Return of Organization Exempt From Income Tax

Open to Public

Inspection

Department of the Treasury Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation) ▶ The organization may have to use a copy of this return to satisfy state reporting requirements. GED 1 2010 and ending ATIC 31 A For the 2010 calendar year or tax year heginning

AL	יווו זט־	2010 Calendar year, or tax year beginning SEP 1, 2010 and	ending A	OG SI, ZUII	
B c	heck if	C Name of organization		D Employer identifi	cation number
	Addre	MILWAUKEE ART MUSEUM, INC			
	Name chang	e Doing Business As		39-0	806316
	Initial		Room/suite	E Telephone numbe	r
	Termii ated			(414	) 224-3200
$\overline{}$	Amen			G Gross receipts \$	47,623,490.
$\vdash$	Applic			H(a) Is this a group re	eturn
	pendi			for affiliates?	Yes X No
		SAME AS C ABOVE		H(b) Are all affiliates inc	cluded? Yes No
1.7	ax-ex	empt status: X 501(c)(3) 501(c) ( ) ◀ (insert no.) 4947(a)(1) o	or 527	1	list. (see instructions)
		te: WWW.MAM.ORG		H(c) Group exemptio	W 99
		organization: X Corporation	L Year	the state of the s	A State of legal domicile: WI
	art I	Summary	- Lorenza de la composición dela composición de la composición de la composición de la composición dela composición de la composición dela composición dela composición de la		
		Briefly describe the organization's mission or most significant activities: THE	MILWAU	KEE ART MUS	EUM
Activities & Governance		COLLECTS AND PRESERVES ART, PRESENTING I			
L.	2	Check this box if the organization discontinued its operations or dispose			
λei				3	40
Ğ		Number of independent voting members of the governing body (Part VI, line 1b)			40
S)		Total number of individuals employed in calendar year 2010 (Part V, line 2a)			322
itie		Total number of volunteers (estimate if necessary)			422
cţ		Total unrelated business revenue from Part VIII, column (C), line 12			-573,797.
ď		Net unrelated business taxable income from Form 990-T, line 34			-573,797.
_	_~			Prior Year	Current Year
4	8	Contributions and grants (Part VIII, line 1h)		13,522,153.	9,641,824.
DG	1	Program service revenue (Part VIII, line 2g)		2,456,299.	
Revenue	1	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	3666-50660	1,729,338.	2,021,875.
æ	1	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		989,454.	940,421.
	l .	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)		18,697,244.	15,502,298.
		Grants and similar amounts paid (Part IX, column (A), lines 1-3)		0.	0.
	ı	Benefits paid to or for members (Part IX, column (A), line 4)		0.	0.
w		Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	1 S - C - C - C - C - C - C - C - C - C -	5,768,152.	6,637,261.
Expenses		Professional fundraising fees (Part IX, column (A), line 11e)	10000 E 10000	0.	0.
bei		Total fundraising expenses (Part IX, column (D), line 25)  928, 2			
Щ		Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)		8,212,388.	13,464,648.
	ı	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		13,980,540.	
	l	Revenue less expenses. Subtract line 18 from line 12		4,716,704.	-4,599,611.
Sec				ginning of Current Year	End of Year
Vet Assets or und Balances	20	Total assets (Part X, line 16)	1	34,332,984.	131,801,337.
ASS Base	21	Total liabilities (Part X, line 26)		1,400,864.	1,817,408.
Piet	22	Net assets or fund balances. Subtract line 21 from line 20	1	32,932,120.	129,983,929.
	rt II	Signature Block			
Unde	er pena	Ities of perjury, I declare that I have examined this return, including accompanying schedule	s and statem	ents, and to the best of m	ly knowledge and belief, it is
true,	correc	t, and complete. Declaration of preparer (other than officer) is based on all information of wh	hich preparer	has any knowledge.	
		greezen		7/18/1	12
Sigr	1	Signature of office		Date	
Her	е	DANIEL KEEGAN, DIRECTOR			
		Type or print name and title			
		Print/Type preparer's name Preparer's signature	1	Date Check	PTIN
Paid		PAUL DALY, CPA PAUL DALY, CPA	0	7/02/12 self-employ	ed
Prep	агег	Firm's name WIPFLI LLP		Firm's EIN ▶	
Use	Only	Firm's address 10000 INNOVATION DRIVE, SUITE 2	50		100 for 10000000 100000000
		MILWAUKEE, WI 53226-4837		Phone no. 4	14-431-9300
May	the If	as discuss this return with the preparer shown above? (see instructions)			X Yes No
-					E 000 (2010)

4d	Other program services. (Describe in Schedule	O.)
	F 3 (	,

(Expenses \$ 9,897,767. including grants of \$

) (Revenue \$ 1,266,312.)

4e Total program service expenses ▶

17,168,157.

# Form 990 (2010) MILWAUKEE ART MUSEUM, INC Part IV Checklist of Required Schedules

-			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?			
	If "Yes," complete Schedule A	1	X	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for			
	public office? If "Yes," complete Schedule C, Part I	3		_X_
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect			
	during the tax year? If "Yes," complete Schedule C, Part II	4		X
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or			
	similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5		<u>X</u>
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to			
	provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		_X_
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,			222
	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete			
	Schedule D, Part III	8_	_X_	_
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide			
	credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	9		X
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments?			
	If "Yes," complete Schedule D, Part V	10	X	
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VIII, IX, or X			
	as applicable.			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D,		7.7	
	Part VI	11a	X	
b	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total		v	
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b	X	
С	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total			~
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c	_	X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in	444		х
	Part X, line 16? If "Yes," complete Schedule D, Part IX	11d		X
	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e		
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses	11f		x
	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	131		
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete	12a	х	
	Schedule D, Parts XI, XII, and XIII	IZa	21	
D	Was the organization included in consolidated, independent audited financial statements for the tax year?  If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional	12b		x_
40	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		х
13	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
14a	Did the organization maintain an office, employees, or agents outside of the officed States?  Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business,	. 74		<del></del> -
D	and program service activities outside the United States? If "Yes," complete Schedule F, Parts I and IV	14b		х
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization			
	or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV	15		х
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals			
10	located outside the United States? If "Yes," complete Schedule F, Parts III and IV	16		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX,			
• •	column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I	17	Х	
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines			
	1c and 8a? If "Yes," complete Schedule G, Part II	18	Х	
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"			
	complete Schedule G, Part III	19		X_
20a	Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20a		Х
	If "Yes" to line 20a, did the organization attach its audited financial statements to this return? <b>Note.</b> Some Form 990 filers that			
~	operate one or more hospitals must attach audited financial statements (see instructions)	20b		

Form 990 (2010) MILWAUKEE ART MUSEUM, INC
Part IV Checklist of Required Schedules (continued)

-			Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the		100	""
21	United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21		х
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX,			
~~	column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		х
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current			
20	and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete			
	Schedule J	23	Х	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the			
	last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete			
	Schedule K. If "No", go to line 25	24a		Х
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease			
_	any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a			
	disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and			
	that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete			
	Schedule L, Part I	25b		X
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified			100000
	person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial			
	contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete			
	Schedule L, Part III	27		X
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV			
	instructions for applicable filing thresholds, conditions, and exceptions):		37	
а	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a	X	37
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b		X
С				- v
	director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c	Х	X_
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	Λ	_
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation	20	x	
	contributions? If "Yes," complete Schedule M	30		-
31	Did the organization liquidate, terminate, or dissolve and cease operations?	31		х
	If "Yes," complete Schedule N, Part I  Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete	31		- 22
32		32		х
22	Schedule N, Part II  Did the organization own 100% of an entity disregarded as separate from the organization under Regulations	- OZ		
33	sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33		х
34	Was the organization related to any tax-exempt or taxable entity?	- 00		
34	If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	34		х
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)?	35		X
а	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of			
a	section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2			
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?			
-	If "Yes," complete Schedule R, Part V, line 2	36		X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization			
٠.	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		X_
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?			
	Note. All Form 990 filers are required to complete Schedule O	38	Х	
		_	000	(0040)

