In 2021, Milwaukee Film continued to navigate an uncertain landscape in the early part of the year, keeping the community connected and engaged through virtual offerings (including our 13th annual festival).

In August, the Oriental Theatre was able to open its doors again to audiences, allowing them to see the detailed restoration work for themselves, while taking in world-class cinema programming (reopening with the Best Picture-winning CODA) alongside industry-best health and safety standards. This culminated with our first in-person festival experience since 2019, our third annual Cultures & Communities Festival, headlined by an intimate conversation surrounding mental health with Destiny Child’s Michelle Williams.

We offered much more than just films throughout 2021 - special panels and conversations spoke to the issues facing our community, providing a vital virtual outlet for necessary conversations. Meanwhile, our education programming continued to bring film into the classroom and the classroom into film through screenings, discussions, workshops, and much more. And our Artist Services offerings continued to offer support, fellowship, and mentorship to local filmmakers to the tune of $100,000 in grant awards as well as our Focus Finder accelerator program.

FOCUS AND VISION

MILWAUKEE FILM MISSION
Create world class cinematic experiences that convene our diverse communities and catalyze positive change in Milwaukee.

VISION
Become the most dynamic, well rounded film culture institution in America.
STATEMENT OF OPERATIONS

Revenue

- Contributed Income - Annual Fund: 23%
- Contributed Income - Capital Campaign: 14%
- Contributed Income - Restricted (FS): 2%
- Film Programming & Awards: 10%
- In Kind: 12%
- Cinema Revenue: 6%
- Membership: 6%
- Festival Revenue: 2%
- Public Funding: 30% (Historic Tax Credit & Pandemic Relief Funding)
- Other Income: 17%

Expenses

- Staffing: 45%
- Cinema/Office Rental: 11%
- Film Programming & Awards: 10%
- In Kind: 12%
- Fiscal Sponsorship Distribution: 3%
- Professional Fees: 7%
- Marketing: 4%
- Other: 8%
The pandemic gave us the opportunity to make lemonade out of lemons, allowing for the acceleration and completion of our multi-stage restoration project while the bright lights of the marquee were dimmed. These efforts included:

- **REPLACE THE BALCONY AND FLOOR SEATING OF OUR MAIN HOUSE**
- **REPAIRING AND RESTORING THE CEILING INCLUDING PLASTER AND DECORATIVE ELEMENTS**
- **ACOUSTIC TREATMENTS IN BOTH THE MAIN AND SIDE HOUSES TO DECREASE SOUND BLEED BETWEEN SCREENS**
- **INSTALLATION OF A HEARING LOOP TO SUPPORT THE USE OF ASSISTED HEARING DEVICES**
- **REPAIRING AND RESTORING LIGHTING FIXTURES THAT HAD GONE UNUSED FOR DECADES**

At long last, we reopened our doors to the public on August 20, kicking things off with an exclusive run of eventual Best Picture Winner *CODA* and allowing our audience to experience the Oriental Theatre restored to a luster it hadn’t held in nearly a century. That was followed up with our third annual Cultures & Communities Festival (formerly known as Minority Health Film Festival) in September, bringing audiences back to the theater for an in-person festival experience for the first time since MFF 2019!
2021 Milwaukee Film Festival

After a successful virtual Milwaukee Film Festival in 2020, we reprised the 15 day virtual event in spring of 2021. Our virtual celebration allowed us to reach new audiences around the country, while still safely serving our dedicated audience in Milwaukee. This year’s favorite film was *Who We Are: A Chronicle of Racism in America*, which took home the Allan H. (Bud) and Suzanne L. Selig Audience Award for Best Feature Film.

| ATTENDEES AT FESTIVAL FILMS AND EVENTS | 41,999 |
| FEATURE-LENGTH AND SHORT FILM TITLES SCREENED DURING THE FESTIVAL | 207 |
| FILM MINUTES VIEWED | 1,544,917 |
| PASSES SOLD | 1,218 |
| SPECIAL GUESTS IN (VIRTUAL!) ATTENDANCE | 194 |
| SUSAN & BOB MIKULAY DOUBLE-UP DONATION TOTAL | $153,793 |
Cultures and Communities Program

The Cultures and Communities Program continued its work towards engaging all members of our community throughout the year, both through cinema programming, as well as events and conversations. Our Black Lens, Cine Sin Fronteras, and GenreQueer programs all were highlighted throughout the year - with Black History Month, Hispanic Heritage Month, and Pride Month all allowing opportunities for robust and engaging programming.

Our return to in-person screenings were headlined by the third annual Cultures & Communities Festival, (formerly known as the Minority Health Film Festival) bringing together the community for a weekend of fantastic events spread out across the city, complemented by incredible screenings at the Oriental Theatre.

FILMMAKERS, FILM SUBJECTS, SPEAKERS, AND HEADLINING GUESTS

SPONSORS TOTALING $156,500 IN CONTRIBUTED INCOME

IN-PERSON AND VIRTUAL EVENTS
Education and Artist Services 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.

STUDENTS WHO ENGAGED IN FREE VIRTUAL EDUCATION SCREENINGS AND REEL TALKS

5,000

$140,408

$100,000

Funds raised by the 10 projects in our fiscal sponsorship program

Cash awarded to 8 projects as part of the 2021 BRICO Forward Fund

Films screened in showcases for the high school filmmaking course and take 1: Teen Filmmaking Lab

34

New cohort members joining our first cohort of the Focus Finder Accelerator

14

Participants in the 2021 Melinda Krei Educator Fellowship to Foster Media Literacy in the Classroom

14

Teens in our Teen Screen Selection Committee

14

Delaney Dosch
2021 focus finder cohort

2021 BRICO Forward Fund Recipients

Milwaukee Film 2021 Annual Report

BROADENING HORIZONS
2021 Highlights
After reopening the Theatre in August of 2021, we screened films that included Oscar winners, *The Rocky Horror Picture Show*, and everything in between. We loved showing them all, but as we reflect on the year, here are a few that stand out.

2022 Preview
For 2022, we’ll continue to feature the best in film, including a few that have already come our way.
OFFICERS
Ken Krei
Board Chair
Susan F. Mikulay
Chair Elect
Joseph A. Rock
Treasurer
Dave Stamm
Secretary

EXECUTIVE COMMITTEE
John P. Bania
Lori Brissette
Alexander P. Fraser
Patti Keating Kahn
Tracey L. Klein
Ken Krei
Marianne Lubar
Susan F. Mikulay
Joseph A. Rock
Lacey Sadoff
Kimberly R. Walker

MEMBERS
Chris Abele
Donna Baumgartner
Kathryn Murphy Burke
Karen Ellenbecker
Jeff Fitzsimmons
Carmen Haberman
Susan Haise
Katie Heil
Jasmine M. Johnson
Michael J. Koss Jr.
Jeffrey Kurz
Alexander Lasry
Steve Laughlin
Emilia Layden
Michael R. Lovell
Joan Lubar
Steve Mech
Mark Mone
Heidi Moore
John Ridley
James E. Stoll
Julia Taylor
John Utz
Gail Yabuki

ERMITUS MEMBERS
Tom Barrett
Jacqueline Strayer

LUMINARY ($100,000+)
Donna and Donald Baumgartner
Herzfeld Foundation
Marianne and Sheldon Lubar
Lacey Sadoff Foundation
Allan H. (Bud) & Suzanne L. Selig

VISIONARY ($50,000+)
Argoxy Foundation
Bader Philanthropies, Inc.
The Lynde and Harry Bradley Foundation
Brico Fund
Kathryn Murphy Burke
Heil Family Foundation
Herb Kohl Philanthropies
Susan and Robert Mikulay
National Endowment for the Arts
David and Julia Uihlein
The Yabuki Family Foundation

INNOVATOR ($20,000+)
Anonymous
John Axford
Greater Milwaukee Foundation
Kelbien Foundation, Inc.
Nicholas Family Foundation
Christine Symchych and Jim McNulty
We Energies Foundation
Werner Family Foundation

LEGEND ($10,000+)
Ken Krei
Chris and Rick Lane
Joan Lubar and John Crouch
Madeleine and David Lubar
Susan A. Lubar
Judith McGregor and Richard Gallun
Bert L. and Patricia S. Steigleder
Charitable Trust
Zilber Family Foundation

ICON ($5,000+)
Mark Blumenberg and Beth Jaworski
Coolidge Corner Theatre Foundation
Jean and John DiMotto
Karen Ellenbecker
Julie Ellenbecker Lipsky
Ralph Evninrude Foundation
Kelly and Jeff Fitzsimmons
Ann and Kim Alan Harter
Patti Keating Kahn and Chuck Kahn
Mary Ann and Charles LaBahn
Alex Lasry
Marge and Steve Laughlin
Gene & Ruth Posner Foundation, Inc.
Stephen Ragatz
Sadoff Family Foundation
Victoria Teerlink and Jeff Drope
Shannon and John Utz

A huge THANK YOU to our members & philanthropic partners who have gone above and beyond in support of Milwaukee Film’s mission.

A huge THANK YOU to our members & philanthropic partners who have gone above and beyond in support of Milwaukee Film’s mission.

**MOVIE MOGUL ($2,000+)**
Josh Adams and Sandi Anderson
Linda and Dan Bader
Elizabeth Brenner and Steve Ostrofsky
Erica and Mike Burzynski
Caralyn Court
Kristin and Alexander P. Fraser
Greater Milwaukee Foundation’s Richard M. Kaul LGBT Arts Endowment Fund
Lisa Groskopf-Gleason
Susan Haise
Amy and Peter Hellman
Tim Hoelter
Maja Jurisic and Don Fraker
Deborah Kern
Tracey and Rick Klein
Kelly Kroke
Christina and Michael Koss Jr.
Christie and Bill Krugler
Jeff Kurz and Jim Mortell
Emilia and Chris Layden
Jovanni and Steve Mech
Milwaukee Arts Board and Wisconsin Arts Board
Daniel and Susie Minahan
Suzanne Osetek
Peck Foundation, Milwaukee LTD
Christine Prevetti
Tom and Susan Quadracci
Sarah and Joseph A. Rock
Dave Stammi
Cynthia and James Stoll
Julia Taylor and Stig Ostling
Byron and Laurie Vielehr
Aliza and Nick Werner
Don and Kate Wilson
Maxine Wishner

**FILM DIRECTOR ($1,000+)**
Joan Aguado Ware and Bruce Ware
Carmen Aguilari and Russell Cuhel
Tracy Anello
Peggy Ann
Mary and Tom Avery
Brittany and John P. Bania
Natalie Beckwith
James Bryce Jr. and Amy Williams
Richard Cayo and Jane Somers
Dara Chappie and Robert Stockinger
Brian and Rita Clark
James Cook and Roula Villis
Catherine and Mario Costantini
Amy Daniels
Michael Drescher
Julie Edell-Berlin
Mark Flila
Robb and MP Fischer
Joshua and Julia Gimbel

**BAADASSSS ($1,000+)**
Deborah Blank
Danielle and Ramel Bly
Cecilia Gilbert
Cecelia Gore and Randy Bryant
Matthew Helmerich and Jeffrey Harwell
Janian and Waleed Najeeb
Angela Pinta and Kelly Cushion
Jerry Roberts and Shannon Reed

**DONOR LISTS COMPILED AS OF DECEMBER 31, 2021.**

---

**FILM DIRECTOR ($1,000+)**
Peter Goldberg
Eileen Gorman
Jill Griffee Ross
Dennis Grezinski and Jane Porath
Nate Gubin
Jill Haas
Carmen Haberman
Leslie Hayes
Bob and Jenny Hills
Julia Ilhenfeldt
Carrie and Grant Killoran
Adel and Bishara Korkor
Susan and Tony Krasnow
Margaret and Andrew Krei
Amy and Michael Lovell
Danielle Mantyh and Jude Kizenkavich
Mark Mone and Sara Swanson
Heidi Evita Moore

**DONOR LISTS COMPILED AS OF DECEMBER 31, 2021.**
“Thank you and your team for such a fun weekend! I had a great time all around. And I got to watch other films, which was such a treat. I was watching SONS OF MONARCHS and had a flash of inspiration for my next film. Watching films with an audience is such a different experience than at home on your couch. Thank you so much for giving me that. All the best and hope I come back sometime with another film!”

Yael Bridge, THE BIG SCARY S WORD (C&C Festival, 2021)