

A stylized sunburst graphic in shades of blue and yellow, with a central circular element on the left side. The graphic consists of multiple triangular rays emanating from a central point, creating a sunburst effect. The colors transition from a light blue at the tips to a darker blue towards the center.

MILWAUKEE FILM  
ANNUAL  
REPORT

2020



**Even before 2020 became the year of adaptation, Milwaukee Film was looking to share the story of how we've transformed.** Though we'll always be known for our signature Milwaukee Film Festival, our nonprofit has taken on operating the Oriental Theatre, investing in education programs to shape the next generation of filmmakers and film-lovers, and using film and conversation to foster empathy and equity within our community.

We had big dreams in early 2020 for sustaining our growth. But then March stormed in, and everything we do had to be adapted.

Putting our plans on hold, like many of you we began to make new plans from scratch. We chose to shut down our theater on March 13, never expecting it would still be closed as 2021 opens. We discovered new ways to deliver independent film to our audience, straight to your sofa. We figured out how to continue our renovations on the magnificent Oriental Theatre. **And while most of Milwaukee's cultural festivals were canceled, we somehow put on two 15-day Festivals within less than two months.**

There were challenging times for Milwaukee Film this year and waves of uncertainty that briefly blocked our vision to a path forward. Looking back, **we're in awe of the work we were able to do - and the incredible response we received from our supporters.**

Our outlook for 2021 is still not clear, and we've certainly learned to expect the unexpected. But after the outpouring of support we received from the community throughout 2020, there's little reason to doubt that Milwaukee Film will emerge from this next year stronger and more connected to the community than ever.







**MILWAUKEE**  
**FILM**

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

# 122

---

NUMBER OF TICKETS PURCHASED FOR MARCH 13 AT THE ORIENTAL THEATRE,  
THE LAST DAY THE CINEMA WAS OPEN TO THE PUBLIC

# 2

---

NUMBER OF 15-DAY VIRTUAL FILM FESTIVALS WE PRESENTED IN 2020, AN INCREDIBLE FEAT  
AS MANY ARTS AND CULTURE ORGANIZATIONS HAD TO CANCEL THEIR MAJOR EVENTS

# \$614,451

---

TOTAL COVID-19 RELIEF MILWAUKEE FILM RECEIVED IN 2020 TO HELP OUR ORGANIZATION  
NAVIGATE THE EFFECTS OF THE PANDEMIC

## ORIENTAL THEATRE

It's hard to think back to early 2020, but we did have a chance to show some outstanding films at the Oriental Theatre, including "Parasite," "Just Mercy," and "CatVideoFest." Since closing our doors to the public in mid-March, we've made massive progress in restoring the main house, all while planning for the time when we can safely reopen.



**780:** SEATS REPLACED IN THE MAIN AND EAST HOUSES OF THE ORIENTAL THEATRE

**3,604:** SQUARE FEET OF CEILING RESTORED IN THE THEATER'S MAIN HOUSE





25,285: 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) pivoted from buzzing, cheering crowds to big, comfy couches. The Festival experience was wildly different in 2020, but we were delighted that the essential components weren't lost in translation. This year's Festival still featured:

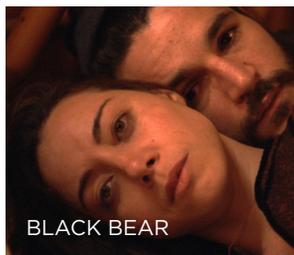


**66,286:** ATTENDEES AT OUR ALL-VIRTUAL FESTIVAL FILMS AND EVENTS

**1,232:** FESTIVAL PASSES SOLD



**1,735,092:** MINUTES OF FILM VIEWED OVER THE 15 DAYS OF THE FESTIVAL



**\$186,318:**

AMOUNT RAISED THROUGH MEMBERSHIP AND DONATIONS FOR THE DOUBLE-UP CHALLENGE ISSUED BY OUR FRIENDS DICK GALLUN AND JUDITH MCGREGOR





**“Milwaukee Film is a wonderful aspect of our community, even if virtual this year, and the curated films are thought provoking, educational, heart-opening and entertaining.”** - MFF2020 ATTENDEE

## CULTURES AND COMMUNITIES PROGRAMS

In the first year of our new Cultures and Communities initiative, the critical importance of this program couldn't have been clearer. Our Cultures and Communities programs seek to lift the voices of historically underrepresented groups, including those identified by race/ethnicity, age, gender, ability, sexual orientation, and socioeconomic or citizenship status. In February, this department created rich programming to celebrate and honor Black History Month. Both the disproportionate impacts of the coronavirus on communities of color and the ongoing acts of racism-fueled violence that we saw in 2020 were part of the conversations that we led during our second annual Minority Health Film Festival in September.

