

2022 ANNUAL REPORT

2022 marked a positive year of growth and change for the Museum. Before the end of Q1, we had visitors from every state and almost every country! We are enjoying a record fundraising year and closing in on \$1 million raised for many exciting upcoming projects. This success included national recognition as one of only six recipients in Texas to receive the NEH Infrastructure & Capacity Building grant.

The Museum successfully reimagined our mission, established core values and continued our work to diversify our Board and staff with a community focus. These efforts are instrumental to our long-term success. None of this would be possible without your generous support. As the end of the year approaches, please consider making a tax-deductible gift at drpepermuseum.com or by contacting us directly to support the Museum's many impactful programs.

Wishing you and your family a very happy holiday season!

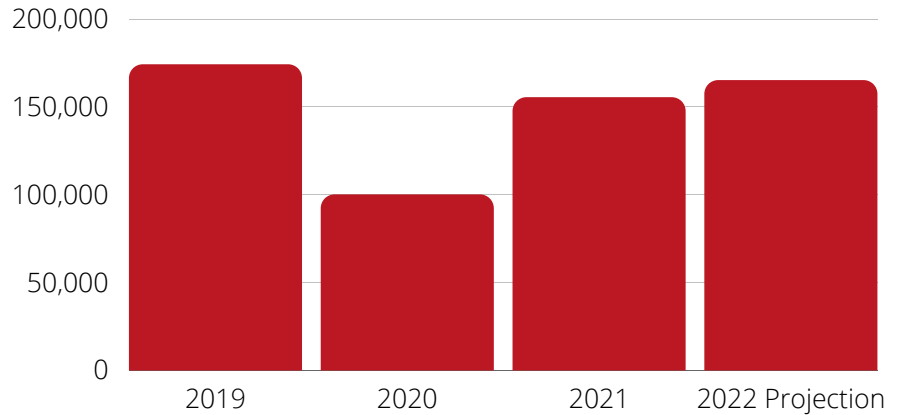
Anthony L. Betton, Jr.
Board Chair

[Signature]
President & CEO

2022

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Visitation Recovery



Innovative

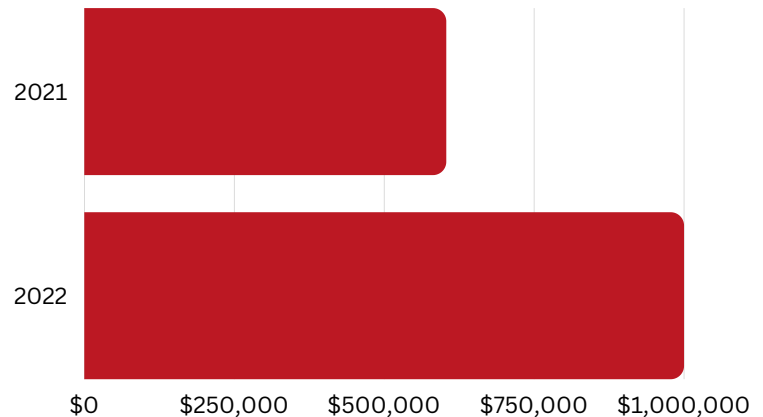
Fundraising

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. this year our visitors have raised \$72,000 to be matched by Keurig Dr Pepper.



Approach



Special Thanks to our Key Supporters



NATIONAL
ENDOWMENT
FOR THE
HUMANITIES



COOPER
FOUNDATION

THE
SUMMERLEE
FOUNDATION

THE BERNARD AND AUDRE
RAPOPORT
FOUNDATION



Your Bank for Life



The First National Bank
of Central Texas



Edward Lee Humphreys IV in Memory of Sara Fentress Humphreys

Union Pacific Foundation
Janet McCarty
Lanell Walden Lanning

Patsy and Roger Camp
10-2-4 Dr Pepper Collectors Club
Jim and Linda Hardwick
Michael and Caryn Brown

Judy Thomas
Bird Kultgen Ford
John and Mary Brock

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Commitment to

DEAI

**Diversity, Equity,
Accessibility & Inclusion**



In February we reimagined the Soda Fountain in a 1960s theme to complement our Sit Down to Take a Stand exhibit, celebrating the Civil Rights Act of 1964.



