



MILWAUKEE FILM

ANNUAL
REPORT

2019



In 2019, the full power of Milwaukee Film started to come into focus. After a period of bold growth and big changes, this was the year when we began to see a vision for our future turning into reality.

We're now more than just a film festival - much more. Milwaukee Film is operating and restoring one of the last great cinema palaces in the country, the Oriental Theatre. We are connecting students and educators with opportunities to expand their understanding of film and of our world. We are sharing stories from around the world and our own backyard with all of Milwaukee, strengthening our community through the power of film.

Of course, our signature event will always be our annual Festival, and this year it was incredible.

More than 87,000 people attended our 587 events featuring 349 films, plus panel discussions, parties, classroom visits, and conversations.

And that's just the start of what we accomplished in 2019. Just as our Festival campaign challenged our audiences to "look for more," we hope you'll discover more about Milwaukee Film's past, present, and future through this report.





MILWAUKEE
FILM

Our mission is to
entertain, educate, and engage
our community through
cinematic experiences

365

DAYS WE SHOWED FILMS IN 2019 - THE FIRST YEAR WE'VE DONE THAT!

5,372

MILWAUKEE FILM MEMBERS AT THE CLOSE OF 2019, AN ALL-TIME HIGH

> \$3 MILLION

CONTRIBUTIONS RECEIVED IN 2019, OVER AND ABOVE DONATIONS TO
OUR CAPITAL CAMPAIGN

ORIENTAL THEATRE

After getting the keys in 2018, we marked our first full year of operating the Oriental Theatre in 2019 – and began to see the full spectrum of possibilities that come with it. From local projects like *Vel Phillips: Dream Big Dreams* and *Give Me Liberty* to acclaimed films like *Knives Out* and *The Farewell*, we're able to bring the world to Milwaukee every day of the year.



227: SEATS REPLACED IN THE WEST HOUSE OF THE ORIENTAL THEATRE

231: FILM TITLES SCREENED OUTSIDE THE FESTIVAL IN 2019



102,673: TICKETS SOLD AT THE ORIENTAL THEATRE OUTSIDE THE FESTIVAL

“Some of the films have altered my understanding of major global and local issues. The films have inspired important conversations and have brought me joy. I especially love the Oriental Theatre feeling like the home of such important work.” - 2019 MILWAUKEE FILM FESTIVAL ATTENDEE

MILWAUKEE FILM FESTIVAL

The cornerstone of Milwaukee Film's programs, our annual Milwaukee Film Festival (MFF) attracted a record number of attendees throughout the 15-day event. Our citywide celebration reached even farther this year, as we added the Rivoli Theater in Cedarburg and the Broadway Theatre Center in the Third Ward as Festival venues. This year's favorite film was *Toni Morrison: The Pieces I Am*, which took home the Allan H. (Bud) and Suzanne L. Selig Audience Award.



16%: INCREASE IN FESTIVAL REVENUE OVER 2018

87,618: ATTENDEES AT FESTIVAL FILMS AND EVENTS

349: FEATURE-LENGTH AND SHORT FILM TITLES SCREENED DURING THE FESTIVAL



\$366,141: AMOUNT RAISED FOR DONALD AND DONNA'S DOUBLE-UP CHALLENGE THROUGH MEMBERSHIP AND DONATIONS, INCLUDING THE BAUMGARTNERS' MATCHING GIFT

“Best event in Milwaukee every year! There is so much diversity in the films shown that provides an opportunity for all different types of film lovers and enthusiasts to enjoy the event.” - MFF2019 ATTENDEE



CULTURES AND COMMUNITIES PROGRAMS

Milwaukee Film has established a new Cultures and Communities initiative to support our goal to engage our entire community in our mission and programs. This initiative will advance programs such as Black Lens, Cine Sin Fronteras, and GenreQueer, while also creating new platforms. Several events in 2019 laid the foundation for this work, including Black History Month programming, the Milwaukee Muslim Film Festival in April, and the inaugural Minority Health Film Festival in September.

2,300: ATTENDEES FOR FILMS AND EVENTS DURING THE FOUR-DAY MINORITY HEALTH FILM FESTIVAL



DJ JIGÜE, SUBJECT OF *BAKOSO: AFROBEATS DE CUBA*

12: FEATURE FILMS IN THE CINE SIN FRONTERAS PROGRAM AT MFF 2019

“It was such a rich and gratifying experience sharing *The Apollo* and *Remix* with your thoughtful and engaged audiences. ... Thanks to you and your fantastic team for the warm embrace of our film.”

- LISA CORTÉS, DIRECTOR OF MFF2019'S THE REMIX: HIP HOP X FASHION AND PRODUCER OF CLOSING-NIGHT FILM THE APOLLO



TIFFANY TENILLE, STAR OF *JEZEBEL*

10: FEATURE FILMS IN THE BLACK LENS PROGRAM AT MFF2019



MARKIE WENZEL, SUBJECT OF *MARKIE IN MILWAUKEE*

- 1. LOCAL FILMS (*MARKIE IN MILWAUKEE*)
- 1. FEATURED IN MFF2019'S GENREQUEER PROGRAM

EDUCATION PROGRAMS

Beyond screening movies, Milwaukee Film’s vision is to foster deeper audience engagement with film and to serve our community. Our education programs are critically important elements of this work. Whether it’s 8-year-olds or 80-year-olds, film professionals or professional film fans, educators or students, program participants are part of the lasting impact we seek to have on our community.



9,735: STUDENTS WHO ATTENDED EDUCATION SCREENINGS AT THE ORIENTAL THEATRE

- 1. BILINGUAL EDUCATION SCREENING PRESENTED TO SERVE
- 1. SPANISH- AND ENGLISH-SPEAKING STUDENTS



“ We absolutely **LOVED** the Reel Talk. My students were very passionate about the content of the film. They brought their own experiences to the table and I think they really appreciated Nate (one of the directors of *Invisible Lines*) listening and talking to them.”

- ERIN BRODZELLER, EDUCATOR

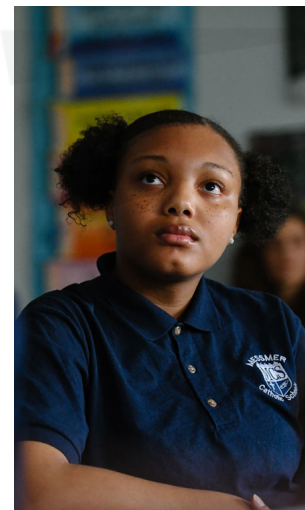


DIRECTOR AND WRITER
MATTHEW CHERRY,
HAIR LOVE, IN 2016

750: STUDENTS IMPACTED BY REEL TALKS, WHICH BRING FILMMAKERS INTO THE CLASSROOM



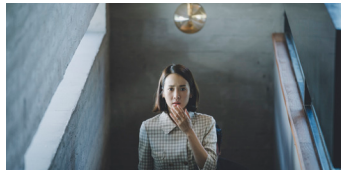
45: EVENTS HELD BY THE MILWAUKEE FILMMAKER ALLIANCE, INCLUDING MIXERS, PANELS, AND MASTERCLASSES



8: PARTICIPANTS IN THE 2019 EDUCATOR FELLOWSHIP TO FOSTER MEDIA LITERACY IN THE CLASSROOM

2019 HIGHLIGHTS AND 2020 PREVIEW

The nearly 600 films we screened in 2019 included Oscar winners, local music videos, and everything in between. We loved showing them all, but as we reflect on the year, here are a few that stand out.



PARASITE



GIVE ME LIBERTY

LONG DAY'S JOURNEY
INTO NIGHT (3D)ONCE UPON A TIME IN
HOLLYWOOD (35MM)

THE FAREWELL



THE REMIX: HIP HOP X FASHION



TREE #3

THE PASSION OF JOAN OF ARC
(WITH LIVE SCORE)

For 2020, we'll continue to feature the best in film, including a few that we already know are coming our way.



EMMA.



TENET



ALWAYS IN SEASON



BEE NATION

2019 ANNUAL FUNDERS

LUMINARY - \$100K+:

Donald and Donna Baumgartner
Herzfeld Foundation
Herb Kohl Philanthropies
Marianne and Sheldon Lubar
Allan H. (Bud) and Suzanne L. Selig

VISIONARY - \$50K+:

Argosy Foundation
Bader Philanthropies, Inc.
The Lynde and Harry Bradley Foundation
Brico Fund
The Heil Family Foundation
Christine Symchych and Jim McNulty
David Uihlein
The Yabuki Family Foundation

INNOVATOR - \$20K+:

Anonymous
John Axford
Brewers Community Foundation, Inc.
Murph Burke
Greater Milwaukee Foundation/Mary L. Nohl Fund
Johnson Controls Foundation
Kelben Foundation, Inc.
Mary Ann and Charles LaBahn
Ken and Kate Muth
Nicholas Family Foundation
Lacey Sadoff Foundation
Cynthia and Jim Stoll
We Energies Foundation

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EMERITUS MEMBERS

Tom Barrett
Jacqueline Strayer

“ The Festival is one of the many outstanding arts opportunities Milwaukee has to offer its citizens. In addition, Milwaukee Film has an impact in our city by hosting educational events and reaching out to diverse groups, giving all kinds of people an opportunity to get together and learn from each other. I love being part of this great event and the community it has brought together.”

- 2019 MILWAUKEE FILM FESTIVAL ATTENDEE



MILWAUKEE
FILM

MKEFILM.ORG