



Milwaukee County, March 2022

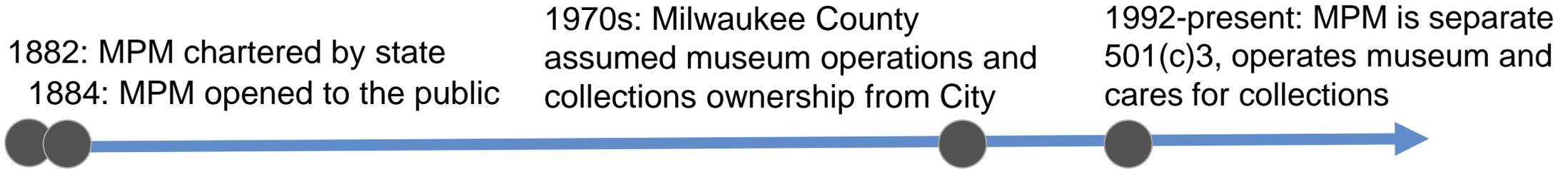
A Community Investment for Long-Term Savings

- Ensure that Milwaukee continues to offer a world-class natural history museum to the community
- Protect the four million precious objects and specimens in the Milwaukee County collections
- Preserve the Museum's accreditation
- Save the County \$2.5 million in annual operating support
- Leverage \$195M in additional funding for the state's largest-ever cultural project right here in Downtown Milwaukee

MPM: A World-Class Institution

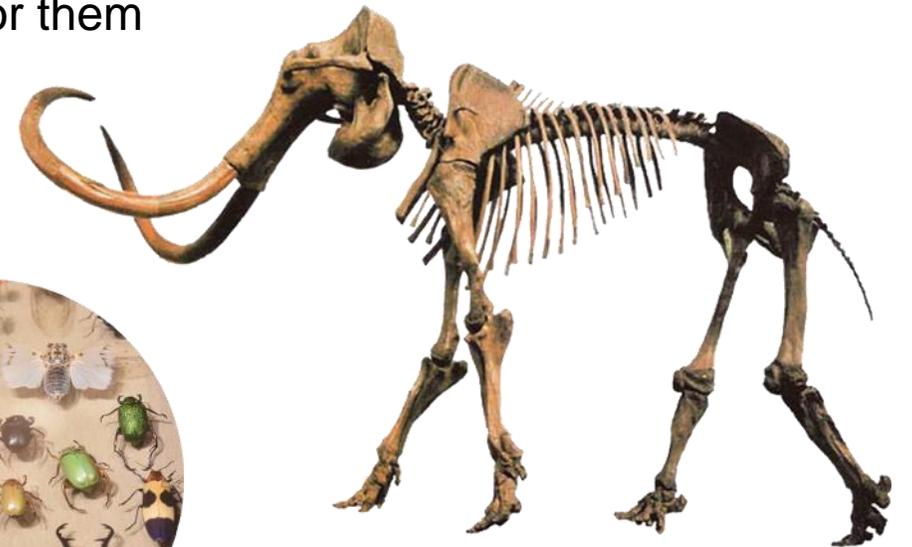
- Most visited museum in the state:
 - 550,000 visitors from every WI county, including 155,000 school-agers from 44 counties
 - Major tourist attraction
- Active laboratory for 29 adjunct researchers, university students and other academic and museum partners across the state and country
- 287 outreach programs experienced by 25,000 people across WI each year
- Birthplace of the diorama and “Milwaukee Style” of exhibits





Milwaukee County's Collections

- Milwaukee County owns the collections; MPM cares for them
- Four million objects and specimens
 - natural and cultural history
 - held in public trust
 - local, global and even from outer space
- Collections policy
- Basis for important and current research



Protect Milwaukee County's Collections



- 1960's building
- No insulation or moisture barriers
- Not constructed to address needs of natural history collections
- Nearly double the size of a museum appropriate for this market
- \$50M+ in deferred maintenance
- Significant water challenges
- Inadequate storage equipment

Alternatives/Feasibility

- Rehabilitate the current building (2015, Gallagher & Associates)
 - Study result: \$130M; Updated estimate: \$250M
 - Primary revenue source: Milwaukee County
- New Facility (2015, Gallagher & Associates)
 - Size recommendations
 - Project budget: \$240M
 - Revenue sources: Public and Private
- Fundraising Capacity (2018, Campbell & Company)
 - Annual fund recommendations led to 32% increase
- Campaign Feasibility (2020, Campbell & Company)
 - Assessed \$150M statewide campaign

Capital Investment Means Operational Savings of \$2.5M+!

- Current County funding = \$3.5M + annual capital (\$1-5M)
 - \$15M in capital support in last 10 years
- \$45M bonded funding for capital expenses in building, exhibit and storage supports:
 - Efficient, right-sized building
 - Offsite storage
 - Appropriate storage equipment
 - Updated, culturally relevant exhibits
- Future annual funding will drop to \$1M to support the care of Milwaukee County's collections
 - **\$2.5M+ annual savings for the County!**

Accreditation Timeline

- 2007: Accreditation Commission noted deterioration of building
- Summer 2020: Submitted re-accreditation application
- Fall 2020: Site visit
- Spring 2021: Accreditation commission decision: **TABLED**
- July 2021: Interim report and bridge plan; Milwaukee County approved funding for bridge plan equipment
- **April 2022: Final report due**
- **June 2022: Final decision**

“The materials the Commission reviewed are clear and convincing that the building, suffering from years of structural neglect and deferred maintenance, is utterly inadequate to meet even the most minimal standards of care for the collections.”

-Accreditation Commission Decision Letter



Implications of Losing Accreditation

- Lose the ability to seek some Federal Grants (\$700,000 directly and \$3M through partners in last 5 years. \$1M pending)
- Lose the ability to host traveling exhibits (generated \$1.2M in net revenue and \$1.4M in memberships for last 4 exhibits)
- Lose credibility in the community (especially among donors)
- Significantly damage museum's reputation and ability to attract researchers and professionals
- Likely the first step towards closing

FUNDING

- State Funding – secured \$40M
- Federal Funding – continue to seek \$5M through various opportunities
- Private Funding – in the “quiet” phase of \$150M Capital Campaign

PROJECT

- World-class design team
- Local workforce
- Largest cultural project in the state
- Of the community, by the community

A Museum for Future Generations

- \$45,000,000 in funding for bond-eligible construction costs
- Agreement
 - MPM portion of the building, exhibits and off-site storage facility upgrades/equipment
 - Naming: “Milwaukee” and “Milwaukee County Collections”
 - Multiple financial accountability/transparency
 - Community Benefit Goals



Funding and Management Agreement (after opening)

- \$1M annual support
- Collections management (governed by policy)
- Financial transparency measures and insurance levels
- Committee reporting (4x annually)
- Board representation
- Public programming
 - free admission for school groups (Sept-Nov)
 - MC resident discount
 - 12 Free days



An Investment in Equity

- MPM a leader in accessibility
- IDEA: Inclusion, Diversity, Equity and Accessibility
- Project DBE/WBE/MBE and workforce requirements
- Community engagement



