



MILWAUKEE FILM

2024 Annual Report



MILWAUKEE
FILM



FOCUS AND VISION

Organization Overview

Milwaukee Film provides the Greater Milwaukee Area with world-class cinematic experiences 365 days per year, shaping the cultural landscape of the Midwest through our annual Milwaukee Film Festival, Dialogues Documentary Festival, and robust lineup of diverse year-round programming at the historic Oriental and Downer Theatres. Our programming strengthens the communities of Milwaukee and contributes to a thriving artistic and social environment, making Milwaukee a cinematic hub in the region.

By fulfilling our mission of creating world-class cinematic experiences that bring Milwaukee's diverse communities together and catalyze positive change, Milwaukee Film has become one of the most dynamic film organizations in the nation.

MISSION

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

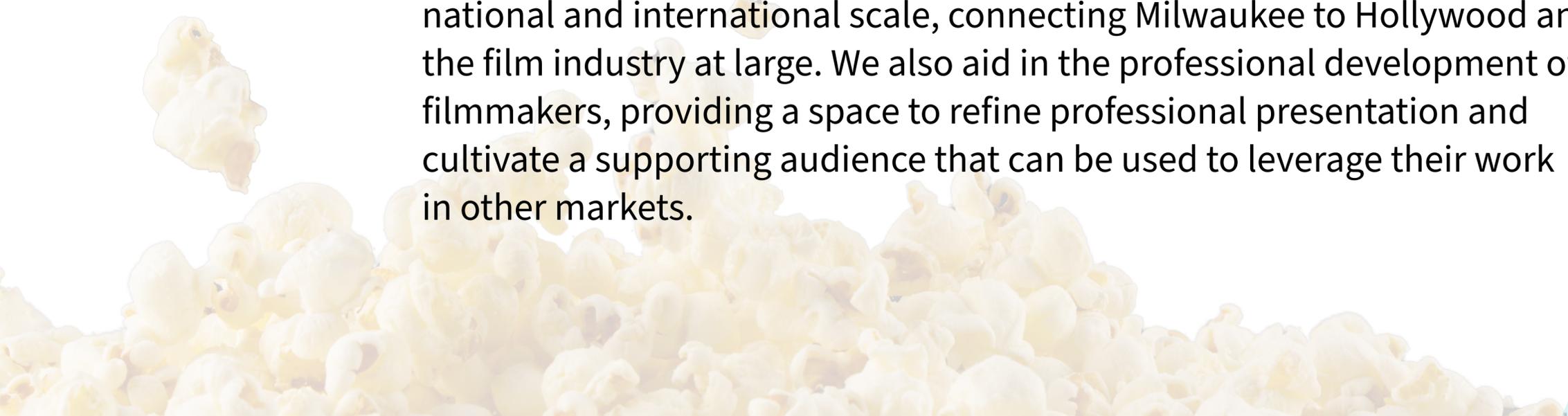
VISION

Become the most dynamic, well rounded film culture institution in America.



We partner with local organizations such as the Milwaukee Art Museum, Boswell Books, and Radio Milwaukee to deepen our impact. Through such events, we have hosted renowned figures such as Ethan Hawke, Henry Winkler, John Ridley, Ira Madison, Robert Longo, Ed Burns, and many more. We also offer unique cinematic experiences such as the live-scoring of silent films with our period-authentic Wurlitzer Organ or performed by third party groups such as Claudio Simonetti's Goblin (Suspiria, Tenebrae) and Anvil Orchestra (The Cabinet of Dr. Caligari, Metropolis), and screening series like National Theatre Live, which garners the attention and attendance of educational groups. We are dedicated to expansive storytelling opportunities in partnership with film. We take an active role in the preservation of film history as well as the cutting-edge of film's future, ensuring Milwaukee's film scene remains dynamic and innovative.

One direct point of impact is on the local film industry. At a local level we are committed to expanding job opportunities and employment networks. We pay screening fees to every filmmaker presenting work at our festivals while bringing in visiting filmmakers and industry professionals to enhance our events. This affords local filmmakers the opportunity to network and market on a national and international scale, connecting Milwaukee to Hollywood and the film industry at large. We also aid in the professional development of filmmakers, providing a space to refine professional presentation and cultivate a supporting audience that can be used to leverage their work in other markets.