In its second year, Sit Down to Take a Stand continues to make an impact statewide as staff and committee members lead outreach using the exhibit as a template for connecting with communities.



Above Left L to R:
Anthony Betters, Sr., Chris Dyer, Dr. Van Allen & Joy Summar-Smith enjoying a Museum visit.

Above Right L to R:
David Schleicher, Ann-Claire Anderson, Dr. Peaches Henry, Robin McDurham and Chris Dyer at the NAACP Appreciation Banquet.

Right:
Museum guests checking out the Sit Down to Take a Stand exhibit.



New Mission, Vision, & Core Values

Mission Statement

The Dr Pepper Museum educates, inspires, and entertains by sharing the stories of Dr Pepper and the soft drink industry.

Vision Statement

The Dr Pepper Museum will be a recognized leader devoted to telling the story of Dr Pepper, the soft drink industry and entrepreneurship by serving as a resource for learning through innovative, interactive, and inspiring programming.

Core Values

Integrity

Entrepreneurship & Innovation

Historical Significance

Future Museum Visitors

Family Fun

Inclusivity

2022

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Big Wins

1: Thirst Aid Station now serving floats at Amazon monthly



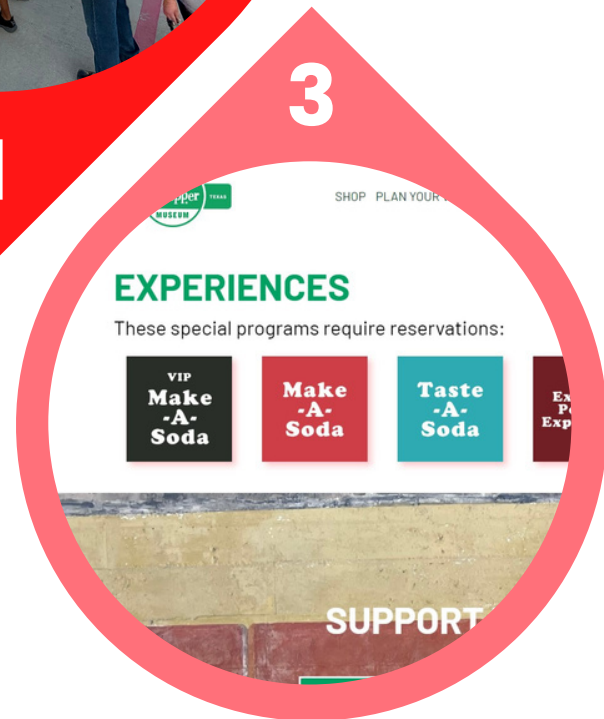
1

2: Mural by Waco's DVLVD Murals opened in courtyard



2

3: New user friendly website launched in May



3

4: Dr Pepper Museum received largest NEH grant in the State



4

5: Staff parking lot opened in March



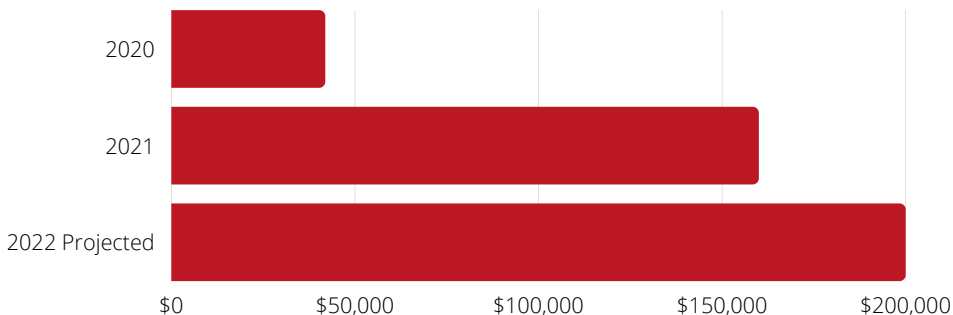
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Unique Experiences

