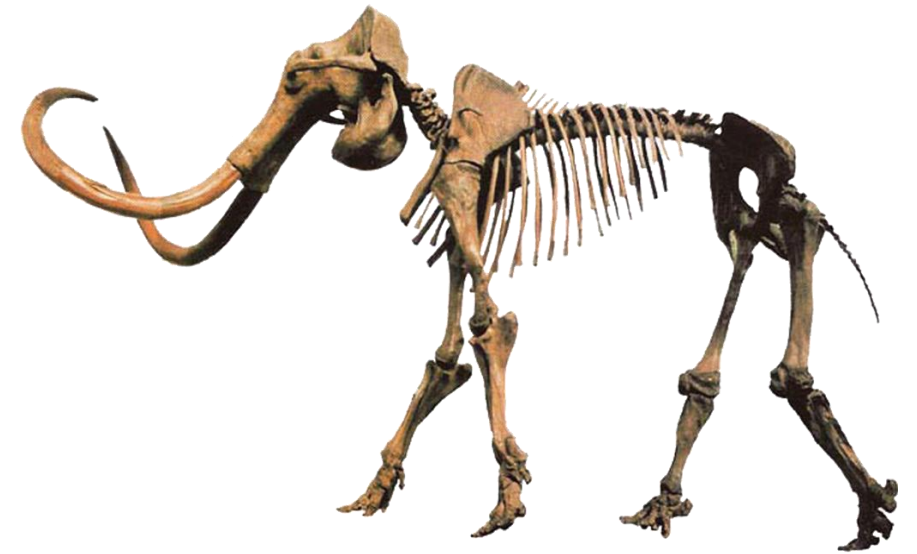




MPM/County – December 2021

# Wisconsin's Natural History Museum

- Most visited museum in the state:
  - 550,000 visitors from every WI county, including 155,000 school-agers from 44 counties
- 4M+ artifacts and objects from every WI county and across the globe
- 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



**Herbior Mammoth,  
Kenosha**

# History



- MPM was established by a state charter in 1882 and first opened to the public in 1884.
- Current building is 4<sup>th</sup> location; it was built in the early 1960s
- County took over operations from City in 1960's.
- MPM became separate 501(c)3 in 1992 with Lease and Management Agreement with County
- County owns the current building and the collections



Milwaukee  
County building  
with excess of  
**\$50 million** in  
maintenance



# Accreditation Status



- Submitted Re-accreditation application in Summer 2020; Site visit Fall 2020
- Accreditation Commission tabled status in Spring 2021 – stating the condition of the building had deteriorated since the last accreditation when they had asked MPM/County to address it.
- Gave us about one year to make progress toward a new museum.
- Interim Report was submitted in July 2021, with a bridge plan for caring for collections (materials funded by County) and a progress report.
- Final report due April 2022. Commission looking for County funding toward new museum as well as a start on private funding
- Decision in June – accredit or deny accreditation.