OPEN AND LOVING IT

Downer Theatre

We were very excited to lease and re-open the Downer Theatre, just in time for the Milwaukee Film festival in April. In 2024, we made a number of key improvements to the venue, including but not limited to:

- New screen and masking panels in the south cinema
- New projector and valance curtain in the north house
- New concessions equipment and offerings, with more being added throughout the year
- Digital infrastructure and wiring to support projection booth functionality

We also expanded our cinema team, who work continuously to improve the cinema-going experience for our patrons and foster stronger community connections in Milwaukee.



DOWNER THEATRE

Ribbon cutting



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SOUTH CINEMA SCREEN

Upgrading Downer Theatre with the installation of a brand-new screen.



NORTH CINEMA PROJECTOR

Improving the North House with a new projector and valance curtain.

MORE CONCESSIONS

Revamped concessions experience with new equipment and treats.



SUPER SWEET SIXTEEN FESTIVAL

2024 Milwaukee Film Festival

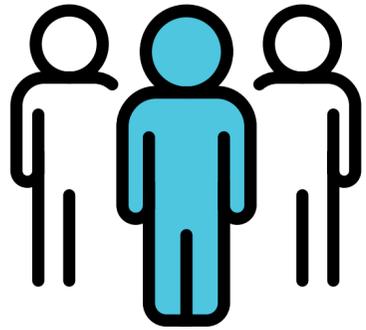
We started the 16th annual Festival with a joyful ribbon cutting ceremony re-opening the Downer Theatre and then packing the next two weeks with films, panels, parties, Q&As and more.

Every Spring our festival welcomes festival season with opportunities for discovery and joy. Standout moments of the 2024 Festival included: Allan H. (Bud) and Suzanne L. Selig Audience Award winner for Best Feature Film, *Remembering Gene Wilder*; and sold out screenings of festival favorites like *Thelma* and Closing Night's *Robot Dreams* and locally-inspired offerings like *Corridor* and *Angels of Dirt*.



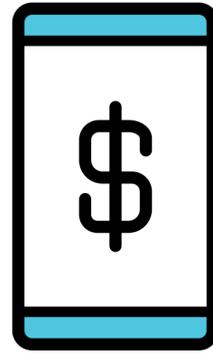
2024 OPENING NIGHT

Kick off for MFF



32,624

People attending
film screenings and
festival functions



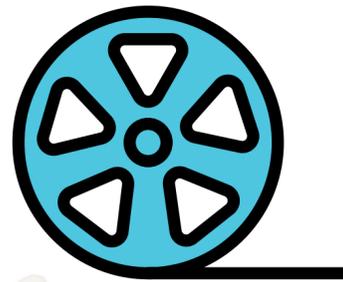
\$113,893

Raised from the 2024
Milwaukee Film Festival
Reel Impact Campaign



85

Filmmakers & industry
guests attended from
outside Milwaukee



301

Feature-length & short
film titles screened
during the festival



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SEPTEMBER 26-29, 2024

POTAWATOMI CASINO HOTEL PRESENTS

DIALOGUES DOCUMENTARY FESTIVAL



STARTING DIALOGUES

2024 Dialogues Documentary Festival

September 2024 marked the launch of our new Dialogues Documentary Festival, a platform for the documentaries that help start conversations and educate audiences through motivational empathy toward another's lived experience.

Over four days, the films explored issues and ideas that are relevant to Milwaukeeans in all of our diversity and sparked many a formal and informal discussion in our cinemas and lobbies.

Stand Out Events:

War Game with a discussion following moderated by David Lee (WUWM) with Tony Gerber (director), Jack Turner (producer), and film participant retired Major General Linda Singh; *Beyond the Bridge: A Solution to Homelessness* with discussion following moderated by Judge Derek Mosley featuring Don Sawyer (director/writer/producer), Wendy Weckler (Hope House), James Mathy (Milwaukee County), Krystina Kohler (United Way); and several poignant discussions after films related to *Carceral Justice*.



FILMS

35 documentaries programmed to kick off the festival

GUESTS

Milwaukee welcomed 15 guests from all around the nation



EVENTS

18 panels and talkbacks, bringing together 50 local and visiting voices from the film industry.



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BROADENING HORIZONS

Education & Artist Services Programs

While in summer of 2024 our suite of Education and Artist Services programming was put on hiatus, we are proud to have created a lasting and meaningful impact on the community we serve.