Over 15,000 Make-A-Soda experiences in 2022



Experiences Revenue

Make
-A-
Soda

Extreme
Pepper
Experience

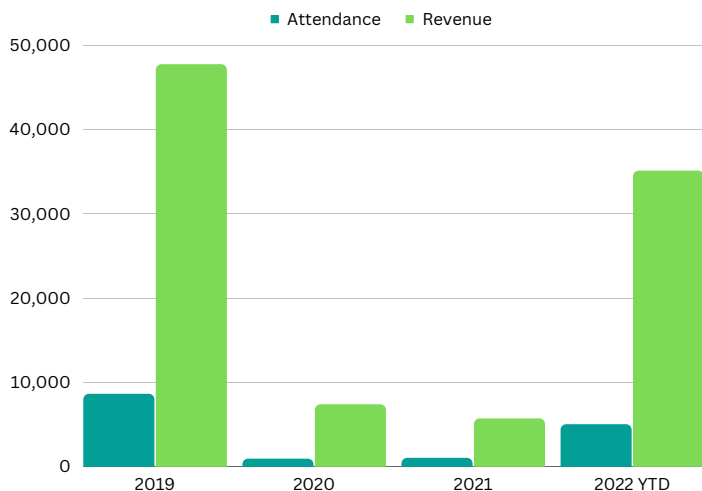
Taste
-A-
Soda

Paranormal
Experience

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Education



Tour Recovery

Exhibits

L to R:

I'm a Pepper, I'm a Hero
Presented in partnership with Baylor University Museum Studies and was translated into Spanish by the students

Work, Fight, Give: American Relief Posters of WWII
On loan from the Mid-America Arts Alliance May-August 2022

Chuck Karakashain, a WWII Veteran who served from 1941-1946 as a radio operator, visits *Work, Fight, Give*



L to R:

Lights, Camera, Fizz
An updated Commercial Exhibit in the style of Pop Up Video

Greetings from The Dr Pepper Museum
curated by Holt Getterman
Postcards show the impact of soft drink marketing on communities

Stormwatch
Exploring tornado science and the devastation of the 1953 tornado

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Collections

Keurig Dr Pepper Collection Project

Estimated 601,434' of
Film Digitized

Inventoried Over
80,000 Objects



Birthday Celebration Winners



In May the Museum turned 31! To celebrate we awarded a year's supply of Dr Pepper courtesy of Waco KDP Distribution to two lucky Museum visitors. Winners were chosen from over 10,000 visitor entries!

Left: Mandy Carerro of Little Rock, Arkansas

Right: Jordan Nelson of San Antonio, Texas

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Free Enterprise Scholarship

Thank you to Lee Lanning for her generous support of future entrepreneurs through the Museum's Free Enterprise Scholarship.

In 2023 the scholarship will double thanks to a matching pledge from Janet McCarty.



Brisa Lares is our 2022 Museum Free Enterprise Scholarship recipient. We cannot wait to see what she accomplishes in her next steps at the University of Texas-San Antonio.

In Memory of **Regina McPherron**

June 1969 – June 2022

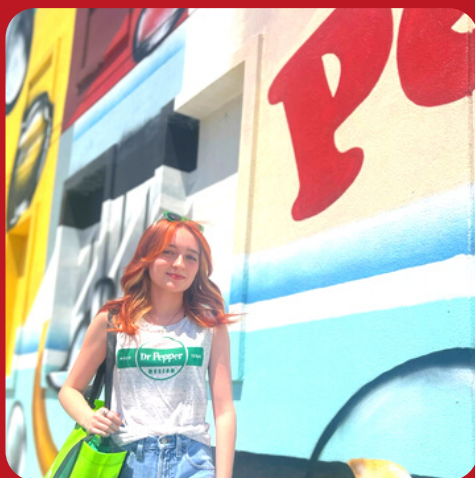
The Board and staff mourned the passing of our Director of Retail Operations, Regina McPherron. Regina passed away peacefully surrounded by her loved ones on the morning of June 11th after a battle with cancer. Regina was instrumental in the restructure of the Museum's retail services including a new Gift Shop, redesigned Soda Fountain, and expanded online sales. Her positive impact on the Museum will be felt for many years. She will be deeply missed by everyone who knew and loved her.