513: MHFF PASSES SOLD

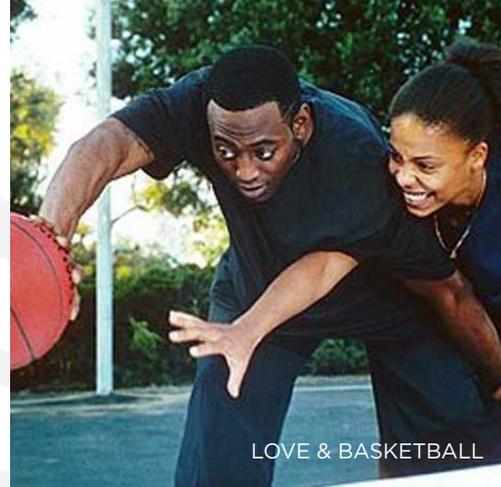


50: FILMS SHOWCASED DURING THE MINORITY HEALTH FILM FESTIVAL (MHFF)



“ Your focus on diversity, equity, and inclusion continues to impress me. I am fully supportive and turn everybody I know on to Milwaukee Film whenever possible.”

- 2020 MILWAUKEE FILM FESTIVAL ATTENDEE



LOVE & BASKETBALL



DRAMARAMA

4: BOTH THE NUMBER OF FILMS AND EVENTS THAT WERE PART OF 2020'S BLACK HISTORY MONTH

25: SHORT AND FEATURE-LENGTH FILMS FEATURED IN THE GENREQUEER PROGRAM DURING MFF2020

## 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. Just like every school, we shifted our programs this year to a virtual world and found that we could still foster connections for educators and students alike to grow in their learning.



MARQUISE MAYS,  
2020 BRICO  
FORWARD FUND  
RECIPIENT

**\$102,0000:** AMOUNT OF CASH AND SPONSORED SERVICES AWARDED TO 10 FILM PROJECTS THROUGH THE BRICO FORWARD FUND

**24:** STUDENTS WHO TOOK PART IN OUR INAUGURAL HIGH SCHOOL FILMMAKING COURSE, WHICH SHIFTED TO A VIRTUAL PLATFORM AFTER MARCH



SHANNON MCINNIS,  
2020 FOCUS FINDER  
COHORT PARTICIPANT



4: PARTICIPANTS IN THE INAUGURAL FOCUS FINDER COHORT, A NEW STORYTELLING ACCELERATOR DESIGNED TO STRENGTHEN EMERGING VOICES FROM UNDERREPRESENTED COMMUNITIES IN MILWAUKEE'S FILM INDUSTRY



**\$50,000:** AID COMMITTED TO ASSISTING FILMMAKERS HIGHLY IMPACTED BY THE PANDEMIC THROUGH THE BRICO FORWARD FUND - EMERGENCY RELIEF

“ 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

## 2020 ANNUAL FUNDERS

### LUMINARY - \$100,000+:

Bader Philanthropies, Inc  
Donald and Donna Baumgartner  
Herzfeld Foundation  
Marianne and Sheldon Lubar  
Allan H. (Bud) and Suzanne L. Selig

### VISIONARY - \$50,000+:

Argosy Foundation  
The Lynde and Harry Bradley Foundation  
Brico Fund  
Heil Family Foundation  
Herb Kohl Philanthropies  
Judith McGregor and Richard Gallun  
Ken and Kate Muth  
National Endowment for the Arts  
Christine Symchych and Jim McNulty  
David and Julia Uihlein  
The Yabuki Family Foundation

### INNOVATOR - \$20,000+:

Anonymous  
John Axford  
Greater Milwaukee Foundation  
Johnson Controls Foundation  
Kelben Foundation, Inc.  
Nicholas Family Foundation  
Lacey Sadoff Foundation  
Cynthia and Jim Stoll  
Werner Family Foundation

## 2021 MILWAUKEE FILM BOARD OF DIRECTORS

### BOARD CHAIR

Ken Krei

### EXECUTIVE COMMITTEE

John P. Bania  
Alexander P. Fraser  
Patti Keating Kahn  
*Immediate Past Board Chair*  
Tracey L. Klein  
Emilia Layden  
*Secretary*  
Marianne Lubar  
Susan Mikulay  
Kenneth W. Muth  
Joseph A. Rock  
*Treasurer*  
Kimberly Walker

### MEMBERS

Chris Abele  
Donna Baumgartner  
Kristina Bell  
Elizabeth Brenner  
Lori Brissette  
Kathryn Murphy Burke  
Héctor Colón  
Karen Ellenbecker  
Jeff Fitzsimmons  
Carmen Haberman  
Susan Haise  
Katie Heil  
Jasmine M. Johnson  
Michael J. Koss Jr.  
Alexander Lasry  
Steve Laughlin  
Michael R. Lovell  
Joan Lubar  
Steve Mech  
Mark Mone  
Heidi Moore  
John Ridley  
Lacey Sadoff  
Dave Stamm  
James E. Stoll  
Julia Taylor  
John Utz

### EMERITUS MEMBERS

Tom Barrett  
Jacqueline Strayer



“ In the craziest time we have lived in,  
you all created an amazing experience.”

- 2020 MILWAUKEE FILM FESTIVAL ATTENDEE



**MILWAUKEE**  
FILM

MKEFILM.ORG