Part V	Statements	Regarding	Other IF	S Filings and	Tax Compliance

	Check if Schedule O contains a response to any question in this Part V				
				Yes	No
12	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	208			
	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable 1b	0			
	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gar	ning			
·	(gambling) winnings to prize winners?		1c	х	
22	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,				
24	filed for the calendar year ending with or within the year covered by this return	322			
h	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?		2b	Х	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file. (see instructions)				
За	Did the organization have unrelated business gross income of \$1,000 or more during the year?	((10004-004-004-004))	За	Х	
	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O		3b	Х	
	At any time during the calendar year, did the organization have an interest in, or a signature or other authority ove				
	financial account in a foreign country (such as a bank account, securities account, or other financial account)?		4a		Х
lb	If "Yes," enter the name of the foreign country:				
1	See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.				
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		5a		X
	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		5b		X
	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?		5c		
	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization				
	any contributions that were not tax deductible?		6a		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts	Ī			
	were not tax deductible?		6b		
7	Organizations that may receive deductible contributions under section 170(c).	10000-101110-1010-1010-10110-1010-10110-10110-1010-			
а	Did the second of the second o	I to the payor?	7a	X	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		7b	X	
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required				
	to file Form 8282?		7c		X
d	If "Yes," indicate the number of Forms 8282 filed during the year				W450
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		7e		X
f			7f		Х
g			7g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Fo		7h		
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting				
	organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time durin	g the year?	8		_
9	Sponsoring organizations maintaining donor advised funds.				
а			9a		_
b	Did the organization make a distribution to a donor, donor advisor, or related person?		9b		
10	Section 501(c)(7) organizations. Enter:				
а					
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities				
11	Section 501(c)(12) organizations. Enter:				
а					
b	Gross income from other sources (Do not net amounts due or paid to other sources against				
	amounts due or received from them.)		40-		
	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		12a		
	If "Yes," enter the amount of tax-exempt interest received or accrued during the year				
13	Section 501(c)(29) qualified nonprofit health insurance issuers.	ł	40-		
а	Is the organization licensed to issue qualified health plans in more than one state?		13a	-	
	Note. See the instructions for additional information the organization must report on Schedule O.				
b	Enter the amount of reserves the organization is required to maintain by the states in which the				
	organization is licensed to issue qualified health plans				
	Enter the amount of reserves on hand		44-		Х
	Did the organization receive any payments for indoor tanning services during the tax year?		14a		<u> </u>
_b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		14b	000	

Form 990 (2010) MILWAUKEE ART MUSEUM, INC 39-0806316 Page
Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response

	to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.			
	Check if Schedule O contains a response to any question in this Part VI			X
Sec	tion A. Governing Body and Management			
			Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year			
b	Enter the number of voting members included in line 1a, above, who are independent  1b  40	1		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other			
~	officer, director, trustee, or key employee?	2	х	
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision			
0	of officers, directors or trustees, or key employees to a management company or other person?	3		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X
6	Does the organization have members or stockholders?	6	Х	
_	Does the organization have members of stockholders, or other persons who may elect one or more members of the	Ŭ		
7a		7a	х	
L	governing body?  Are any decisions of the governing body subject to approval by members, stockholders, or other persons?	7b		Х
_	Did the organization contemporaneously document the meetings held or written actions undertaken during the year	75		
8	-			
	by the following:	8a	x	
	The governing body?	8b	X	
b	Each committee with authority to act on behalf of the governing body?	OD	Λ	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the	9		х
C	organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9	_	
Sec	tion B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)		Vaa	No
		40-	Yes	X
	Does the organization have local chapters, branches, or affiliates?	10a		
b	If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates,	40.		
	and branches to ensure their operations are consistent with those of the organization?	10b		X
11a	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	11a		
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990.		37	
12a	Does the organization have a written conflict of interest policy? If "No," go to line 13	12a	X	
b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise		37	
	to conflicts?	12b	X	
С	Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe		.,	
	in Schedule O how this is done	12c	X	
13	Does the organization have a written whistleblower policy?	13	X	
14	Does the organization have a written document retention and destruction policy?	14	X	
15	Did the process for determining compensation of the following persons include a review and approval by independent			
	persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
а	The organization's CEO, Executive Director, or top management official	15a	X	
b	Other officers or key employees of the organization	15b	X	
	If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.)			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a			
	taxable entity during the year?	16a		X
b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation			
	in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's			
	exempt status with respect to such arrangements?	16b		
Sec	tion C. Disclosure			
17	List the states with which a copy of this Form 990 is required to be filed ►WI			
18	Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available	for		
	public inspection. Indicate how you make these available. Check all that apply.			
	X Own website X Another's website X Upon request			
19	Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, a	nd fina	ıncial	
-	statements available to the public.			
20	State the name, physical address, and telephone number of the person who possesses the books and records of the organization	tion: 🕨	<b>_</b>	
	JANE WOCHOS - (414) 224-3881			
	700 M APT MICRIM DRIVE MILWAUKER WI 53202			

# Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

### Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.
- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
  - List all of the organization's current key employees, if any. See instructions for definition of "key employee."
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organizatio (A)	(B)				C)			(D)	(E)	(F)
Name and Title	Average			Pos				Reportable	Reportable	Estimated
	hours per	(cl	neck	all 1	that	арр	y)	compensation	compensation from related	amount of other
	week (describe hours for related organizations in Schedule	ndividual trustee or director	nstitutional trustee	Officer	Key employee	Highest compensated employee	Former	from the organization (W-2/1099-MISC)	organizations (W-2/1099-MISC)	compensation from the organization and related organizations
	O)	Ē	Ë	5	素	Ξ5	윤			
RAYMOND R. KRUEGER										0
PRESIDENT	1.00	X		X	_			0.	0.	0.
DANNY L. CUNNINGHAM									0	0.
TREASURER	1.00	X		X	-	-		0.	0.	0.
BETTY EWENS QUADRACCI	1 20	l							0.	0.
SECRETARY	1.00	X	-	X		₩		0.	0.	0.
FREDERIC G. FRIEDMAN	1 00	١.,		77				0.	0.	0.
ASS'T SECRETARY, LEGAL COUNSEL	1.00	X		X	$\vdash$	-		0.	0.	0.
W. KENT VELDE	1 00	١,,		.,				0.	0.	0.
CHAIRMAN	1.00	X	H	X	+	-		0.	0.	
CHRISTOPHER S. ABELE	1.00	x						0.	0.	0.
TRUSTEE	1.00	^	-	1	$\vdash$	+		0.		
DONALD W. BAUMGARTNER	1.00	x						0.	0.	0.
TRUSTEE	1.00	^			$\vdash$					
LORA BECHTHOLD	1.00	x						0.	0.	0.
TRUSTEE CAROL BESSLER	1.00	-	Т			$\vdash$				
PRESIDENT GARDEN CLUB	1.00	x						0.	0.	0.
RANDY BRYANT		1		П						
TRUSTEE	1.00	x						0.	0.	0.
MICHAEL J. CUDAHY										
TRUSTEE	1.00	X						0.	0.	0.
CURT S. CULVER									_	
TRUSTEE	1.00	X			_	_		0.	0.	0.
STEPHEN EINHORN										
TRUSTEE	1.00	X	_		1		_	0.	0.	0.
JANE FEE								•		
CHAIR, DOCENTS	1.00	X	-	-	_	_	_	0.	0.	0.
JULIE GARDNER			1					_	_	_
TRUSTEE	1.00	X	-	-	-	-		0.	0.	0.
ELLEN GLAISNER								_	0.	0.
TRUSTEE	1.00	X	-	+	+	-	-	0.	0.	0.
JUDY GORDON	1 22	١,.						0.	0.	0.
TRUSTEE	1.00	X	_				1	U.		Form <b>990</b> (2010)

(A) Name and title	(B) Average		ı	(C Pos	C) itior	1		<b>(D)</b> Reportable	<b>(E)</b> Reportable		( <b>F)</b> Estimate	_
	hours per week (describe hours for related organizations in Schedule O)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee		compensation from the organization (W-2/1099-MISC)	compensation from related organizations (W-2/1099-MISC)	co	amount other mpensa from th rganizat nd relat ganizati	ation e ion ed
CARMEN HABERMAN TRUSTEE	1.00	x						0.	0.			0.
PATRICIA JURSIK									0			0
TRUSTEE	1.00	X	_	_	-	-	_	0.	0.			0.
W. DAVID KNOX II	1 00	7,7						0.	0.			0.
TRUSTEE	1.00	X			-	$\vdash$		0.	0.			0.
ANTHONY S. KRAUSEN TRUSTEE	1.00	x						0.	0.			0.
KENNETH C. KREI						П						
TRUSTEE	1.00	X						0.	0.	_		0.
GAIL A. LIONE												•
TRUSTEE	1.00	X			_	-		0.	0.	-		0.
JOAN LUBAR	1 00	37						0.	0.			0.
TRUSTEE	1.00	X	-	_	-	-		0.	0.			0.
MARIANNE LUBAR	1.00	X						0.	0.			0.
TRUSTEE	1.00	1			T	$\vdash$						
WAYNE R. LUEDERS TRUSTEE	1.00	x						0.	0.			0.
1b Sub-total						▶		0.	0.			0.
c Total from continuation sheets to Part V								767,150.	0.		33,8	
d Total (add lines 1b and 1c)	************					•		767,150.	0.		33,8	66.
2 Total number of individuals (including but r	not limited to th	nose	liste	ed a	bov	e) w	ho r	eceived more than \$100	0,000 in reportable			5
compensation from the organization			_		_	_	_			_	Yes	No
3 Did the organization list any former officer line 1a? If "Yes," complete Schedule J for s										3		x
<ul> <li>For any individual listed on line 1a, is the s</li> <li>and related organizations greater than \$15</li> </ul>	um of reportab	le c	omp	ens	atio	n an	d ot	her compensation from	the organization	4		
5 Did any person listed on line 1a receive or	accrue compe	nsat	tion 1	fron	n an	y un	relat	ted organization or indiv	idual for services	5		х
rendered to the organization? If "Yes," con Section B. Independent Contractors	npiete Scriedu	ie J	101 5	ucn	per	SUII			***************************************			1
1 Complete this table for your five highest co	ompensated in	dep	ende	ent o	conf	tract	ors 1	that received more than	\$100,000 of compen	satio	n from	
the organization. NONE (A)								(B)			(C)	
Name and business	address							Description of s	services	Com	pensatio	on
		_										
					_							
2 Total number of independent contractors			· · · · · · · ·		- 44-		into	d above) who received r	more than			