Moving Forward...

We are embedding education and artist services into the partnerships, programming, and awards provided as part of the Milwaukee Film Festival, Dialogues Documentary Film Festival, and our year-round theatres. Our newly launched Dialogues Documentary Film Festival is a centerpiece of this component, as it foregrounds collaborations with community leaders and organizations to pair nonfiction films with panels, talkbacks, and action items.

Further, our Cream City Cinema program, a component of the Milwaukee Film Festival showcasing local filmmakers, brought in over 4,000 attendees, constituting nearly 15% of total festival attendance.



2,000 Students engaged in free Education Screenings and Reel Talks

20 Teens served on our Teen Screen Selection Committee, selecting films for the 2024 Milwaukee Film Festival

4 Educators completed our Melinda Krei Educator Fellowship, endeavoring to grow their use of film in their professional practice

Education Screenings and Artist Service Programs were proudly funded by: *Herzfeld Foundation, Kelben Foundation, We Energies Foundation, Gene & Ruth Posner Foundation, Cory & Michelle Nettles, Independent Studios, North American Camera, Electric Sun Corporation, & Reinhart Boerner Van Deuren s.c.*

30 Youth-made films shown in our Spring Take 1: Teen Filmmaking Lab Showcase at the Oriental Theatre and our MFF2024 Milwaukee Youth Show



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OUR FILMS

2024 Highlights

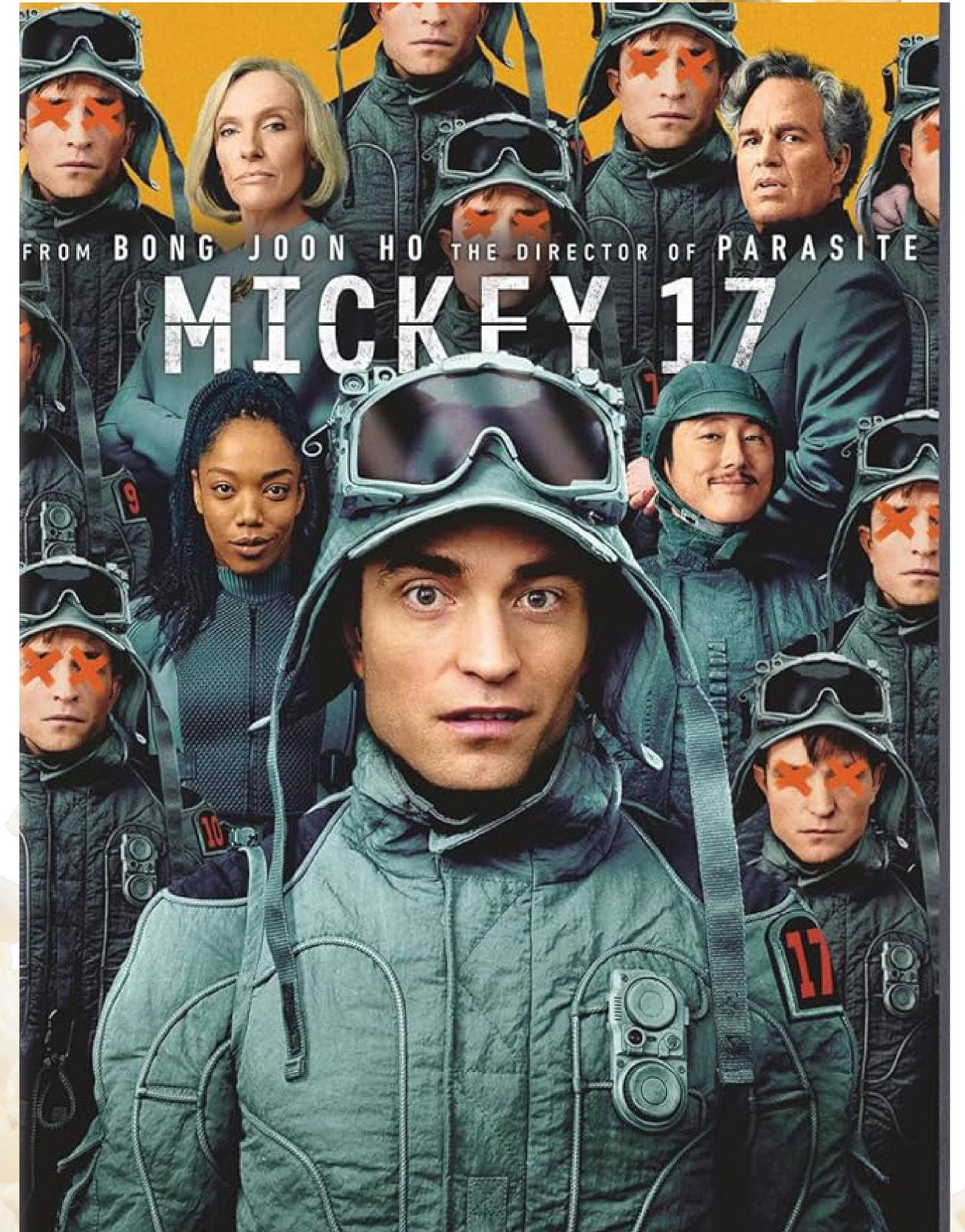
- *Dune Part 2 (on 70mm film)*
- *WMSE's Friday Night Freak Show moving to the Oriental Theatre*
- *Re-opening the Downer Theatre for regular theatrical programming*
- *Wildcat with Ethan Hawke in attendance*
- *The newly restored Basquiat Black and White*
- *The Wild Robot*
- *Wicked*
- *Robust holiday programming series*

