



2021 ANNUAL REPORT

Thank you for your part in making 2021 a success at the Dr Pepper Museum & Free Enterprise Institute. The Museum is stronger than ever after weathering a difficult 2020—and we have big plans for 2022! The return of school tours and international guests, combined with the Museum's innovative experience programming, will make 2022 our best year yet.

Help the Museum keep this positive momentum going by making a tax-deductible gift before the end of the year. You can make a meaningful contribution online at drpeppermuseum.com.

On behalf of the Museum Board and staff, thank you for your support! We wish you and your family a very happy and healthy holiday season.

Anthony
Board Chair

CD
President & CEO

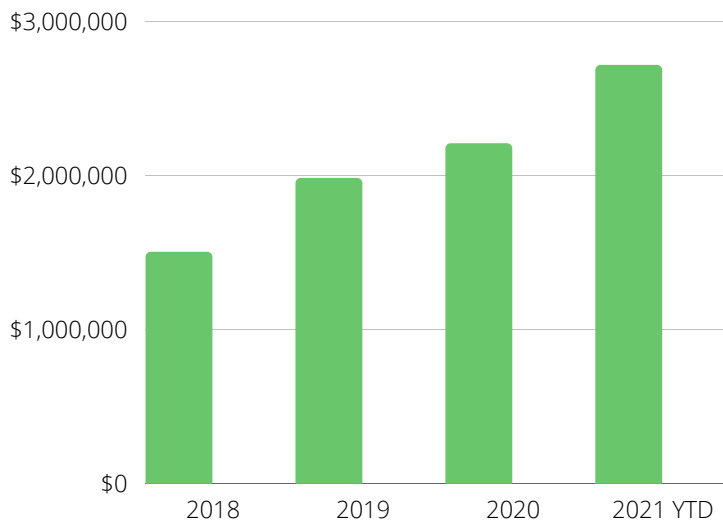
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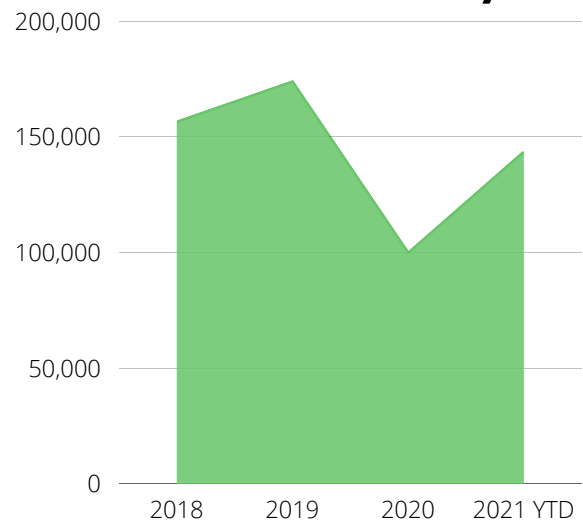
Impactful ENDOWMENT & VISITATION

Growth

Endowment Growth



Visitation Recovery



Innovative

FUNDRAISING

Approach

Our biggest supporter is YOU

Each year Keurig Dr Pepper matches donations to the Museum up to \$100,000. In 2019 we started asking visitors for donations at the Admissions desk, and your support has grown each year. Visitors have donated over \$73,000 and we reached our matching goal mid-year.



Special Thanks to our Top Supporters

Keurig Dr Pepper
Cooper Foundation
Fentress Foundation
The Bernard & Audre Rapoport Foundation
The Summerlee Foundation
Waco Convention & Visitors Bureau
National Endowment for the Humanities
Humanities Texas
Janet Albers
The Brock Family Fund
Bird Kultgen Ford
Lanell Walden Lanning
Janet McCarty
TFNB Your Bank for Life
Insurers of Texas
Randolph & Anne Slaughter
Clifton Foundation
Union Pacific Foundation

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Commitment to DEAI

Diversity, Equity,
Accessibility & Inclusion

- Tell a more complete story through our exhibits
- Diversify our board and staff
- Provide access to all visitors
- Offer multifaceted programming to an expanding audience



Big

WINS

**1: Dr Pepper Museum
Thirst Aid Station
opened in May of 2021**

**2: Creative Waco
ARTPrenticeship mural
designed by Mick
Burson on Jackson St.**

**3: New Liquid Lab and
Taste-A-Soda
experience spaces
opened in Spring 2021**

**4: Parking lot
converted to paid
parking staffed by
Hosts**



2021

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EXHIBITS

L to R:

