advocacy Officer Dawn Koceja submitted a grant proposal to the National Science Foundation as a part of a nationwide consortium of forty institutions. Their proposed project seeks to digitize tree specimens held at each institution and develop a novel internship program, headed by MPM, that aims to attract students from traditionally underserved communities and engage them in museum and botanical sciences. If awarded, the project would span four years beginning in early 2024. The total project requested \$4.7 million, with MPM receiving \$253,000.

Dr. Jennifer Zaspel, VP/Academic Dean submitted an NSF grant proposal for \$3.5M to establish an ecosystem of biodiversity ambassadors through a statewide community science project. This project, if funded, will provide some funding for an exhibit in the new museum.

Ms. Patty Burke continued to digitize and organize the Devonian fossils. This project will also help to ready the collections for a move. Funding is provided by the Institute of Museum and Library Services (\$86,740).

Fiscal Summary

Consolidated operating revenue decreased in this fiscal year to approximately \$8.7M vs \$9.1M during the same period last year. Even though revenue from admissions and gift shops increased by \$332K and fundraising event revenue from gala and food & froth was up by \$400K, last fiscal year the museum received several large one-time estate gifts. The endowment contributions also decreased by approximately \$385K.

Consolidated operating expenditures for the fiscal year were \$7.5M vs \$6.6M in the previous year. The

Milwaukee Public Museum

operating expenses increased as expected in the current year with our return to normal operations. The largest increase was salary and benefits -- approximately \$714K increase.

Thus, for the seven-month ending March 31, 2023, MPM consolidated financial statements reported net operating assets of \$1.3M compared to \$2.5M in the previous year.

In non-operating income, there is a consolidated net investment gain of \$228K vs a \$55K loss in the prior year due to market volatility.

County Funded Capital Projects

Major County funded projects that are currently in process or will hopefully be in process soon at the Museum include:

- Fire panel/fire safety system replacement – testing continues.

I will be happy to take questions during my appearance before the Committee.

Sincerely,



Ellen Censky, PhD
President/CEO
Milwaukee Public Museum

MPM Consolidated Statement of Activities for the Seven Months Ended 3/31/23

	YTD Actual	YTD Budget	Dev	Prior Year Actual	Prior Year Change
Revenue:					
Contributions	2,062,320	1,740,540	321,780	2,936,048	(873,728)
Membership	868,553	1,165,923	(297,370)	937,266	(68,714)
Special Event Revenue	801,195	639,900	161,295	403,734	397,461
Public Support	2,048,270	2,041,667	6,603	2,047,320	949
Admissions	1,604,762	1,271,360	333,402	1,428,520	176,242
Theatre/Planetarium	107,431	143,888	(36,457)	81,964	25,467
Programs	48,221	43,975	4,246	11,505	36,716
Contributed Services	0	0	0	0	0
Restaurant and Facility Rental	156,421	105,490	50,931	71,609	84,812
Retail	545,820	422,825	122,995	449,758	96,062
Other income	85,337	129,303	(43,966)	67,072	18,264
Net Assets released from restrictions	400,751	294,626	106,124	663,002	(262,251)
Total Operating Revenue	8,729,079	7,999,496	729,583	9,097,797	(368,719)
Operating Expenses:					
Cost of Goods Sold	231,992	176,171	55,822	192,188	39,805
Supplies	470,752	630,412	(159,660)	459,407	11,345
Salaries and Wages	3,890,139	4,195,634	(305,495)	3,239,318	650,822
Benefits	859,580	1,025,564	(165,984)	796,361	63,219
Travel	42,350	83,745	(41,395)	29,514	12,836
Insurance	42,151	42,447	(296)	39,980	2,171
Marketing/Public Relations	348,496	455,779	(107,283)	248,084	100,411
Member/Donor Development	39,249	48,795	(9,546)	31,552	7,697
Subscriptions/Memberships	30,186	33,102	(2,916)	11,313	18,873
Maintenance	405,110	517,613	(112,503)	491,442	(86,332)
Utilities	660,660	655,363	5,297	578,413	82,247
Professional Fees	308,792	312,807	(4,015)	402,048	(93,256)
Interest Expense	2,421	1,100	1,321	1,059	1,362
Miscellaneous	130,756	118,246	12,510	104,366	26,390
Tax Expense	3,190	1,700	1,490	1,567	1,622
Contributed Services	0	0	0	0	0
Total Operating Expenses	7,465,821	8,298,476	(832,654)	6,626,611	839,211
Inc/(dec) from Net Assets in Operating Activities	1,263,257	(298,980)	1,562,237	2,471,187	(1,207,930)
Non-Operating Items:					
Investment Earnings (Loss)	227,794	0	227,794	(55,190)	282,984
Transfer to Endowment	0	0	0	0	0
Pension & Post Retirement Expenses	(210,000)	(210,000)	0	(210,000)	0
Depreciation	(477,313)	(465,069)	(12,244)	(466,223)	(11,090)
Non-Operating Income - Covid Related	0	0	0	2,572,381	(2,572,381)
Foundation for Future Revenue	0	0	0	8,806	(8,806)
Foundation for Future Expenses	0	0	0	(279,362)	279,362
Total Non-Operating Items	(459,519)	(675,069)	215,550	1,570,412	(2,029,931)
Inc/(dec) in Net Assets Without Donor Restrictions	803,739	(974,049)	1,777,787	4,041,599	(3,237,860)
Changes in With Donor Restricted Net Assets:					
Contributions	5,167,005	250,000	4,917,005	321,587	4,845,418
Investment Earnings	201,638	0	201,638	(65,650)	267,287
Net Assets released from restrictions for operations	(400,751)	(294,626)	(106,124)	(663,002)	262,251
Inc/(dec) in With Donor Restricted Net Assets	4,967,892	(44,626)	5,012,518	(407,064)	5,374,956
Inc/(dec) in Net Assets	5,771,630	(1,018,675)	6,790,306	3,634,534	2,137,096
Total Net Assets at Beginning of Period	19,980,903	10,382,143	0	16,906,999	3,073,904
Total Net Assets at End of Period	25,752,533	9,363,468	6,790,306	20,541,533	5,211,000