LOOKING FORWARD

2025 Preview

For 2025, we'll continue to feature the best in film, including a few that we already know are coming our way.

- *Mickey 17*
- *National Theatre Live series*
- *Pam Grier series*
- *David Lynch retrospective*



MILWAUKEE FILM BOARD OF DIRECTORS

BOARD CHAIR

Susan F. Mikulay
Board Chair

EXECUTIVE COMMITTEE

Chris Abele
Alexander P. Fraser
Katie Heil
Patti Keating Kahn
Tracey L. Klein
Ken Krei
Marianne Lubar
Susan F. Mikulay
Joseph A. Rock
Lacey Sadoff
Julia Taylor
Kimberly R. Walker

MEMBERS

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Jeff Fitzsimmons
Carmen Haberman
Jasmine M. Johnson
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Grant Killoran
Michael J. Koss Jr.
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Emilia Layden
Michael R. Lovell
Joan Lubar
Steve Mech
Mark Mone
Heidi Evita Moore
John Ridley
Dave Stamm
James E. Stoll
Victoria Teerlink
Marilka Vélez
Laurie Vielehr
Gail Yabuki



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THANK YOU to our members & philanthropic partners who have gone above and beyond to support Milwaukee Film's mission.

LUMINARY (\$100,000+)

Chris and Jennifer Abele
Donna and Donald Baumgartner
Herzfeld Foundation
Susan and Robert Mikulay
Cory and Michelle Nettles
Allan H. (Bud) & Suzanne L. Selig

VISIONARY (\$50,000+)

Argosy Foundation
Bader Philanthropies, Inc.
Brewers Community Foundation, Inc.
Heil Family Foundation
Marianne and Sheldon Lubar
National Endowment for the Arts
Lacey Sadoff Foundation
David and Julia Uihlein
Laurie and Byron Vielehr
The Yabuki Family Foundation

INNOVATOR (\$20,000+)

Greater Milwaukee Foundation, Mary L. Nohl Fund
Kelben Foundation, Inc.
Herb Kohl Philanthropies
Joan Lubar and John Crouch
Madeleine and David Lubar
Susan A. Lubar

LEGEND (\$10,000+)

Jude Ford
Ken Krei
Christine Symchych and Jim McNulty
Wisconsin Arts Board

ICON (\$5,000+)

Linda and Dan Bader
Mark Blumenberg and Beth Jaworski
Jane Bradley Pettit Foundation
Coolidge Corner Theatre Foundation
Jean and John DiMotto

Ralph Evinrude Foundation
Jennifer and Tom Florsheim
Kristin and Alexander P. Fraser
Tim Hoelter
Ben Jackson
Patti Keating Kahn and Chuck Kahn
Mary Ann and Charles LaBahn
Lauren and Alex Lasry
Marge and Steve Laughlin
Milwaukee Arts Board
Cheryl and Blake Moret
Kate and Ken Muth
Gene & Ruth Posner Foundation, Inc.
Stephen and Susan Ragatz
Sadoff Family Foundation
Dave Stamm
Bert L. and Patricia S. Steigleder Charitable Trust
Victoria Teerlink and Jeff Drope
Shannon and John Utz
Ruthie and Kyle Weatherly

THANK YOU to our members & philanthropic partners who have gone above and beyond to support Milwaukee Film's mission.