0

\$100,000 in compensation from the organization

Part VII Section A. Officers, Directors,		nplo	yee			ligh	est			<b>(E)</b>
(A) Name and title	(B) Average hours	(cl		(C Positi all t	tion		ly)	( <b>D)</b> Reportable compensation	<b>(E)</b> Reportable compensation	(F) Estimated amount of
	per week	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	from the organization (W-2/1099-MISC)	from related organizations (W-2/1099-MISC)	other compensation from the organization and related organizations
P. MICHAEL MAHONEY	1 00							0.	0.	0.
TRUSTEE	1.00	X	_					0.	0.	
CATHARINE D. MALLOY, PH.D.	1 00	7,						0.	0.	0.
PRESIDENT, COLLECTORS' CORNER	1.00	X			_	-	-	0.	·	0.
R. BRUCE MCDONALD	1 00	3,						0.	0.	0.
TRUSTEE	1.00	X			_	-		0.	0.	<b></b>
LAWRENCE W. OLIVERSON	1.00	х						0.	0.	0.
PRESIDENT, FOA	1.00	^	H		_		-	0.		
JOSO A. OLIVIERI	1.00	x						0.	0.	0.
TRUSTEE	1.00	A	Н							
JILL G. PELISEK	1.00	x						0.	0.	0.
TRUSTEE	1.00	25								
ANTHONY J. PETULLO TRUSTEE	1.00	X						0.	0.	0.
WILLIAM L. RANDALL	1.00	-								
TRUSTEE	1.00	x						0.	0.	0.
SANDRA ROBINSON		1	П							
TRUSTEE	1.00	x						0.	0.	0.
JOE SANFELIPPO										
TRUSTEE	1.00	X						0.	0.	0.
RICHARD L. SCHMIDT, JR.										
TRUSTEE	1.00	X				_		0.	0.	0.
DOROTHY M. STADLER										
TRUSTEE	1.00	X						0.	0.	0.
MARY M. STROHMAIER										_
TRUSTEE	1.00	X						0.	0.	0.
CHRISTINE SYMCHYCH										_
TRUSTEE	1.00	X	-		_	_		0.	0.	0.
STACY G. TERRIS	1 00							0	_	0.
TRUSTEE	1.00	X	-	H	-	$\vdash$	-	0.	0.	0.
FREDERICK VOGEL IV	1 00	,,						0.	0.	0.
TRUSTEE	1.00	X		-		-	-	0.	0.	
BETH R. WNUK	1 00	\						0.	0.	0.
TRUSTEE	1.00	^	$\vdash$	┢	-			V •		
JEFFERY W. YABUKI	1.00	\_v						0.	0.	0.
TRUSTEE	1.00	A			1	$\vdash$	$\vdash$			,
ANDREW A. ZIEGLER	1.00	x					1	0.	0.	0.
TRUSTEE TO KEECAN	1.00	1	$\vdash$	П		1				
DANIEL T. KEEGAN	40.00			x				285,271.	0.	8,883.
DIRECTOR	1 20.00	_	-		-	_	-			

Form 990 (2010) MILWAUKE	E ART MU	181	SUL	м,	11	VC.			39-080	0210
Part VII Section A. Officers, Directors, Tr	ustees, Key Er	nplo	yee	s, a	nd l	ligh	est	Compensated Employ	ees (continued)	
(A) Name and title	(B) Average hours			Pos all t	C) ition			( <b>D)</b> Reportable compensation	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of
	per week	Individual trustee or director	Institutional trustee		Key employee	Highest compensated employee	Former	from the organization (W-2/1099-MISC)		other compensation from the organization and related organizations
JANE ANN WOCHOS CFO	40.00			X				111,883.	0.	8,148
BRADY M. ROBERTS EMPLOYEE	40.00					х		133,945.	0.	7,704
VICKI ANN SCHARFBERG	40.00					х		110,063.	0.	4,393
MARY ALBRECHT DIRECTOR PLANNED GIFTS	40.00					х		125,988.	0.	4,738
Total to Part VII, Section A, line 1c								767,150.		33,866

				<b>(A)</b> Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	Revenue excluded from tax under sections 512, 513, or 514
and other similar amounts	b c d e	Fundraising events 1c 6 Related organizations 1d 1	163,954. 563,801. 167,715. 257,000.				
and othe	g		389,354. L00,256.	9,641,824.			
	2 a	ADMISSIONS/TOURS	Business Code	2,042,153.	2,042,153. 430,244.		
venue	С	OTHER PROGRAM SERVICE	900099	194,987.	194,987.		
Revenue	е	CLASS FEES SPECIAL EVENTS EXHIBIT All other program service revenue	900099	60,680.	60,680.		
1		Total, Add lines 2a-2f		2,898,178.			
	3	Investment income (including dividends, interestother similar amounts)  Income from investment of tax-exempt bond pr	st, and	821,120.			821,120
	5 6 a	Royalties (i) Real 403,748.	(ii) Personal				
	b c	Rental income or (loss) 763,160.	<b>&gt;</b>	-359,412.		-359,412.	
	7 a	Gross amount from sales of assets other than inventory (i) Securities 28899685	(ii) Other				
	c	Less: cost or other basis and sales expenses 27698930 1200755.		1 000 755			1200755
une	d 8 a	Net gain or (loss)  Gross income from fundraising events (not including \$ 663,801. of	<b>&gt;</b>	1,200,755.			1200733
Other Revenue	b	contributions reported on line 1c). See Part IV, line 18	1370127. 1146499.				Karatanan canada
٥	С	Net income or (loss) from fundraising events Gross income from gaming activities. See	<b>&gt;</b>	223,628.			223,628
		Part IV, line 19 a Less: direct expenses b					
	10 a	Gross sales of inventory, less returns and allowancesa	3095175. 2512603.				*:
		Net income or (loss) from sales of inventory		582,572.	883,110.	-300,538.	
	11 a	ATTEN TITOONE	900099	407,480.		4.0 5.00	
	b	COMMERICAL PHOTO	900099	46,500.		46,500.	
	С	CATERING	900099	25,087.		25,087.	
- 1	d	All other revenue	900099	14,566.		14,566.	
				493,633.			

### Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

Do not include amounts reported on lines 6b,		(A) Total expenses	(B) Program service	(C) Management and	(D) Fundraising expenses
	3b, 9b, and 10b of Part VIII.		expenses	general expenses	evheriogo
1	Grants and other assistance to governments and				
	organizations in the U.S. See Part IV, line 21				
_	Grants and other assistance to individuals in				
	the U.S. See Part IV, line 22				
3	Grants and other assistance to governments,				
	organizations, and individuals outside the U.S.				
	See Part IV, lines 15 and 16				
	Benefits paid to or for members				
	Compensation of current officers, directors,	210 242		318,243.	
	trustees, and key employees	318,243.		310,243.	
6	Compensation not included above, to disqualified				
	persons (as defined under section 4958(f)(1)) and				
	persons described in section 4958(c)(3)(B)	F 110 0F0	A 1E1 261	440,822.	526,876.
7	Other salaries and wages	5,119,059.	4,151,361.	440,022.	320,070.
8	Pension plan contributions (include section 401(k)	104 514	76 222	17,158.	11,023.
	and section 403(b) employer contributions)	104,514.	76,333.	57,032.	39,246.
9	Other employee benefits	640,332.	544,054.	74,477.	34,670.
10	Payroll taxes	455,113.	345,966.	14,411.	J# , 0 / 0 ·
11	Fees for services (non-employees):				
	Management				
b	Legal				
C	Accounting				
d	Lobbying				
е	Professional fundraising services. See Part IV, line 17				
f	Investment management fees	4.60 505	EE 025	05 000	135,533.
g	Other	163,595.	-57,037.	85,099.	19,901.
12	Advertising and promotion	889,015.	869,114.	226 202	13,806.
13	Office expenses	1,357,785.	1,117,777.	226,202.	13,000.
14	Information technology				
15	Royalties	1-0-115	440 553	40 444	219.
16	Occupancy	459,416.	418,753.	40,444.	219.
17	Travel				
18	Payments of travel or entertainment expenses				
	for any federal, state, or local public officials		21 215	00.000	10 003
19	Conferences, conventions, and meetings	138,721.	94,946.	23,882.	19,893.
20	Interest				
21	Payments to affiliates		- 100 - 10	550 050	
22	Depreciation, depletion, and amortization	2,777,796.	2,198,546.	579,250.	
23	Insurance	143,390.	60,858.	82,532.	
24	Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24f. If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule 0.)				
а	PURCHASES OF ART	5,194,228.	5,194,228.	0.	0.
b	EXHIBITION EXPENSES	1,591,321.	1,591,321.	0.	0.
C	BANK/CREDIT CARD FEES/T	146,146.	74,490.	49,270.	22,386.
d	COLL HOMEON MATAIM / HD AMEN	118,484.	118,484.	0.	0.
e	FUNDRAISING AUXILIARY A	102,747.	11,033.	0.	91,714.
	All other expenses	382,004.	357,930.	11,046.	13,028.
25	Total functional expenses. Add lines 1 through 24f	20,101,909.	17,168,157.	2,005,457.	928,295
26	Joint costs. Check here if following SOP				
<b>2</b> 0	98-2 (ASC 958-720). Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising				
_	solicitation		L		Form <b>990</b> (2010)