# Implications of Losing Accreditation

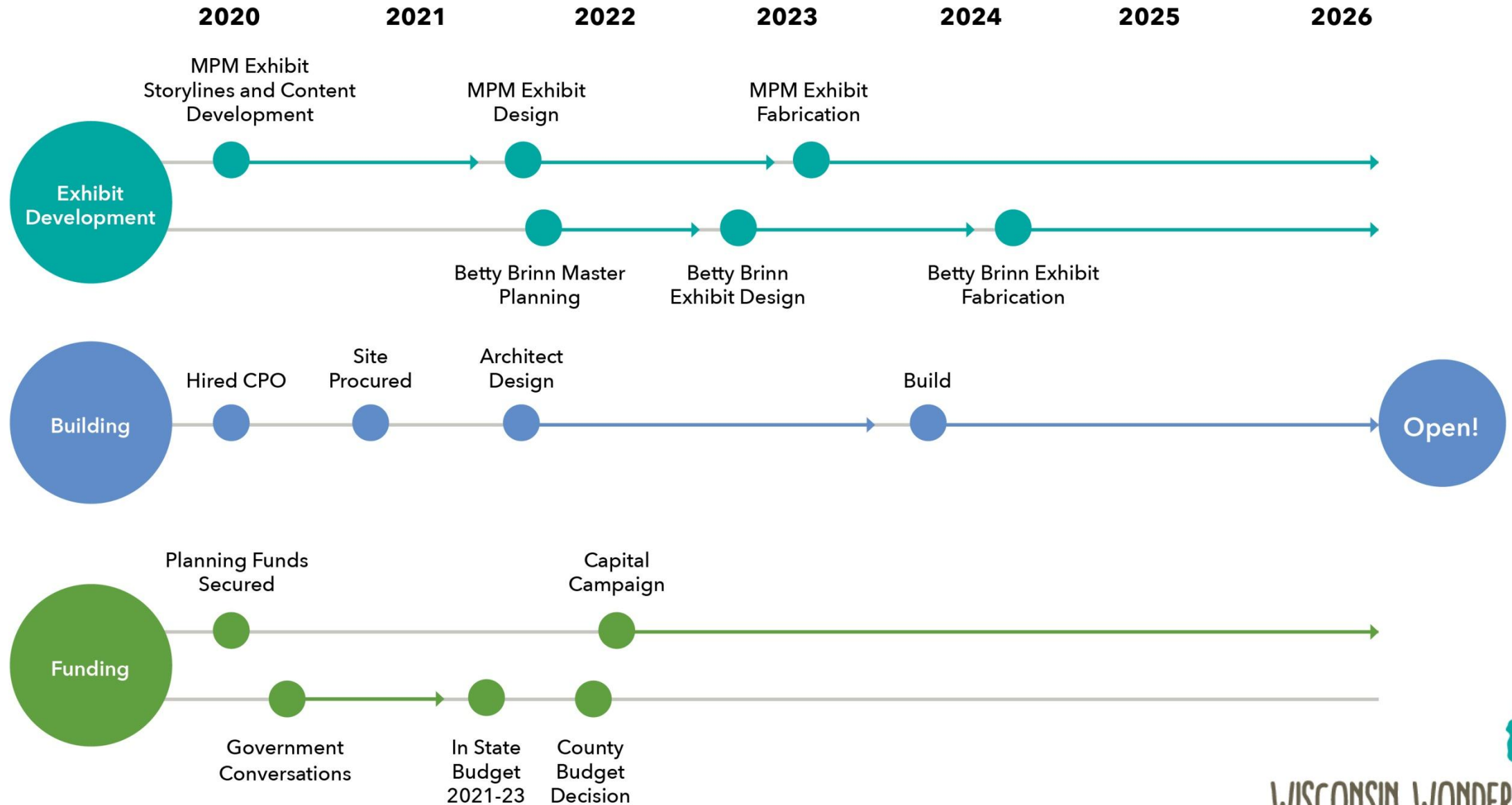


- Lose the ability to host traveling exhibits (generated \$1.2M in net revenue and \$1.4M in memberships for last 4 exhibits)
- Lose the ability to seek some Federal Grants (\$700,000 directly and \$3M through partners in last 5 years. \$1M pending)
- Lose credibility in the community (especially among donors)
- Would be the largest and longest serving museum in the country to lose accreditation. MPM was at the table helping to define the standards for accrediting a museum. Likely this would be the first step toward closing our doors.

# What has MPM done thus far?

- State Funding – secured \$40M
- Federal Funding – continue to seek funds (collection support, Earmarks, New Market Tax Credit)
- Private Funding – in the “quiet” phase of Capital Campaign
- Purchased property at 6<sup>th</sup> & McKinley
- Hired Design Team (Architects, Exhibit Designers, Construction Management)
- Conducting community workshops throughout county and state