MOVIE MOGUL (\$2,000+)

Josh Adams and Sandi Anderson Adams
Michael Baran and Lisa Fohey
Natalie Beckwith
Joan and Fred Brengel Family Foundation, Inc.
Ericka and Mike Burzynski
Cedar Street Charitable Foundation
Caralyn Court
Keller and Jeff Fitzsimmons
The Gardner Foundation
Peter Goldberg
Eileen Gorman
Greater Milwaukee Foundation's Richard M. Kaul LGBT Arts Endowment Fund
Lisa Groskopf-Gleason
Amy and Peter Hellman
Matthew Helmerich and Jeffrey Harwell

Sara and Jonathan Jackson
Maja Jurisic and Don Fraker
Moshe and Debra Katz
Deborah Kern
Carrie and Grant Killoran
Tracey and Rick Klein
Christina and Michael Koss Jr.
Christie and Bill Krugler
Jeff Kurz and Jim Mortell
Emilia and Chris Layden
Danielle Mantyh and Jude Kizenkavich
Joviann and Steve Mech
Daniel and Susie Minahan
Heidi Evita Moore
Anne and Christopher Noyes
Peck Foundation, Milwaukee LTD
Christine Prevetti
Sarah and Joseph A. Rock
Jan Serr and John Shannon
Leonard Sobczak and Dave Pionke

Mark and Wanda Staples
Cynthia and James Stoll
Aliza and Nick Werner
Maxine Wishner

FILM DIRECTOR (\$1,000+)

Carmen Aguilar and Russell Cuhel
Linda and Barry Allen
Tracy Anello
Peggy Ann and Justin Vannieuwenhoven
Gwen and Dan Armbrust
Mary and Tom Avery
Brittany and John P. Bania
Gavin Batker and John Stropes
Cheryl Brickman
James Bryce Jr and Amy Williams
Dara Chappie and Robert Stockinger
Brian and Rita Clark
Sarah and Daniel Cohen
Catherine and Mario Costantini

THANK YOU to our members & philanthropic partners who have gone above and beyond to support Milwaukee Film's mission.

Bill Curley
Amy Daniels
Michael Drescher
Taylor Dutmer
Susan Ela
Mark Filla
Robb and MP Fischer
Jennifer and Tom Florsheim Jr
Joshua and Julia Gimbel
Jill Griffee Ross
Dennis Grzezinski and Jane Porath
Jill Haas
Carmen Haberman
Anne Hamilton and Fred Geilfuss
Leslie Hayes
David and Judy Hecker
Bob and Jenny Hillis
Betsy Holmes and Victor Thomas
Ralph Horner
Julia Ihlenfeldt

Robert Koebert and Dona Hutson
Adel Korkor and Kathy Sampson
Sue and Tony Krausen
Margaret and Andrew Krei
Amy and Michael Lovell
Tracy Lubber and Gil Southwell
Sue and Mark Lyday
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Zak Nelson
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Carson and Madison Oren
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Maureen Fitzgerald
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Marilka Vélez and David Muehlbauer
Ellen and Bob Venable
Bernadette Vitola and Tom Kim
Lee Weeks
David Wiener and
Jessica Swearingen

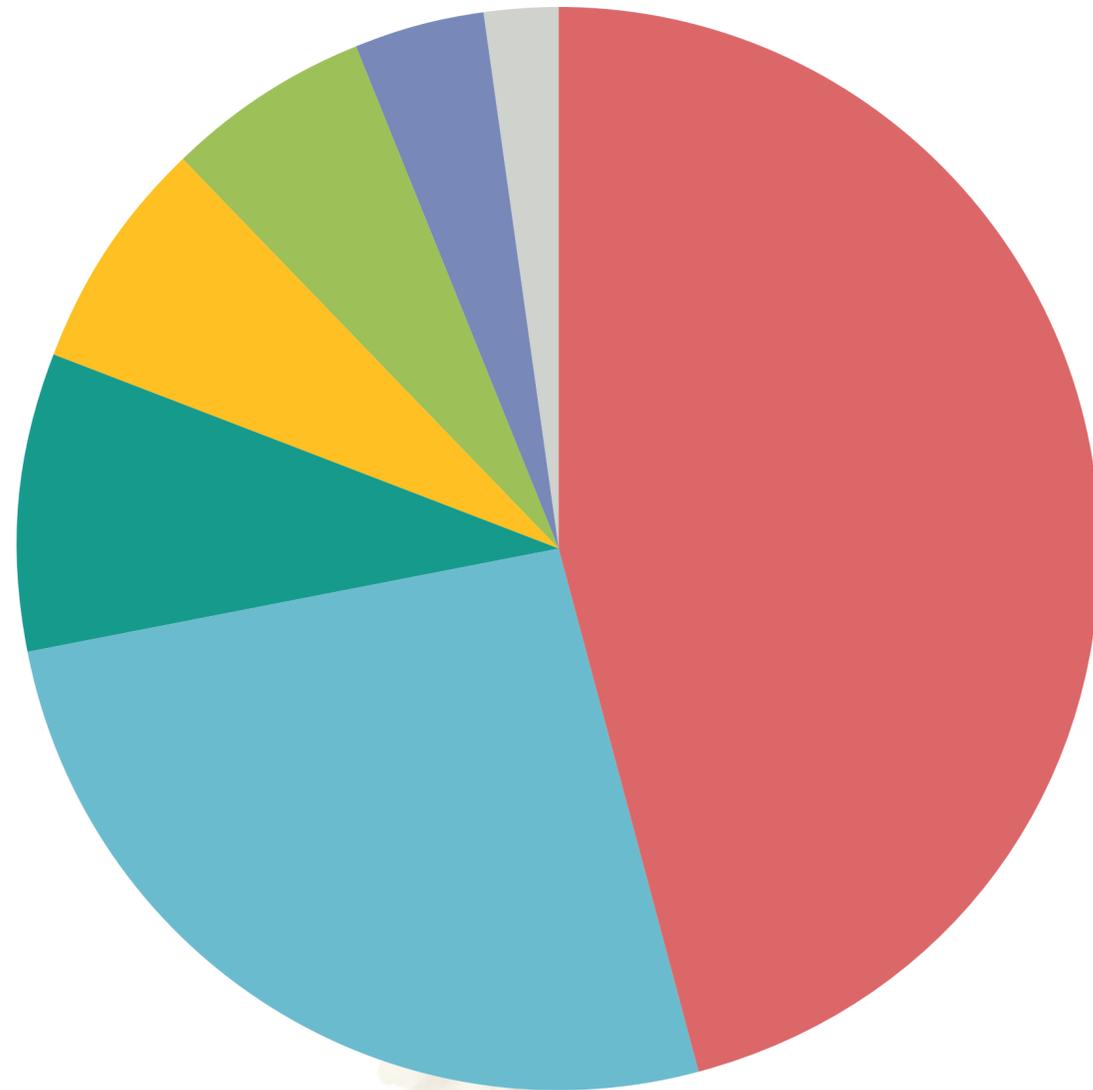
BAADASSSS (\$1,000+)

Tammy Belton-Davis
Erickajoy Daniels and
John Daniels II
Cecelia Gore and Randy Bryant
Eelisa Jones
Jennifer and Dion Lewis
Angela Pinta and Kelly Cushion
Carolyn and Jay Scott



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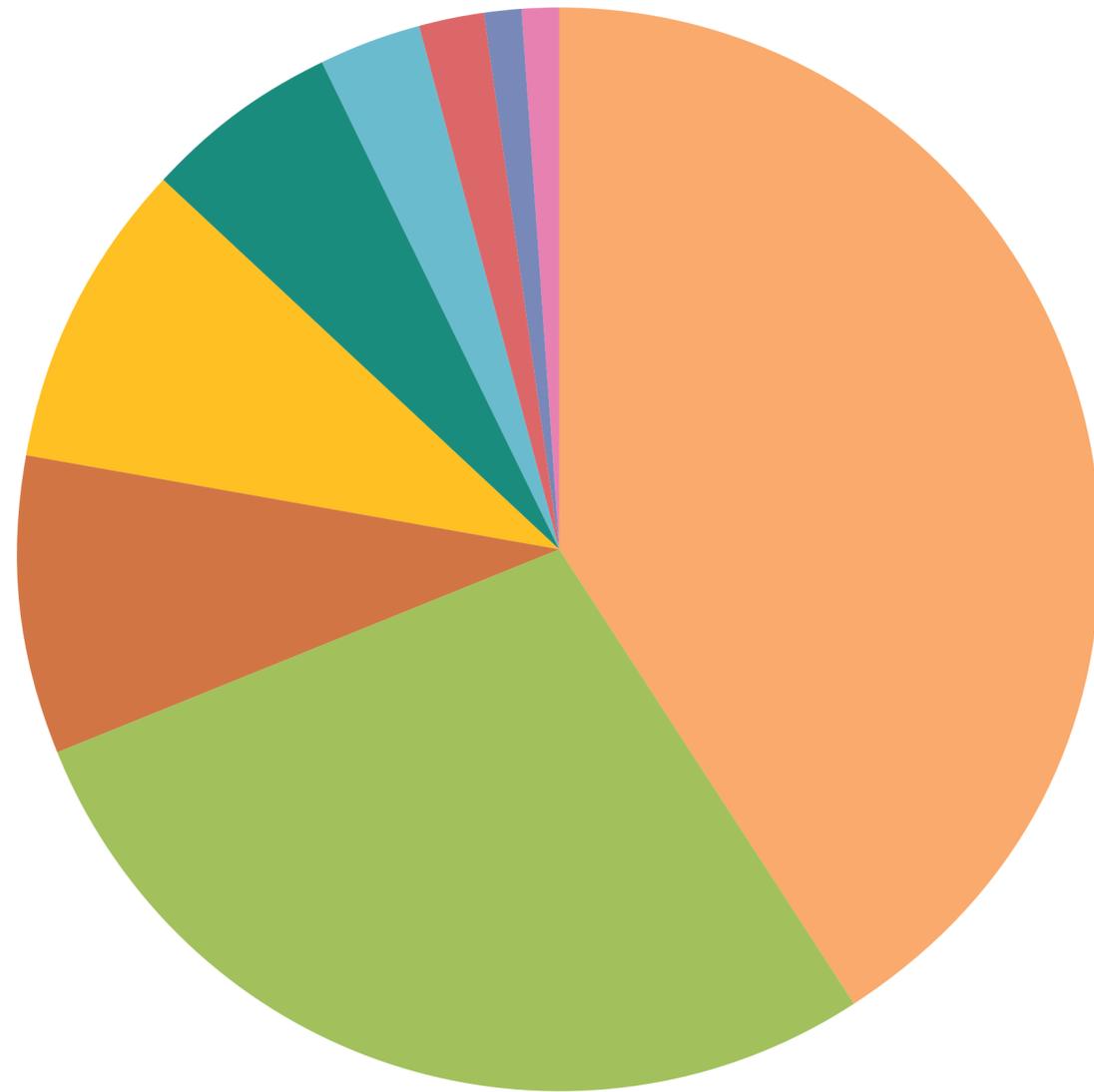
REVENUE



MILWAUKEE FILM 2024 REVENUE

- **46% Contributed Income - Annual Fund**
- **26% Cinema Revenue**
- **9% Other (In-Kind, Merch, Interest, etc.)**
- **7% Membership**
- **6% Milwaukee Film Festival**
- **4% Sponsorships**
- **2% Public**

EXPENSES



MILWAUKEE FILM 2024 EXPENSES

- **41% Staffing**
- **28% Cinema & Festival**
- **9% Depreciation**
- **9% Other** (*In-Kind, Interest, etc.*)
- **6% Office**
- **3% Professional Fees**
- **2% Marketing**
- **1% Hospitality**
- **1% Program Expenses**

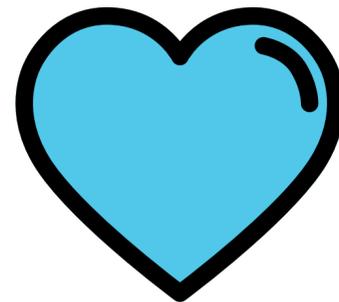


“

Milwaukee Film has reinvigorated my love for the city, got me back into the cinema, and allowed my money to go towards something I care about.

- Milwaukee Film Member





THANK YOU!



MilwaukeeFilm



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