



May 11, 2017

Megan Haeger  
Contract Services Manager  
Milwaukee County Department of Parks and Recreation  
9480 Watertown Plank Road  
Wauwatosa, WI 53226

Dear Megan,

I am writing to confirm our paid equivalents for the most recently completed fiscal year (January 1 – December 31, 2016) as required under section 4 of the Museum's lease:

- Total Museum Attendance 198,203
- Paid Equivalents (based on a full-price admission fee of \$8): 77,597
  - 59,943 children and adults paid full price admission of \$8
  - 5,081 senior adults received discounted admission of \$7
  - 2,781 children and adults received discounted admission of \$4 (through a discounted program offered by the national Association of Children's Museums)
  - 1,366 field trip chaperones received discounted admission of \$5
  - 6,031 children who participated in a Museum field trip received discounted admission of \$2.50
  - 14,527 children who participated in a Museum field trip received discounted admission of \$5

I am also writing to confirm that although there was one facility rental to a third party during 2016, the expenses exceeded the revenue that we received; an accounting is attached.

Please feel free to contact me if you have any questions.

Sincerely,

Oma Cook  
Chief Financial Officer  
Betty Brinn Children's Museum

Cc: John Dargle, Jr., Parks Director

**Betty Brinn Children's Museum, Inc.**  
**Rental Analysis**  
**For the Year Ended December 31, 2016**

	<u>Revenue</u>
8/22/2016    Next Door Foundation	185.00
<b>2016 Gross Revenue</b>	<b>\$    185</b>
 # of Paid Rentals	 1
 <b>Total Expenses</b>	 <u>\$    197</u>
 <b>Net Revenue</b>	 <u>\$    (12)</u>
 Percent due Milwaukee County	 <u>20%</u>
 <b>Amount due on Net Rental Revenue</b>	 <u><u>(2.48)</u></u>