Advertising Timeline
Sit Down to Take a Stand
The Backyard



PRESERVATION

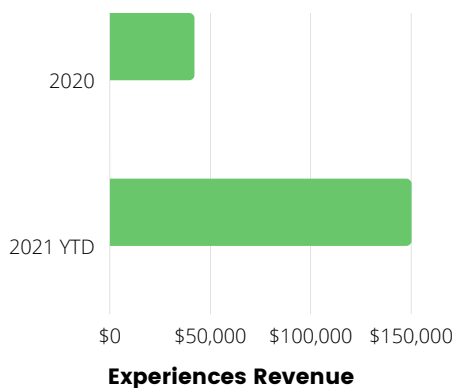


In August the Museum acquired 321 South 5th Street, the original site of the Artesian Manufacturing & Bottling Company from 1900-1906. The cast iron pole bases remain. We will include interpretation of the history in the site development plans.



EDUCATION

Over 15,000 Make-A-Soda bottles sold in 2021



**Taste
-A-
Soda**

CAN YOU HANDLE THE TASTE?

**Make
-A-
Soda**

DELICIOUSLY DIFFERENT

**Group
Tours**

**Paranormal
Experience**

LET'S HUNT FOR GHOSTS

**Extreme
Pepper
Experience**

FOR DR PEPPER SUPERFANS

**School
Field
Trips**

2021

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STATS YTD



Visitation

145,477

Gift Shop Items Sold

167,964

Handmade Floats

50,852

Free Drinks Poured

68,536

Visitor 10-2-4 Donations

\$73,000



2022

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AMBC ROOF

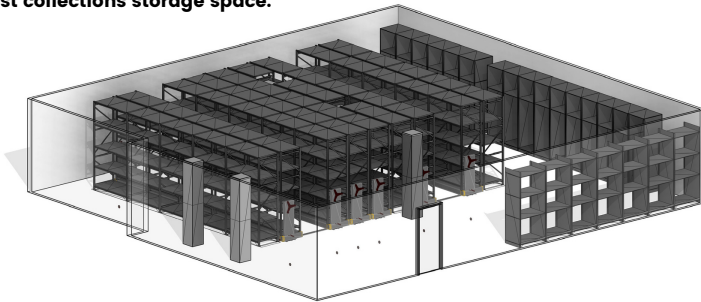


Roof replacement for the Artesian Manufacturing & Bottling Company Building is the next step in our efforts in preservation and historical accuracy.

COLLECTIONS

Growth

Future plans for Collections 3, our largest collections storage space.



1 (3D)

Incoming Keurig Dr Pepper Items
100,000



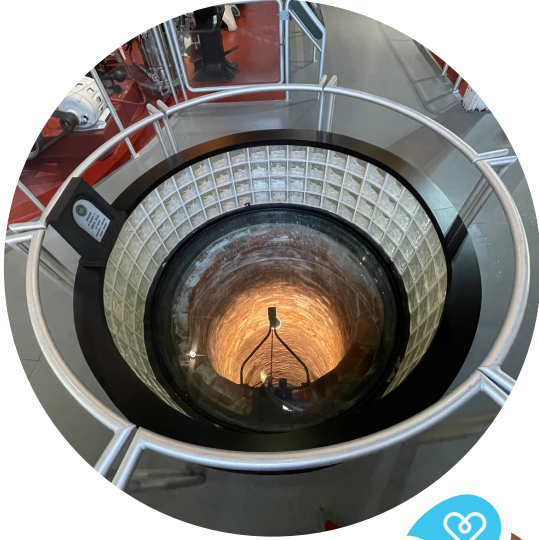
Items in the DPM Permanent Collection
75,000



2022

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BOTTLING ROOM



Ellis Booker, longtime AMBC employee

drink well
do good



Keurig
DrPepper

Fundraising for the complete renovation of the botting room is in progress. We will highlight the stories of the individuals who worked in the building as well as water conservation, recycling, and the iconic artesian well.

TAM ANNUAL MEETING



The Texas Association of Museums (TAM) annual conference is coming to Waco! The TAM conference is the largest gathering of museum professionals in the state of Texas. Dr Pepper Museum Associate Director Joy Summar-Smith is co-chair of the conference Local Host Committee and the Museum will be an integral part of the event.

Your continued support is appreciated!
Contributions can be made online at drpeppermuseum.com