		(A) Beginning of year		(B) End of year
		452,751.		902,664.
1	Cash - non-interest-bearing	452,751.	1 2	302,004.
2	Savings and temporary cash investments	3,464,952.	3	4,055,539.
3	Pledges and grants receivable, net			307,766.
4	Accounts receivable, net	354,887.	4	307,700
5	Receivables from current and former officers, directors, trustees, key			
	employees, and highest compensated employees. Complete Part II		_	
	of Schedule L		5	
6	Receivables from other disqualified persons (as defined under section			
	4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing			
	employers and sponsoring organizations of section 501(c)(9) voluntary			
	employees' beneficiary organizations (see instructions)		6	
7	Notes and loans receivable, net	405.055	7	205 020
8	Inventories for sale or use	407,255.	8	385,038
9	Prepaid expenses and deferred charges	382,245.	9	303,056
10a	Land, buildings, and equipment: cost or other			
	basis. Complete Part VI of Schedule D 10a 117, 187, 356.			00 400 405
b	Less: accumulated depreciation 10b 33,694,171.	86,142,524.	10c	83,493,185
11	Investments - publicly traded securities		11	44 454 056
12	Investments - other securities. See Part IV, line 11	42,249,090.	12	41,474,976
13	Investments - program-related. See Part IV, line 11		13	
14	Intangible assets		14	
15	Other assets. See Part IV, line 11	879,280.	15	879,113
16	Total assets. Add lines 1 through 15 (must equal line 34)	134,332,984.	16	131,801,337
17	Accounts payable and accrued expenses	1,068,713.	17	1,542,758
18	Grants payable		18	
19	Deferred revenue	332,151.	19	274,650
20	Tax-exempt bond liabilities		20	
21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
22	Payables to current and former officers, directors, trustees, key employees,			
	highest compensated employees, and disqualified persons. Complete Part II			
	of Schedule L		22	
23	Secured mortgages and notes payable to unrelated third parties		23	
24	Unsecured notes and loans payable to unrelated third parties		24	
25	Other liabilities. Complete Part X of Schedule D		25	
26	Total liabilities. Add lines 17 through 25	1,400,864.	26	1,817,408
	Organizations that follow SFAS 117, check here   X and complete	1		
1	lines 27 through 29, and lines 33 and 34.			20 20 20 20 20 20 20 20 20 20 20 20 20 2
27	Unrestricted net assets	89,121,236.	27	87,076,181
28	Temporarily restricted net assets	22,631,593.	28	21,317,979
29	Permanently restricted net assets	21,179,291.	29	21,589,769
	Organizations that do not follow SFAS 117, check here   and			
	complete lines 30 through 34.			
30	Capital stock or trust principal, or current funds		30	
31	Paid-in or capital surplus, or land, building, or equipment fund		31	
32	Retained earnings, endowment, accumulated income, or other funds		32	
33	Total net assets or fund balances	132,932,120.	33	129,983,929
33	Total liabilities and net assets/fund balances	134,332,984.		131,801,337

Form **990** (2010)

b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit

or audits, explain why in Schedule O and describe any steps taken to undergo such audits.

#### **SCHEDULE A**

Department of the Treasury Internal Revenue Service

(Form 990 or 990-EZ)

**Public Charity Status and Public Support** Complete if the organization is a section 501(c)(3) organization or a section

4947(a)(1) nonexempt charitable trust.

➤ Attach to Form 990 or Form 990-EZ. ➤ See separate instructions.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization

Employer identification number 39-0806316 MILWAUKEE ART MUSEUM, INC.

Part I	Reason	for Public Char	ity Status (All organiz			e this part	.) See inst	ructions.				
he organ	nization is not a	private foundation I	because it is: (For lines 1	through 1	1, check o	nly one b	ox.)					
1 📋			s, or association of churc									
2 🔲			<b>0(b)(1)(A)(ii).</b> (Attach Scl									
3			tal service organization o		n section	170(b)(1)(	A)(iii).					
4	A medical res	earch organization of	operated in conjunction	with a hosp	oital descr	ibed in <b>se</b>	ction 170(	b)(1)(A)(ii	i). Enter th	e hospital'	s name	<del>)</del> ,
	city, and state	e:										
5			benefit of a college or ur	niversity ov	vned or op	erated by	a governn	nental unit	t describe	d in		
		( <b>b)(1)(A)(iv).</b> (Comple										
6 🖳	A federal, sta	te, or local governm	ent or governmental unit	t described	l in section	n 170(b)(1	)(A)(v).				منام مانم	
7 X			eives a substantial part	of its supp	ort from a	governme	ntal unit o	r from the	general p	ublic desci	ibea in	
		b)(1)(A)(vi). (Comple			D. 111)							
8	A community	trust described in s	ection 170(b)(1)(A)(vi).	(Complete	Part II.)		hudiana m	omborobii	n foon and	d arose roc	ainte fi	rom
9 📖	An organizati	on that normally rec	eives: (1) more than 33 1	1/3% Of its	support ir	om contri	than 22 1	/20/ of ita	p lees, all	rom aroce	invoetn	nent
	activities rela	ted to its exempt fur	nctions - subject to certa	un exceptio	ons, and (2	:) no more	trian 33 i	/3% OF ItS	support in	for lune 3	11763111 N 1075	
			axable income (less sect	ion 511 ta	x) from bu	sinesses a	icquired b	y tile olga	ilization a	itei oulle o	0, 1070	
		<b>509(a)(2).</b> (Complete		_ 4	a aafatu C		= E00(a)(A	,				
10 ⊣	An organizati	on organized and or	perated exclusively to te perated exclusively for the	st for publi	t to porto	rm the fur	nctions of	or to carn	v out the r	nurnoses o	f one o	r
11			ations described in section									·
			organization and comple				.). 000 <b>300</b>	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	<b>2</b> /( <b>3</b> /, 3.13.			
				Type			egrated		дΠ	Type III - C	Other	
. 🗆	a Type I		t the organization is not			-	-	more disc		•		1
e	foundation m	unis box, ricertify that	han one or more publicly	v sunnorte	d organiza	tions des	cribed in s	ection 509	9(a)(1) or s	ection 509	(a)(2).	
	If the erganiz	ation received a writ	ten determination from t	the IRS tha	ntitis a Tv	ne I. Type	II. or Type	· []]	- (-7(-)		. , ,	
f			nis box									
~			organization accepted ar									
g	(i) A person	n who directly or ind	irectly controls, either al	one or tog	ether with	persons c	lescribed i	n (ii) and (	iii) below,		Yes	No
			upported organization?							. 11g(i)		
	•		n described in (i) above?									
			person described in (i) o									
h	` '		about the supported or									
		Ü	•									
	e of supported panization	nization (described on lines 1-9		(iv) Is the organization in col. (i) listed in your governing document?		organization in col.		(i) organized in the		(vii) Amount of support		:
			above or IRC section (see instructions))	Yes	No	Yes	No	Yes	No			
Total												

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2010

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Sec	tion A. Public Support				r		p
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2006	<b>(b)</b> 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not						
	include any "unusual grants.")	9400344.	10084947.	13503175.	13522153.	9641824.	56152443.
2	Tax revenues levied for the organ-						
	ization's benefit and either paid to					ľ	
	or expended on its behalf						
3	The value of services or facilities						
	furnished by a governmental unit to						0004555
	the organization without charge	526,000.	538,667.	565,333.	579,667.	595,000.	2804667.
4	Total. Add lines 1 through 3	9926344.	10623614.	14068508.	14101820.	10236824.	58957110.
5	The portion of total contributions						
	by each person (other than a						
	governmental unit or publicly						
	supported organization) included						
	on line 1 that exceeds 2% of the						
	amount shown on line 11,						0.020.00 _ 0.0
	column (f)						19929703.
_6	Public support. Subtract line 5 from line 4.						39027407.
Sec	ction B. Total Support					r	POTENTIAL PROPERTY.
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
7	Amounts from line 4	9926344.	10623614.	14068508.	14101820.	10236824.	58957110.
8	Gross income from interest,						
	dividends, payments received on						
	securities loans, rents, royalties						=======================================
	and income from similar sources	1850080.	1465561.	713,884.	887,391.	821,120.	5738036.
9	Net income from unrelated business						
	activities, whether or not the						
	business is regularly carried on						
10	Other income. Do not include gain						
	or loss from the sale of capital						1 = 0 0 1 = 0
	assets (Explain in Part IV.)	558,636.	532,693	105,458.	210,883.	331,809.	1739479.
11	Total support. Add lines 7 through 10					<u> </u>	66434625.
12	Gross receipts from related activities,	etc. (see instruct	ions)				,664,561.
13	First five years. If the Form 990 is for						· —
	organization, check this box and stor	here					PL
Se	ction C. Computation of Publ					TI	E0 7E 0
14	Public support percentage for 2010 (					14	58.75 %
15	Public support percentage from 2009	Schedule A, Part	t II, line 14			15	88.28 %
16a	33 1/3% support test - 2010. If the o	rganization did no	ot check the box o	n line 13, and line	14 is 33 1/3% or m	nore, check this be	ox and
	stop here. The organization qualifies	as a publicly supp	ported organization	n			
t	33 1/3% support test - 2009. If the o	organization did no	ot check a box on	line 13 or 16a, and	l line 15 is 33 1/3%	or more, check to	nis dox
	and stop here. The organization qual	lifies as a publicly	supported organiz	zation			
17a	10% -facts-and-circumstances tes	t - <b>2010.</b> If the org	janization did not o	check a box on line	e 13, 16a, or 16b, a	and line 14 is 10%	or more,
	and if the organization meets the "fac						
	meets the "facts-and-circumstances"	test. The organization	ation qualifies as a	publicly supporte	ed organization	17a and Eas 45 's	10% or
t	10% -facts-and-circumstances tes	t - 2009. If the org	janization did not o	cneck a box on lin	e 13, 16a, 16b, or	i/a, and line 15 is	10% 01
	more, and if the organization meets the	he "facts-and-circ	umstances" test, o	neck this box and	ı stop nere. Explaii	n in Part IV now tr	<b>▶</b> □
	organization meets the "facts-and-cire						
18	Private foundation. If the organization	on did not check a	box on line 13, 16	5a, 16b, 17a, or 17	b, check this box	and see instruction	ns