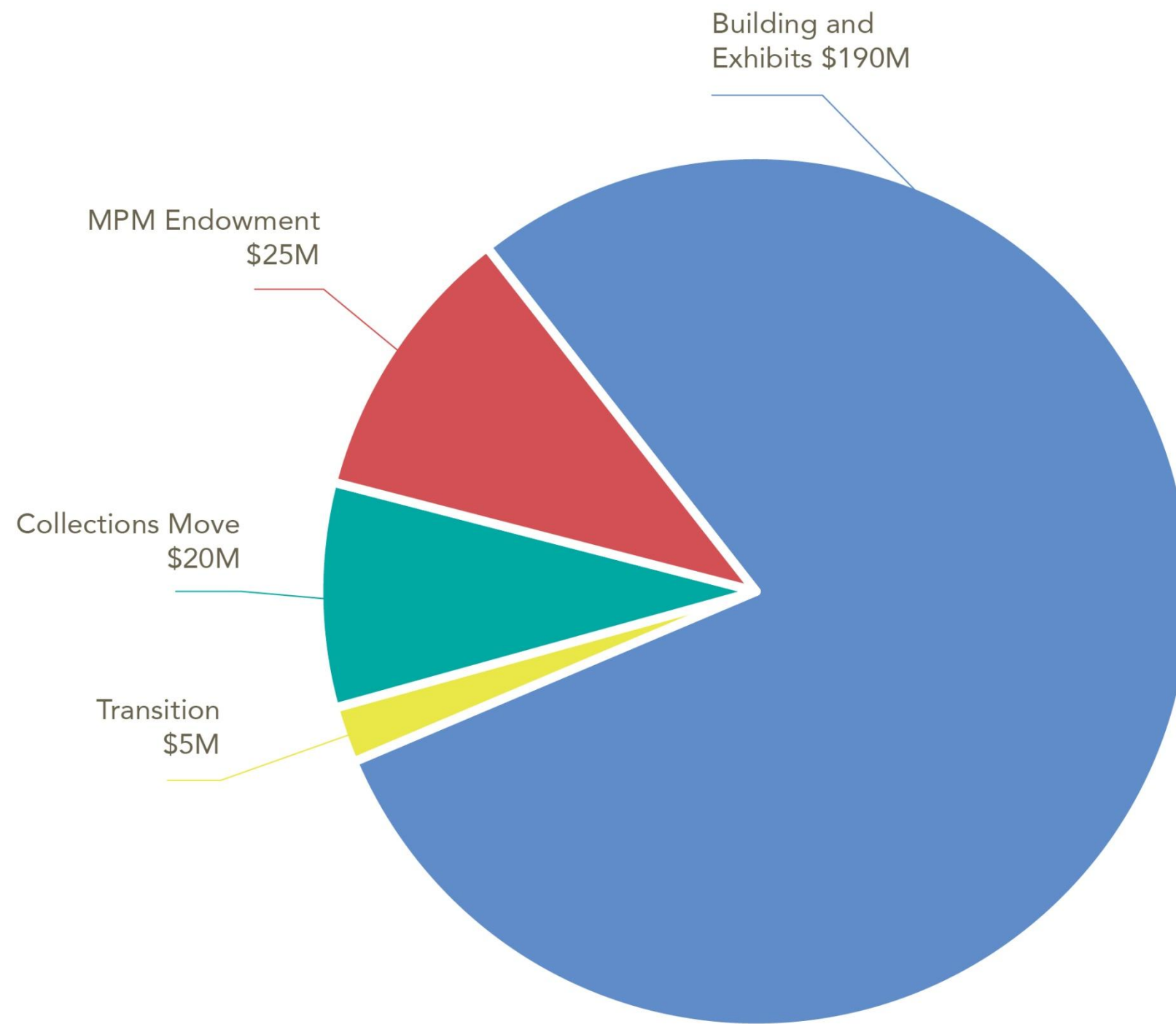




# Project Cost: \$240 Million

**\$90M Public Funding**  
**\$150M Private Fundraising**

This project is designed as a public private partnership. **The new building will be owned by the future museum, NOT by Milwaukee County.**



# Milwaukee County Support

\$45M in bonded funding from the County:

- Preserves the Museum's accreditation
- Provides a match for the State's contribution
- Catalyzes the capital campaign (which has not yet launched)
- Supports capitalized expenses for building and exhibits
- Reduces County's operating obligation by \$2.5M annually after new facility opens