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STATS YTD



Visitation

146,327

Gift Shop Items Sold

173,709

Handmade Floats

51,424

Free Drinks Poured

73,897

Visitor 10-2-4 Donations

\$72,000



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Marketing

Podcast Features



Flightless Bird

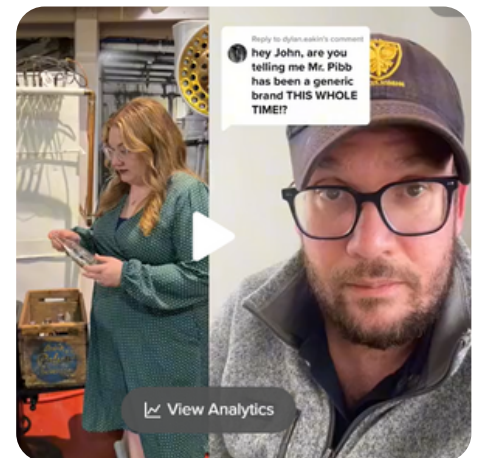


Where Am I To Go

Social Media



TikTok:



Above L to R:

Video explaining how to make HOT Dr Pepper reaching close to 1 million views.

Video listing the flavors of Red Red surpassing 750,000 views.

Video confirming that Mr. Pibb is a "knock-off" version of Dr Pepper reaching 500,000 views.

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Upcoming Preservation Projects

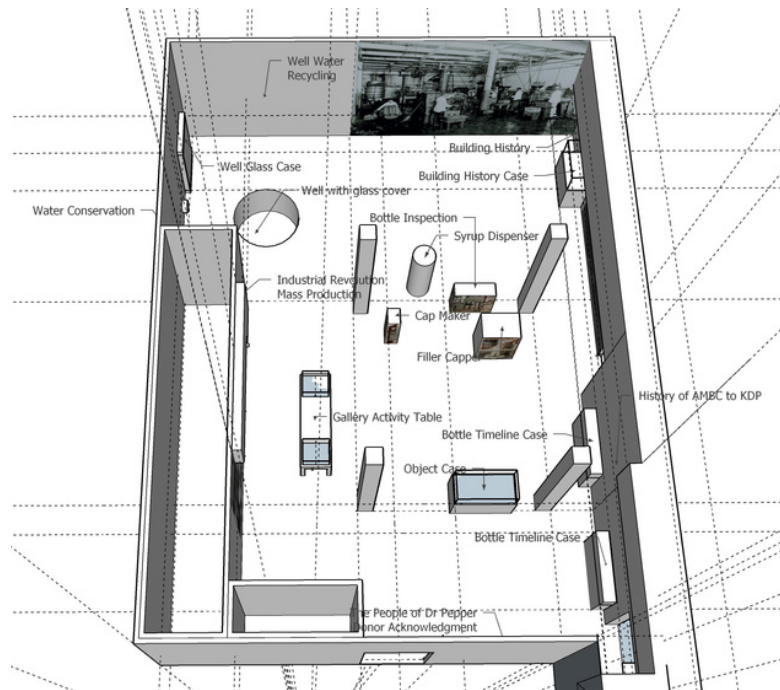
AMBC Roof



Fundraising for the roof replacement is complete and work begins in December 2022 thanks to support from Cooper Foundation.

Thanks to multiple community donors, fundraising for the renovation of the bottling room is almost complete. This project will highlight the stories of the individuals who worked in the building as well as water conservation and recycling. Projected opening is February 2023.

Bottling Room



Preliminary Bottling Room floor plan.

KR Building Façade



Major maintenance is now underway for the public facing areas of the Museum, including the KR Building façade.

We appreciate your continued support!
Make a contribution online at drpeppermuseum.com.