# Schedule A (Form 990 or 990-EZ) 2010 Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Se	ction A. Public Support						
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2006	<b>(b)</b> 2007	(c) 2008	(d) 2009	(e) 201	0 (f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not						
	include any "unusual grants.")						
2	Gross receipts from admissions,						
	merchandise sold or services per-						
	formed, or facilities furnished in any activity that is related to the						
	organization's tax-exempt purpose						
3	Gross receipts from activities that						
	are not an unrelated trade or bus-					1	
	iness under section 513						
4	Tax revenues levied for the organ-						
	ization's benefit and either paid to						
	or expended on its behalf						
5	The value of services or facilities						
	furnished by a governmental unit to						
	the organization without charge						
6	Total. Add lines 1 through 5						
	Amounts included on lines 1, 2, and						
•	3 received from disqualified persons						
t	Amounts included on lines 2 and 3 received						
	from other than disqualified persons that						
	exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
,	Add lines 7a and 7b						
	Public support (Subtract line 7c from line 6.)						
	ction B. Total Support					**	7.
_	ndar year (or fiscal year beginning in)	(a) 2006	<b>(b)</b> 2007	(c) 2008	(d) 2009	(e) 201	10 (f) Total
	Amounts from line 6						
	Gross income from interest,						
	dividends, payments received on						
	securities loans, rents, royalties and income from similar sources				1		
	Unrelated business taxable income						
•	(less section 511 taxes) from businesses						
	acquired after June 30, 1975						
	_						
	Add lines 10a and 10b  Net income from unrelated business						
٠.	activities not included in line 10b,	İ					
	whether or not the business is	i					
10	regularly carried on Other income. Do not include gain		<del> </del>	-	1	1	
12	or loss from the sale of capital						
	assets (Explain in Part IV.)			-			
13	Total support (Add lines 9, 10c, 11, and 12.)		- 60 - 4 4 thi	Lad farmate and fifther	tov voor oo o oosti	on 501(a)(3)	organization
14	First five years. If the Form 990 is for						brigariization,
<u></u>	check this box and stop here ction C. Computation of Publ					***************************************	
				column (fl)		15	%
	Public support percentage for 2010 (I Public support percentage from 2009					16	%
	ction D. Computation of Inves					110	
						17	%
	Investment income percentage for 20						%
18	Investment income percentage from	2009 Schedule A,	Part III, line 17		a 15 is more than		
19:	a 33 1/3% support tests - 2010. If the	organization did i	not check the box	on line 14, and lin	e io is more man	zation	Id lifte 17 is flot
	more than 33 1/3%, check this box a						
-	33 1/3% support tests - 2009. If the	organization did	not check a box o	n line 14 or line 19	a, and line 16 is m	iore than 33	ization
	line 18 is not more than 33 1/3%, che	ck this box and s	stop here. The org	janization qualifies	as a publicly sup	poπed organ	ization
20	Private foundation, If the organization	n did not check a	box on line 14, 1	9a, or 19b, check t	this box and see ii	nstructions .	

#### Schedule B (Form 990, 990-EZ, or 990-PF) Department of the Treasury

Internal Revenue Service

**Schedule of Contributors** 

► Attach to Form 990, 990-EZ, or 990-PF.

OMB No. 1545-0047

2010

Name of the organization

Employer identification number

39-0806316 MILWAUKEE ART MUSEUM, INC Organization type (check one): Section: Filers of: X 501(c)( 3) (enter number) organization Form 990 or 990-EZ 4947(a)(1) nonexempt charitable trust not treated as a private foundation 527 political organization 501(c)(3) exempt private foundation Form 990-PF 4947(a)(1) nonexempt charitable trust treated as a private foundation 501(c)(3) taxable private foundation Check if your organization is covered by the General Rule or a Special Rule. Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions. General Rule For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. **Special Rules** [X] For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), and received from any one contributor, during the year, a contribution of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h or (ii) Form 990-EZ, line 1. Complete Parts I and II. For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, aggregate contributions of more than \$1,000 for use exclusively for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III. For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use exclusively for religious, charitable, etc., purposes, but these contributions did not aggregate to more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the parts unless the General Rule applies to this organization because it received nonexclusively religious, charitable, etc., contributions of \$5,000 or more during the year. Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it must answer "No" on Part IV, line 2 of its Form 990, or check the box on line H of its Form 990-EZ, or on line 2 of its Form 990-PF, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2010)

		100	
1000000	<b>1</b> of	1	of Part I
Page	1 01	- 22	orearti

Name of organization

Employer identification number

# MILWAUKEE ART MUSEUM, INC

39-0806316

Part I	Contributors (see instructions)		
(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
1	THE LYNDE AND HARRY BRADLEY FOUNDATION  1241 NORTH FRANKLIN PLACE  MILWAUKEE, WI 53202	\$\$	Person X Payroll Noncash (Complete Part II if there is a noncash contribution.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
2	JOHNSON CONTROLS FOUNDATION  POST OFFICE BOX 591  MILWAUKEE, WI 53201	\$ 200,000.	Person X Payroll  Noncash  (Complete Part II if there is a noncash contribution.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
3	WINDHOVER FOUNDATION  5975 CEDARHURST LANE  HARTLAND, WI 53029	\$197,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
4	DONALD BAUMGARTNER  2280 WEST DEAN ROAD  RIVER HILLS, WI 53217	\$ <u>196,433.</u>	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II if there is a noncash contribution.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II if there is a noncash contribution.)

of Part II

Name of organization

Employer identification number

# MILWAUKEE ART MUSEUM, INC

39-0806316

Part II	Noncash Property (see instructions)		
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
<b></b>		\$	
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		\$	
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		\$	
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
=======================================		\$	
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		\$	
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
<del></del>		\$Schedule B (Form 6	900 990-F7 or 990-PF) (2010)

Page of of Part III
Employer identification number

LLWAUK art III	EE ART MUSEUM, INC Exclusively religious, charitable, etc., indi	vidual contributions to section	on 501(c)(7), (8), or (10) o	39-0806316 rganizations aggregating		
	more than \$1,000 for the year. Complete or Part III, enter the total of exclusively religious \$1,000 or less for the year. (Enter this inform	<ul><li>charitable, etc., contributions</li></ul>	s of	organizations completing		
n) No. From Part I	(b) Purpose of gift	(c) Use of gift	(d) Desc	cription of how gift is held		
_ =						
		(e) Transfer of gif	t .			
<u>-</u>	Transferee's name, address, and	ZIP + 4	Relationship of tra	nsferor to transferee		
) No. rom art I	(b) Purpose of gift	(c) Use of gift	(d) Desc	cription of how gift is held		
_		(e) Transfer of gif	t			
	Transferee's name, address, and	ZIP + 4	Relationship of tra	insferor to transferee		
=						
) No. rom Part I	(b) Purpose of gift	(c) Use of gift	(d) Desc	cription of how gift is held		
-   -						
	(e) Transfer of gift					
-	Transferee's name, address, and	ZIP + 4	Relationship of tra	nsferor to transferee		
- No.						
a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Desc	cription of how gift is held		
-						
	(e) Transfer of gift					
-	Transferee's name, address, and	ZIP + 4	Relationship of tra	ensferor to transferee		

### **SCHEDULE D**

(Form 990)

Department of the Treasury Internal Revenue Service

# **Supplemental Financial Statements**

Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12.

➤ Attach to Form 990. ➤ See separate instructions.