MPM Consolidated Statement of Financial Position as of 3/31/23

	Consolidated	Consolidated	Consolidated	
	<u>3/31/23</u>	<u>3/31/22</u>	<u>8/31/22</u>	<u>Change</u>
Assets:				
Cash and cash equivalents	7,389,574	8,613,343	8,189,216	(799,642)
Investments	1,435,895	453,382	409,227	1,026,668
Accounts Receivable	112,171	74,044	113,471	(1,300)
Note Receivable	0	500,000	0	0
Contributions Receivable - Current	967,590	104,523	213,037	754,553
Due From Other Funds/Entities	0	0	0	0
Inventories, net	82,716	69,046	55,939	26,777
Prepaid Expenses	49,659	43,495	89,374	(39,715)
Total Current Assets	10,037,606	9,857,833	9,070,264	967,342
Other Assets:				
Cash and investments held for endowment	9,543,599	8,647,568	7,975,768	1,567,831
Contributions Receivable - Long Term	4,146,721	423,086	868,006	3,278,715
Total Other Assets	13,690,320	9,070,654	8,843,774	4,846,546
Property & Equipment:				
Building Additions	19,875,741	19,875,741	19,875,741	(0)
Furniture, equipment and other improvements	13,015,955	12,980,289	12,989,560	26,395
Right to Use Asset	65,637	0	0	65,637
Gross Property & Equipment	32,957,332	32,856,030	32,865,301	92,031
Less-Accumulated depreciation & amortization	(25,187,179)	(24,330,111)	(24,726,217)	(460,962)
Net Property & Equipment	7,770,153	8,525,918	8,139,084	(368,931)
Total Assets	31,498,079	27,454,406	26,053,122	5,444,957
Liabilities and Net Assets:				
Accounts Payable	436,637	523,959	425,592	11,045
Accrued Payroll & Benefits	568,708	492,750	544,584	24,124
Deferred Revenue	1,001,955	1,454,407	1,457,883	(455,928)
Refundable Advance	0	0	0	0
Lease Payable - Current	13,399	0	247,895	(234,496)
Current Portion of Post Retirement Benefits	247,895	276,186	0	247,895
Line of Credit	0	0	0	0
Total Current Liabilities	2,268,594	2,747,302	2,675,954	(407,360)
Accrued Postretirement Benefits	3,430,659	4,165,571	3,396,265	34,394
Due to Other Funds/Entities	0	0	0	0
Lease Payable	46,292	0	0	46,292
Total Liabilities	5,745,545	6,912,873	6,072,219	(326,674)
Net Assets:				
Without Donor Restrictions	13,801,516	13,783,553	12,997,782	803,734
With Donor Restrictions	11,951,019	6,757,981	6,983,121	4,967,898
Total Net Assets	25,752,534	20,541,533	19,980,903	5,771,631
Total Liabilities and Net Assets	31,498,079	27,454,406	26,053,122	5,444,957

Consolidated Statement of Cash Flows for the Seven Months Ended 3/31/23

	YTD	Prior YTD
	<u>Actual</u>	<u>Actual</u>
Operating Activities:		
Increase in net assets	1,258,581	2,304,263
Adjustments to reconcile net cash flows from operations:		
Depreciation and amortization	477,313	466,223
Loss on disposal of assets	0	0
Forgiveness of PPP Refundable Advance	0	0
Unrealized (gain)/loss on investments	0	35,918
Realized (gain)/loss on investments	(17,589)	(6,551)
Contributions restricted for capital and endowment	(534)	0
Changes in operating assets and liabilities:		
Accounts Receivable	1,300	263,386
Contribution Receivable	(688,051)	366,923
Inventories and Other Assets	(26,777)	(23,074)
Prepaid Expenses	39,715	3,601
Accounts Payable, Accrued Expenses and Accrued Benefits	69,567	(76,489)
Due to Affiliates	(400,000)	0
Refundable Advance	0	(1,237,700)
Deferred Revenue	(455,928)	652,152
	<hr/>	<hr/>
Total Adjustments	(1,000,984)	444,390
	<hr/>	<hr/>
Net cash provided/(used) by operating activities	257,598	2,748,653
Investing Activities:		
Purchases of Property & Equipment	(108,383)	(42,132)
Purchases of Property & Equipment - Restricted	0	0
Net Change in Note Receivable	0	(500,000)
Proceeds from Sale of Investments	212,142	76,931
Purchases of Investments	(1,220,689)	(89,678)
	<hr/>	<hr/>
Net cash provided/(used) in investing activities	(1,116,930)	(554,880)
Financing Activities:		
Proceeds from contributions restricted for capital and endowment	0	0
Net proceeds from Line of Credit	0	0
Net change in Lease obligations	59,691	0
	<hr/>	<hr/>
Net cash provided/(used) in financing activities	59,691	0
	<hr/>	<hr/>
Net Inc/(Dec) in Cash and Cash Equivalents	(799,642)	2,193,774
Cash and Cash Equivalents, beginning of period	<hr/>	<hr/>
	8,189,216	6,419,569
Cash and Cash Equivalents, end of period	<hr/> <hr/>	<hr/> <hr/>
	7,389,574	8,613,343