2010
Open to Public Inspection

Name of the organization

MILWAUKEE ART MUSEUM, INC

Employer identification number 39-0806316

Pai	t I Organizations Maintaining Donor Advise	ed Funds or Other Similar Fund	Is or Accounts. Complete if the
	organization answered "Yes" to Form 990, Part IV, lin		
		(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year		
2	Aggregate contributions to (during year)		
3	Aggregate grants from (during year)		
4	Aggregate value at end of year		
5	Did the organization inform all donors and donor advisors in	writing that the assets held in donor adv	ised funds
_	are the organization's property, subject to the organization's		
6	Did the organization inform all grantees, donors, and donor a		
-	for charitable purposes and not for the benefit of the donor of		
	impermissible private benefit?		Transport of the second
Pai		ganization answered "Yes" to Form 990,	Part IV, line 7.
1	Purpose(s) of conservation easements held by the organizat		
	Preservation of land for public use (e.g., recreation or		istorically important land area
	Protection of natural habitat		rtified historic structure
	Preservation of open space		
2	Complete lines 2a through 2d if the organization held a quali	ified conservation contribution in the forr	n of a conservation easement on the last
	day of the tax year.		
			Held at the End of the Tax Year
а	Total number of conservation easements		2a
b			
С	Number of conservation easements on a certified historic str		
d	Number of conservation easements included in (c) acquired		
	listed in the National Register		2d
3	Number of conservation easements modified, transferred, re	eleased, extinguished, or terminated by the	he organization during the tax
	year▶		
4	Number of states where property subject to conservation ea	asement is located >	
5	Does the organization have a written policy regarding the pe	riodic monitoring, inspection, handling o	f
	violations, and enforcement of the conservation easements	it holds?	Yes No
6	Staff and volunteer hours devoted to monitoring, inspecting,	, and enforcing conservation easements	during the year
7	Amount of expenses incurred in monitoring, inspecting, and	enforcing conservation easements during	ng the year ► \$
8	Does each conservation easement reported on line 2(d) about	ve satisfy the requirements of section 17	
	and section 170(h)(4)(B)(ii)?		
9	In Part XIV, describe how the organization reports conservat		
	include, if applicable, the text of the footnote to the organization	ation's financial statements that describe	s the organization's accounting for
	conservation easements.	(A   111   1   1   T	Other Circiles Assets
Pa	t III Organizations Maintaining Collections of		Other Similar Assets.
	Complete if the organization answered "Yes" to Form		
1a	If the organization elected, as permitted under SFAS 116 (AS		
	historical treasures, or other similar assets held for public ex		rance of public service, provide, in Part XIV,
	the text of the footnote to its financial statements that descr		
b	If the organization elected, as permitted under SFAS 116 (A		
	treasures, or other similar assets held for public exhibition, e	education, or research in furtherance of p	public service, provide the following amounts
	relating to these items:		
	(i) Revenues included in Form 990, Part VIII, line 1		
	(ii) Assets included in Form 990, Part X		• \$
2	If the organization received or held works of art, historical tree		eial gain, provide
	the following amounts required to be reported under SFAS 1	116 (ASC 958) relating to these items:	
а	Revenues included in Form 990, Part VIII, line 1	\$255.50 for 60 feb. 6.	
b	Assets included in Form 990, Part X	900	<b>&gt;</b> \$

Schedule D (Form 990) 2010

7,118,409.

83,493,185.

426,206.

149,697.

19,553,554.

9,734,062.

4,406,555.

95,352,427.

16,852,471.

4,832,761.

149,697.

**b** Buildings

d Equipment

e Other .....

Leasehold improvements

Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)

Part V	I Investments - Other Securities. See	Form 990, Part X, line			
	(a) Description of security or category	(b) Book value	, ,	lethod of valuat	
	(including name of security)	(5) 50011 14.40	Cost or e	end-of-year mark	(et value
(1) Finan	cial derivatives				
(2) Close	ly-held equity interests				
(3) Other					
	ASH AND CASH EQUIVALENTS	7,648,970	. END-OF-YEAF	MARKET	VALUE
	COMMON AND PREFERRED				
	TOCK	14,225,862	. END-OF-YEAF	MARKET	VALUE
	I.S. GOVERNMENT	0 456 540		***	*** * ****
	BLIGATION	3,176,548	. END-OF-YEAR	MARKET	VALUE
	J.S. GOVT AGENCY	5 224 466		MADWEE	173 7 7773
	BLIGATION	5,331,166			
	ORPORATE DEBT SECURITIES	5,214,938	• END-OF-YEAR	MARKET	VALUE
(I)		41 474 076			
Total. (Co	(b) must equal Form 990, Part X, col (B) line 12.)	41,474,976			
Part V	III Investments - Program Related. Se	e Form 990, Part X, line		Nethod of valua	tion:
	(a) Description of investment type	(b) Book value		end-of-year mark	
19940					
(1)					
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(9)					
(10)					
	(b) must equal Form 990, Part X, col (B) line 13.)				
Part IX		15.			
		Description			(b) Book value
(1)					
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)				100	
Total. (Co	olumn (b) must equal Form 990, Part X, col (B) line	15.)	***************************************	▶	
Part X	Programme a regularization (DEPartment)	line 25.			
1.	(a) Description of liability		(b) Amount		
(1) F	ederal income taxes				
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					
(11)					
Total. (Co	olumn (b) must equal Form 990, Part X, col (B) line (ASC 740) Footnote. In Part XIV, provide the text of the footnote to (ASC 740).	25.)	tements that reports the organization	s liability for uncerta	n tax positions under
2. FIN 48	(ASC 740).	the organization a mandar sta	The state opens the organization	7	

Part XIV Supplemental Information (continued)
THE STATEMENTS OF FINANCIAL POSITION. AN ADDITION OF A WORK OF ART TO THE
PERMANENT COLLECTION IS MADE EITHER BY DONATION FROM A BENEFACTOR OR
THROUGH A PURCHASE FROM ART MUSEUM ACQUISITION FUNDS. ART MUSEUM FUNDS
DESIGNATED FOR ACQUISITIONS MAY BE CLASSIFIED AS PERMANENTLY RESTRICTED,
FOR WHICH ONLY THE INCOME EARNED ON THE PRINCIPAL BALANCES MAY BE USED FOR
ACQUISITIONS; TEMPORARILY RESTRICTED, FOR WHICH BOTH THE PRINCIPAL AND
EARNED INCOME MAY BE USED FOR ACQUISITIONS; OR UNRESTRICTED, REPRESENTING
FUNDS DESIGNATED BY THE BOARD TO BE USED FOR ACQUISITIONS. PROCEEDS FROM
DEACCESSIONS OF COLLECTION ITEMS ARE REFLECTED AS INCREASES IN THE
APPROPRIATE NET ASSET CLASSES.
PART XII, LINE 2D - OTHER ADJUSTMENTS:
SPECIAL EVENT EXPENSES 53,806.
PART XII, LINE 4B - OTHER ADJUSTMENTS:
RENTAL AND CAFE & RETAIL EXPENSES -1,747,323.
PART XIII, LINE 2D - OTHER ADJUSTMENTS:
RENTAL AND CAFE & RETAIL EXPENSES 1,747,323.
SPECIAL EVENT EXPENSES 53,806.
TOTAL TO SCHEDULE D, PART XIII, LINE 2D 1,801,129.

Part VII Investments - Other Securities. See Form 990, Part X, line 12.		
(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
SHORT-TERM BONDS - INSTITUTIONAL	5,846,959.	FMV
REAL ESTATE INVESTMENT TRUST	30,533.	FMV

#### **SCHEDULE G**

Department of the Treasury

Internal Revenue Service

(Form 990 or 990-EZ)

# Supplemental Information Regarding Fundraising or Gaming Activities

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

➤ Attach to Form 990 or Form 990-EZ. ➤ See separate instructions.

2010

Open To Public Inspection

Name of the organization

Employer identification number

39-0806316 MILWAUKEE ART MUSEUM, INC Fundraising Activities. Complete if the organization answered "Yes" to Form 990, Part IV, line 17. Form 990-EZ filers are not Part I required to complete this part. 1 Indicate whether the organization raised funds through any of the following activities. Check all that apply. e X Solicitation of non-government grants X Mail solicitations Internet and email solicitations f X Solicitation of government grants **g** X Special fundraising events X Phone solicitations X In-person solicitations 2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or X Yes No key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization. (v) Amount paid (iii) Did fundraiser (vi) Amount paid (iv) Gross receipts (i) Name and address of individual to (or retained by) to (or retained by) (ii) Activity have custody or control of contributions? fundraiser or entity (fundraiser) from activity organization listed in col. (i) SPONSORSHIP PLACEMENT (KATHY Yes No DEVELOPMENT -110,000. 110,000 X EMERY) - 2002 200TH AVE CONSULTANT/ONSITE STAFF 110,000. -110 000. 3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing. WI

Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 Part II of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000. (b) Event #2 (c) Other events (a) Event #1 (d) Total events LAKEFRONT (add col. (a) through CAS AUCTION FESTIVAL OF col. (c)) (total number) (event type) (event type) Revenue 406,455. 2,033,928. 1,114,111. 513,362. 1 Gross receipts 338,250. 663,801. 163,950. 161,601. 2 Less: Charitable contributions 1,370,127. 349,412. 952,510. 68,205. 3 Gross income (line 1 minus line 2) 10,592. 10,592. Cash prizes ..... Noncash prizes Direct Expenses 23,816. 23,816. Rent/facility costs Food and beverages 8 Entertainment 53,232. 1,112,091. 313,350. 745,509. Other direct expenses 1,146,499 10 Direct expense summary. Add lines 4 through 9 in column (d) 223,628. 11 Net income summary. Combine line 3, column (d), and line 10 Gaming. Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a. (d) Total gaming (add (b) Pull tabs/instant (c) Other gaming (a) Bingo Revenue col. (a) through col. (c)) bingo/progressive bingo Gross revenue ..... 2 Cash prizes Direct Expenses Noncash prizes Rent/facility costs Other direct expenses Yes Yes Yes No 6 Volunteer labor ..... 7 Direct expense summary. Add lines 2 through 5 in column (d) 8 Net gaming income summary. Combine line 1, column d, and line 7 9 Enter the state(s) in which the organization operates gaming activities: a Is the organization licensed to operate gaming activities in each of these states? **b** If "No," explain: \_\_ 10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? \_\_\_\_\_ Yes \_\_\_\_\_ b If "Yes," explain: \_\_\_

Schedule G (Form 990 or 990-EZ) 2010 MILWAUKEE ART MUSEUM,

39-0806316 Page 2

Sch	nedule G (Form 990 or 990-EZ) 2010 MILWAUKEE ART MUSEUM, INC 39-	08063	16 Page 3
	Does the organization operate gaming activities with nonmembers?	Y	es No
	Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed		
-	to administer charitable gaming?	Y	es No
13	Indicate the percentage of gaming activity operated in:		
	a The organization's facility	13a	%
	o An outside facility		%
14	Enter the name and address of the person who prepares the organization's gaming/special events books and records:		
	Name >		
	Address		
15a	a Does the organization have a contract with a third party from whom the organization receives gaming revenue?	Y	es No
ŀ	If "Yes," enter the amount of gaming revenue received by the organization > \$ and the amount		
	of gaming revenue retained by the third party > \$		
(	If "Yes," enter name and address of the third party:		
	Name		
	Address		
16	Gaming manager information:		
	Name		
	Gaming manager compensation > \$		
	Description of services provided		
	Director/officer Employee Independent contractor		
17	Mandatory distributions:		
á	a Is the organization required under state law to make charitable distributions from the gaming proceeds to		
	retain the state gaming license?	🗀 Ү	es L No
ŀ	nenter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the		
_	organization's own exempt activities during the tax year ▶ \$		
Pa	Supplemental Information. Complete this part to provide the explanations required by Part I, line 2b, columns (	iii) and (v),	and Part III,
_	lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional informati	on (see in	structions).
	THE REPORT OF THE PROPERTY OF	DC:	
<u>SC</u>	HEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAISE	נפאי	
	The state of the s		
<u>(]</u>	) NAME OF FUNDRAISER: SPONSORSHIP PLACEMENT (KATHY EMERY)		
(]	) ADDRESS OF FUNDRAISER: 2002 200TH AVE, UNION GROVE, WI 531	.82	
_			
_			
-			

### **SCHEDULE J** (Form 990)

# **Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest
Compensated Employees
Complete if the organization answered "Yes" to Form 990,

Part IV, line 23.

OMB No. 1545-0047

Open to Public Inspection

Department of the Treasury Internal Revenue Service Name of the organization

Attach to Form 990. See separate instructions.

MILWAUKEE ART MUSEUM, INC

Employer identification number 39-0806316

Pa	ert I Questions Regarding Compensation			
			Yes	No
1a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990,			
	Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.	1 1		
	First-class or charter travel  Housing allowance or residence for personal use			
	Travel for companions Payments for business use of personal residence			
	Tax indemnification and gross-up payments  Health or social club dues or initiation fees			
	Discretionary spending account  Personal services (e.g., maid, chauffeur, chef)			
h	If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or	1 1		
D	reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b		
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors,			
_	trustees, and the CEO/Executive Director, regarding the items checked in line 1a?	2		
	tradicate, and trib occorrence in the process of the contraction of th			
3	Indicate which, if any, of the following the organization uses to establish the compensation of the organization's			
•	CEO/Executive Director. Check all that apply.			
	X Compensation committee X Written employment contract			
	Independent compensation consultant  X Compensation survey or study			
	Form 990 of other organizations  X Approval by the board or compensation committee			
	Tomos of other organizations			
4	During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing			
7	organization or a related organization:			
а	The state of control payment from the organization or a related organization?	4a		X
b	- vital transport of the second and the second of the seco	4b		X
c		4c		X
·	If "Yes" to any of lines 4a·c, list the persons and provide the applicable amounts for each item in Part III.			
	The feet to any or mines has an experience and provide an approving and approving and approving an approximate an approximate an approving an approximate approximate an			
	Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.			1
5	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation			
Ū	contingent on the revenues of:			
а		5a		X
	Any related organization?	5b		X
	If "Yes" to line 5a or 5b, describe in Part III.			
6	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation			
-	contingent on the net earnings of:			(gass
а	The organization?	6a		X
h	Any related organization?	6b		X
	If "Yes" to line 6a or 6b, describe in Part III.			
7	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments			
•	not described in lines 5 and 6? If "Yes," describe in Part III	7		X
8	Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the			1.000
٥	initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	8		X
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in			1
•	Pagulations section 53 (958-6/c)?	9		ļ

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2010

MILWAUKEE ART MUSEUM, INC

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII. Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

Note. The sum of columns (B)(i)-(iii) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a.

		(B) Breakdown of	(B) Breakdown of W-2 and/or 1099-MISC compensation	SC compensation	(C)	<b>(</b> 0)	(E)	(F)
(A) Name		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	Retirement and other deferred compensation	Nontaxable benefits	Total of columns (B)(i)-(D)	Compensation reported in prior Form 990 or Form 990-EZ
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	(1)							
16	(E)							
							Schedu	Schedule J (Form 990) 2010

### **SCHEDULE L**

(Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

Name of the organization

# **Transactions With Interested Persons**

► Complete if the organization answered
"Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V, line 38a or 40b.

➤ Attach to Form 990 or Form 990-EZ. ➤ See separate instructions.

OMB No. 1545-0047

Open To Public Inspection

Employer identification number

	MI	LWAUKEE	ART M	USEUN	I, INC			1	39-08	0631	6	
Part I						n 501(c)(4) organizatio	ns only).					
	Complete if the org	anization ansv	vered "Yes"	on Form	990, Part IV,	line 25a or 25b, or Fo	m 990-E	Z, Part	V, line 40	b.		
1	(a) Name of di	ingualified pers	on			(b) Description	of transa	ction			(c) Corr	7.720
	(a) Name of the	Squaiilleu pers				(b) Description					Yes	No
section	1 4958					ed persons during the						
Part II	Loans to and/o	or From Int	orostad I	Dareans								
Partii						line 26 or Form 000 F	7 Part V	/ line 3	g <sub>a</sub>			
	me of interested on and purpose	(b) Loan t the organ	o or from			(d) Balance due	(e) In default?		(f) Approved		(g) W agree	
		То	From				Yes	No	Yes	No	Yes	No
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				-			-					
									-			
									1	_		
		+					1		1			
T-4-1				-	<b>&gt;</b> \$							
Part III	Grants or Assi	stance Ber	nefiting li	ntereste		S.				-		
	Complete if the org	anization ansv	vered "Yes"	on Form	990, Part IV,	line 27.						
(€	) Name of interested	d person		(b) Relati	ionship between interested person and the organization (c) Amount and type assistance							F
								-			_	
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LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule L (Form 990 or 990-EZ) 2010

Page 2

Part IV Business Transa		•				vote: 00			
Complete if the organ							(d) Description of	(e) Sha	ring of
(a) Name of interested pe	erson		onship between and the orga			(c) Amount of transaction	transaction	òrganiz reven	ation's
								Yes	No
FREDERIC G FRIEDMA	AN. ATTOR	ASSTS	TANT SE	CRETZ	ARY	7,414.	LEGAL FEES		Х
KENNETH C. KREI,							FINANCIAL M		Х
R. BRUCE MCDONALD					FI		HVAC SERVIC		Х
BETTY QUADRACCI,	•	BOARD	MEMBER	AND	SE	37,161	ADVERTISING		X
ANDREW ZIEGLER, M	ANAGING P	BOARD	MEMBER				FINANCIAL M		X
RICHARD SCHMIDT,				AND	FA		CONSTRUCTIO		X
BETH WNUK, FORMER	REGIONAL	BOARD	MEMBER			64,136	MERCHANT SE		X
		-						_	
Part V Supplemental In	formation								
Complete this part to		l informatio	n for respons	es to au	estion	ns on Schedule I. (see	instructions)		
Complete this part to	provide additiona	ii ii ii oi ii iatic	il loi leapona	es to qui	BSLIOI	is on concadic E (see	inotractionoj.		
SCH L, PART IV, B	USINESS T	RANSA	CTIONS	INVO	LVI	NG INTEREST	TED PERSONS:		
Jon 1 I IIII IV D	00111200								
(A) NAME OF INTER	ESTED PER	SON:							
FREDERIC G FRIEDMA	AN, ATTOR	NEY A	r reinh	ART,	BO	ERNER, VAN	DEUREN SC		
/-·									
(B) RELATIONSHIP	BELMEEN T	NTERE	STED PE	RSON	AN	D ORGANIZAT	rion:		
ACCICMANM CECDEMAI	DV TECAT	CECD1	ETARY B	חמג∩					
ASSISTANT SECRETAL	KI, LEGAL	DECK!	CIAKI D	OAKD					
(D) DESCRIPTION OF	F TRANSAC	יייד וויי	T.EGAT.	гая	PΆ	TD			
VET DEBCRITTION OF	i iidiidiic	11011.	DECIME.						
(A) NAME OF INTER	ESTED PER	SON:							
			0 0 7 160				T-17		
KENNETH C. KREI, I	PRESIDENT	& CEC	OF M&	T ME	ALT.	H MANAGEMEN	N.T.		
(B) RELATIONSHIP	DEMMERNI T	NTTO	מתבים סבי	D C O NT	<b>Z N</b> 1	D ORGANIZAT	PTON•		
(B) RELATIONSHIP	DEIMEEN I	MIEKE	SIED FE.	KDOM	ΔIA	D ONGANIZA	1 1 0111 .		
BOARD MEMBER AND I	HR CHATR								
(D) DESCRIPTION OF	F TRANSAC	TION:	FINANC	IAL 1	MAN	AGEMENT FE	ES PAID		
·									
(A) NAME OF INTERI	ESTED PER	SON:							
D DDIGE MODONALD	77D X NTD	CEO O	E TOUNC	ON C	∩NT/∏	DOT C			
R. BRUCE MCDONALD	, VP AND	CFO O	CULIDO	OIA C	OIN I	KOLIS			
(B) RELATIONSHIP	BETWEEN T	NTERES	מידם פו	RSON	ΔN	D ORGANIZAT	TION:		
(b) RELATIONSHIT I	DEIWELK I	TAT DICE,	JILD IL.	LUCI		D ONCIENTEDIT	2011		
BOARD MEMBER AND I	FINANCE C	OMMIT'	TEE CHA	IR					
(D) DESCRIPTION OF	F TRANSAC	TION:	HVAC S	ERVI	CES				
/ 3 \ 3731/- 0		G037							
(A) NAME OF INTERI	ESTED PER	SON:							

### **SCHEDULE M** (Form 990)

Department of the Treasury

Internal Revenue Service

# **Noncash Contributions**

► Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.

► Attach to Form 990.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization

MILWAUKEE ART MUSEUM, INC

Employer identification number 39-0806316

Pa	rt I Types of Property							
		(a)	(b)	(c)	(d)			
		Check if	Number of contributions or	Noncash contribution amounts reported on	Method of de noncash contribu		_	
		applicable		Form 990, Part VIII, line 1g	HOHÇASH COHUIDO	ilion an	lount	
1	Art - Works of art	Х	52	0.				
2	Art - Historical treasures							
3	Art - Fractional interests							
4	Books and publications							
5	Clothing and household goods							
6	Cars and other vehicles							
7	Boats and planes							
8	Intellectual property							
9	Securities - Publicly traded	X	31	100,256.				
10	Securities - Closely held stock							
11	Securities - Partnership, LLC, or							
	trust interests							
12	Securities - Miscellaneous							
13	Qualified conservation contribution -							
	Historic structures							
14	Qualified conservation contribution - Other							
15	Real estate - Residential							
16	Real estate - Commercial							
17	Real estate - Other							
18	Collectibles							
19	Food inventory							
20	Drugs and medical supplies							
21	Taxidermy							
22	Historical artifacts							
23	Scientific specimens							
24	Archeological artifacts					_		
25	Other ()							
26	Other ()					_		
27	Other ()							
28	Other ()							-
29	Number of Forms 8283 received by the organiz		-				2	
	for which the organization completed Form 828	33, Part IV,	Donee Acknowled	gement 29			<u>, , , , , , , , , , , , , , , , , , , </u>	
							Yes	No
30a	During the year, did the organization receive by							
	at least three years from the date of the initial c					00-		v
	the entire holding period?					30a		X
	,		a an dua a Alexander .	as any man aspendant assetting	tions?	,	x	
31	Does the organization have a gift acceptance p				uons?	31	_	-
32a						00-		y
	contributions?					32a	-	X
				A. (2	al cad			
33	If the organization did not report an amount in o	column (c)	or a type of prope	πy for which column (a) is che	ескеа,			
	describe in Part II.							-

Schedule M (Form 990) (2010) MILWAUKEE ART MUSEUM, INC	39-0806316	Page 2
Part II Supplemental Information. Complete this part to provide the information required by Part I, Ii Also complete this part for any additional information.		
Also complete this part for any additional information.		
SCHEDULE M, LINE 33: VALUE OF DONATED ITEMS IS NOT MATERI	AL TO STATED	
REVENUE, AND WOULD RESULT IN THE RECORDING OF AN UNBUDGET		7
	DD DAT DROD II	
REVENUE WAS RECORDED.		

#### SCHEDULE O (Form 990 or 990-EZ)

Supplemental Information to Form 990 or 990-EZ

OF TRUSTEES.

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

OMB No. 1545-0047 Open to Public

Department of the Treasury ➤ Attach to Form 990 or 990-EZ. Inspection Internal Revenue Service **Employer identification number** Name of the organization 39-0806316 MILWAUKEE ART MUSEUM, INC FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION: VITAL SOURCE OF INSPIRATION AND EDUCATION. FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS: PROGRAM, OUR HIGH SCHOOL PROGRAM AND COLLABORATIONS WITH GROUPS SUCH AS THE SYMPHONY. YOUTH PROGRAMS ENGAGE YOUNG CHILDREN EARLY AND OFTEN BY PROVIDING BETTER ON-SITE PROVISIONS, PROGRAMS, AND INFRASTRUCTURE FOR FAMILIES. FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES: ACQUISITION OF ART: ACCESSION OF ART FOR THE MUSEUM'S PERMANENT COLLECTION. EXPENSES \$ 9,897,767. INCLUDING GRANTS OF \$ 0. REVENUE \$ 1,266,312. FORM 990, PART VI, SECTION A, LINE 2: TRUSTEES JOAN LUBAR AND MARIANNE LUBAR HAVE A FAMILY RELATIONSHIP. FORM 990, PART VI, SECTION A, LINE 6: THE CORPORATION SHALL HAVE MULTIPLE CLASSES OF MEMBERS WHICH SHALL BE COMPRISED OF THOSE WHO CONTRIBUTE FINANCIAL SUPPORT TO THE CORPORATION, WITH THE BENEFITS OF EACH LEVEL OF MEMBERSHIP DETERMINED ACCORDING TO THE GUIDELINES ESTABLISHED BY THE BOARD

EACH MEMBER SHALL BE ENTITLED TO ONE VOTE FOR THE PURPOSE OF ELECTING THE MEMBERS SHALL ALSO BE ENTITLED TO THE SPECIFIC BENEFITS BOARD OF TRUSTEES. Schedule O (Form 990 or 990-EZ) (2010) LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule O (Form 990 or 990-EZ) (2010)

DESIGNATED FOR THEIR GIVEN LEVEL OF CONTRIBUTION TO THE CORPORATION.

FORM 990, PART VI, SECTION A, LINE 7A: THE CORPORATION SHALL HAVE MULTIPLE

CLASSES OF MEMBERS WHICH SHALL BE COMPRISED OF THOSE WHO CONTRIBUTE

FINANCIAL SUPPORT TO THE CORPORATION, WITH THE BENEFITS OF EACH LEVEL OF

MEMBERSHIP DETERMINED ACCORDING TO THE GUIDELINES ESTABLISHED BY THE BOARD

OF TRUSTEES.

EACH MEMBER SHALL BE ENTITLED TO ONE VOTE FOR THE PURPOSE OF ELECTING THE

BOARD OF TRUSTEES. MEMBERS SHALL ALSO BE ENTITLED TO THE SPECIFIC BENEFITS

DESIGNATED FOR THEIR GIVEN LEVEL OF CONTRIBUTION TO THE CORPORATION.

FORM 990, PART VI, SECTION B, LINE 11: FORM 990 IS REVIEWED BY THE CFO,

AND COPIES ARE DISTRIBUTED TO THE FINANCE AND AUDIT COMMITTEES OF THE

BOARD, PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C: BOARD MEMBERS MUST IMMEDIATELY

DISCLOSE TO THE BOARD OF DIRECTORS THE EXISTENCE OF ANY POTENTIAL CONFLICT

OF INTEREST THAT IS EXPECTED TO RESULT IN AN ECONOMIC BENEFIT TO A

DISQUALIFIED PERSON. THE BOARD APPOINTS A DISINTERESTED MEMBER, OR A

COMMITTEE, TO EVALUATE THE TRANSACTION, AND DETERMINE THE RESOLUTION OF THE

FORM 990, PART VI, SECTION B, LINE 15: THE FOLLOWING POLICY APPLIES TO THE DIRECTOR AS WELL AS ALL MEMBERS OF THE SENIOR MANAGEMENT TEAM:

THE COMPENSATION OF EACH SENIOR STAFF MEMBER WILL BE ESTABLISHED BY THE HUMAN RESOURCES COMMITTEE IN ADVANCE. IF ANY COMMITTEE MEMBERS ARE EMPLOYEES OF THE ORGANIZATION, THEY MAY PROVIDE INPUT TO THE BOARD, BUT

NET UNREALIZED GAINS ON INVESTMENTS: