

Internal Revenue Service  
P.O. Box 2508  
Cincinnati, OH 45201

Entered

Department of the Treasury

Date: JAN 25 2007

DISCOVERY WORLD LTD  
% MILWAUKEE MARITIME CENTER  
500 N HARBOR DR  
MILWAUKEE WI 53202-5601

Person to Contact:  
Vaida Singleton  
ID# 31-03018  
Toll Free Telephone Number:  
877-829-5500  
Employer Identification Number:  
39-1691578

Dear Sir or Madam:

This is in response to the amendments to your organization's Articles of Incorporation filed with the state on November 15, 2005. We have updated our records to reflect the name change from PIER WISCONSIN LTD to DISCOVERY WORLD LTD, as indicated above.


Our records indicate that a determination letter was issued in September 1991 that recognized you as exempt from Federal income tax. Our records further indicate that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Cindy Westcott  
Manager, Exempt Organizations  
Determinations

Internal Revenue Service

Entered in POC

Department of the Treasury

P. O. Box 2508  
Cincinnati, OH 45201

Discovery World at Pier Wisconsin

Date: December 4, 2002

**Person to Contact:**

Gordon Schnur 31-07654  
Customer Service Specialist

**Toll Free Telephone Number:**

8:00 a.m. to 6:30 p.m. EST

877-829-5500

**Fax Number:**

513-263-3756

**Federal Identification Number:**

39-1691578

~~Pier Wisconsin, LTD~~

% Milwaukee Maritime Center  
500 N. Harbor Dr.  
Milwaukee, WI 53202-5601

Dear Sir or Madam:

This is in response to the amendment to your organization's Articles of Incorporation filed with the state on July 25, 2002. We have updated our records to reflect the name change as indicated above.

Our records indicate that a determination letter issued in September 1991 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Pier Wisconsin, LTD  
39-1691578

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

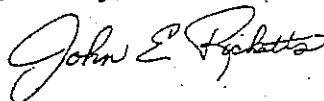
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

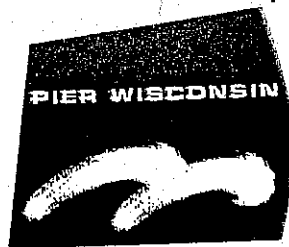
If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,



John E. Ricketts, Director, TE/GE  
Customer Account Services



CENTER FOR FRESHWATER EXPLORATION

November 10, 2004

Greetings:

Please be advised that effective October 28, 2004, Discovery World Museum has formally merged with Pier Wisconsin, Ltd., a Wisconsin not-for-profit company.

Pier Wisconsin, Ltd. is now the legal name of the corporation. Discovery World Museum continues to operate at its present location on 815 North James Lovell Street in Milwaukee. The Discovery World telephone number remains 414-765-9966.

Attached please find copies of

- 1) the Pier Wisconsin, Ltd. determination letter from the Internal Revenue Service, (Fed ID No. 39-1691578), and
- 2) the Pier Wisconsin, Ltd. sales tax exemption from the state of Wisconsin (CES No. 037599)

Should you have any questions, please contact our business office at 414-765-9966, ext. 225.

Chuck Ward  
President  
Pier Wisconsin, Ltd.

500 North Harbor Drive Milwaukee, Wisconsin 53202  
414.276.7700 Fax 414.276.8838 [www.pierwisconsin.org](http://www.pierwisconsin.org)

Home of Wisconsin's Flagship - The S/V Denis Sullivan

## Internal Revenue Service

## Department of the Treasury

Entered in PCG

P. O. Box 2508  
Cincinnati, OH 45201

Date: April 19, 2002

Discovery World The James Lovell Museum of Science  
Economics and Technology Inc.712 West Wells Street  
Milwaukee, WI 53233-1423

## Person to Contact:

Carol Kraft - #31-01135  
Customer Service Specialist

## Toll Free Telephone Number:

8:00 a.m. to 8:30 p.m. EST

877-829-5500

## Fax Number:

513-263-3756

## Federal Identification Number:

38-1319204

Dear Sir or Madam:

This letter is in response to your request by telephone on April 19, 2002, for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in July 1979 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

-2-

Discovery World The James Lovell Museum of Science Economics and Technology Inc.  
39-1319204

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

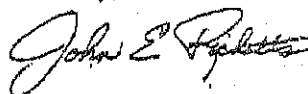
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,



John E. Rickatts, Director, TE/GE  
Customer Account Services



Department of the Treasury  
Internal Revenue Service

STOP 6800 ANNEX 1 (ENTITY TPR)  
KANSAS CITY MO 64999

In reply refer to: 0916501505  
Nov. 24, 1997 LTR 9224LK  
39-1319204 000000 00 000  
02599

MUSEUM OF SCIENCE ECONOMICS AND  
TECHNOLOGY INC  
712 WEST WELLS STREET  
MILWAUKEE WI 53233-1423121

Employer Identification Number: 39-1319204

Dear Taxpayer:

This is in reply to your correspondence dated Oct. 24, 1997.

You indicated a change in the name of your organization to Discovery World, the James Lovell Museum of Science, Economics and Technology, Inc.

An exempt organization that changes its name must submit proof of the name change by attaching any of the following documents of support.

1. Articles of incorporation of a by-law-change.
2. Articles of amendment.
3. Formal notification to the secretary of the resident state or
4. Formal minutes of meeting.

Thank you for your cooperation.

Sincerely yours,

Doris Jean Johnson  
Manager, Entity Control Unit I

Enclosure(s):

October 24, 1997

Internal Revenue Service  
Entity Control  
Kansas City, MO 64999

Re: Museum of Science, Economics, & Technology, Inc.  
Federal Employer Identification No. 39-1319204

Dear Sir or Madam:

This letter serves as notice that effective February 7, 1997, the corporate name of Museum of Science, Economics, & Technology was changed. The new corporate name is: Discovery World, the James Lovell Museum of Science, Economics and Technology, Inc. The current address of the corporation is 712 West Wells Street, Milwaukee, WI 53233. We would appreciate it if you would update your records accordingly.

Please acknowledge receipt of this letter by signing and dating the enclosed copy of the letter and return it to the undersigned in the prepaid envelope provided.

Very truly yours,



Paul Krajniak  
Executive Director

Receipt of notice of address and name change is hereby acknowledged.

INTERNAL REVENUE SERVICE

By: \_\_\_\_\_

Date: \_\_\_\_\_



DFI/CCS/Corp  
Fm 3 (7/96)

United States of America

State of Wisconsin

DEPARTMENT OF FINANCIAL INSTITUTIONS

EFFECTIVE DATE: AUGUST 4, 1978

CORP. ID: 6S20765

CERTIFICATE OF INCORPORATION  
of

DISCOVERY WORLD, THE JAMES LOVELL MUSEUM OF  
SCIENCE, ECONOMICS AND TECHNOLOGY, INC.

The STATE OF WISCONSIN hereby grants to said organization the powers and privileges conferred upon it by Chapter 181 of the Wisconsin Statutes, for the pursuit of any purpose lawful under said Chapter, except as may be further limited in its articles of incorporation.

IN TESTIMONY WHEREOF, I have  
hereunto set my hand and affixed  
the official seal of the Department  
on the date above written.



Richard L. Dean, Secretary  
Department of Financial Institutions

**ANNUAL REPORT** Corporations formed under Ch. 181 of the Wisconsin Statutes are required to file an annual report with the Department of Financial Institutions.

**Form to Use** DFI/CCS/Corp Form 17. Blank report forms are mailed to the corporation, c/o its registered agent at the agent's address on record with the department, and are distributed during the calendar quarter in which the report is due.

**When to File** The DUE DATE is fixed by the calendar quarter within which the organization was incorporated. If, for example, the incorporation date is May 26, the due date for the report is the last day of that quarter, June 30.

**Where to File** By mail, to WISCONSIN CORPORATION ANNUAL REPORT, at the address indicated on the report form, or at the department's office at 30 W. Mifflin St, Madison.

**REGISTERED AGENT and AGENT'S ADDRESS** Each corporation is required to continuously maintain a registered agent who resides in Wisconsin. The initial agent and agent's address were set forth in the articles of incorporation, but may be changed by filing a written change statement with the department. Request DFI/CCS/Corp Form 113 from DFI, P O Box 7846, Madison WI, 53707, or make the change in the space provided on the annual report form.

The above requirements are statutory, and further, it is important that the agent and agent's address be kept current, as annual report forms, notices and other official communications are directed to the corporation through its registered agent on record with the department.

**REPORTING REQUIREMENT FOR CHARITABLE ORGANIZATIONS THAT SOLICIT CONTRIBUTIONS** Notice is hereby given, pursuant to s. 181.32(2), Wis. Stats., that a NONSTOCK, NONPROFIT corporation engaged as a charitable organization and soliciting contributions, is subject to reporting requirements with the Wisconsin Department of Regulation & Licensing, pursuant to Ch. 440 of the Wisconsin Statutes. Please call or write for further information and filing requirements to: WISCONSIN DEPARTMENT OF REGULATION & LICENSING, Attn: Charitable Organizations, P O Box 8935, Madison WI, 53708. Phone (608) 266-0829.

✓ DFI/CCS/Corp  
Fm 14 (7/96)

REEL 3994 IMAG 349

7331105

United States of America

State of Wisconsin

REGISTER'S OFFICE }  
MILWAUKEE COUNTY, WI } SS  
RECORDED

DEPARTMENT OF FINANCIAL INSTITUTIONS


'97 FEB 20 18:46

TO: REGISTER OF DEEDS

REEL 3994 PAGE 349 to  
Walter C. Carey REGISTER  
OF DEEDS

Attached please find a duplicate of a document filed in my office on the date endorsed thereon. It is furnished in compliance with sec. 181.67(2)(b), 185.82(2)(b) or other provision of the Wisconsin Statutes specifying the recording of the document in your office.



  
Richard L. Dean, Secretary  
Department of Financial Institutions

7331105  
RECORD 14.00

97 FEB 7 84:14 ARTICLES OF AMENDMENT  
TO THE  
ARTICLES OF INCORPORATION  
OF

MUSEUM OF SCIENCE, ECONOMICS AND TECHNOLOGY, INC.

These Articles of Amendment to the Articles of Incorporation of Museum of Science, Economics and Technology, Inc., a corporation organized under Chapter 181 of the Wisconsin Statutes, ("the Corporation") are executed by the President and Secretary of the Corporation for the purpose of amending the Corporation's Articles of Incorporation.

1. The name of the Corporation is Museum of Science, Economics and Technology, Inc.
2. The Corporation's principal office is located in Milwaukee County, Wisconsin.
3. The following amendment to the Corporation's Articles of Incorporation was adopted by the Directors of the Corporation:

Article I of the Articles of Incorporation is hereby amended to read in its entirety as follows:

The name of the Corporation is Discovery World, the James Lovell Museum of Science, Economics and Technology, Inc.

4. The Corporation has no Members having voting rights with respect to the amendment. The amendment was adopted at a meeting of the Board of Directors on December 12<sup>th</sup>, 1996 by the affirmative vote of a majority of Directors then in office.

Dated as of the 12<sup>th</sup> day of December, 1996.

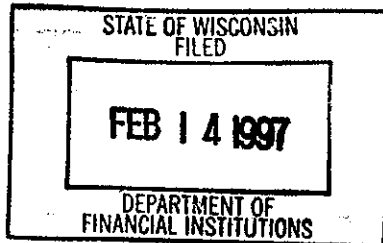
MUSEUM OF SCIENCE, ECONOMICS  
AND TECHNOLOGY, INC.

By Michael J. Cudahy  
Michael J. Cudahy, President

NO  
[SEAL]

Attest:

William P. Chapman  
William P. Chapman, Secretary



This document was drafted by Robert P. Harland.

Please return to: Robert P. Harland  
Whyte Hirschboeck Dudek S.C.  
111 East Wisconsin Avenue  
Suite 2100  
Milwaukee, Wisconsin 53202  
(414) 273-2100 EU

## Return of Organization Exempt From Income Tax

Under section 501(c) of the Internal Revenue Code (except black lung benefit trust or private foundation) or section 4947(a)(1) nonexempt charitable trust

Note: The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No. 1545-0047

THIS COPY IS 1995  
FOR YOUR FILESForm is Open to  
Public Inspection

For the 1995 calendar year, OR tax year period beginning

10/01

1995, and ending

09/30

1996

Check if:

- ☒ Change of address
- ☐ Initial return
- ☐ Final return
- ☐ Amended return (required also for State reporting)

Please use IRS label or print or type. See Specific Instructions.

C Name of organization

DISCOVERY WORLD: THE JAMES A.

LOVELL MUSEUM OF SCIENCE, ECONOMICS AND TECHNOLOGY

Number and street (or P.O. box if mail is not delivered to street address)

Room/suite

712 WEST WELLS STREET

City, town, or post office, state, and ZIP code

MILWAUKEE, WI 53233

D Employer identification number

39-1319204

E State registration number

F Check ☐ If exemption application is pendingG Type of organization ☒ Exempt under section 501(c) ( 3 ) (Insert number) OR ☐ section 4947(a)(1) nonexempt charitable trust

Note: Section 501(c)(3) exempt organizations and 4947(a)(1) nonexempt charitable trusts MUST attach a completed Schedule A (Form 990).

H (a) Is this a group return filed for affiliates? ☐ Yes ☒ No

(b) If "Yes," enter the number of affiliates for which this return is filed: N/A

(c) Is this a separate return filed by an organization

covered by a group ruling? ☐ Yes ☒ NoI If either box in H is checked "Yes," enter four digit group exemption number (GEN) ☐J Accounting method: ☐ Cash ☒ Accrual☐ Other (specify) ☐K Check here ☐ If the organization's gross receipts are normally not more than \$25,000. The organization need not file a return with the IRS, but if it received a Form 990 Package in the mail, it should file a return without financial data. Some states require a complete return.

Note: Form 990-EZ may be used by organizations with gross receipts less than \$100,000 and total assets less than \$250,000 at end of year.

## Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See instructions.)

1	Contributions, gifts, grants, and similar amounts received:		
a	Direct public support	1a	1,811,369.
b	Indirect public support	1b	
c	Government contributions (grants)	1c	
d	Total (add lines 1a through 1c) (attach schedule of contributors)	SEE 990 PT I - 1	
	(cash \$ 1,704,061. noncash \$ 107,308.)	1d	1,811,369.
2	Program service revenue including government fees and contracts (from Part VII, line 93)	2	246,274.
3	Membership dues and assessments	3	24,775.
4	Interest on savings and temporary cash investments	4	13,610.
5	Dividends and interest from securities	5	
6a	Gross rents	6a	3,308.
b	Less: rental expenses	6b	2,712.
c	Net rental income or (loss) (subtract line 6b from line 6a)	6c	596.
7	Other investment income (describe EQUITY INCOME - CIVIC THEATER CORPORATION)	7	231,601.
8a	Gross amount from sale of assets other than inventory	(A) Securities	(B) Other
b	Less: cost or other basis and sales expenses	8a	
c	Gain or (loss) (attach schedule)	8b	
d	Net gain or (loss) (combine line 8c, columns (A) and (B))	8c	
9	Special events and activities (attach schedule):	8d	
a	Gross revenue (not including \$ of contributions reported on line 1a) SEE 990 PT I - 2	9a	7,258.
b	Less: direct expenses other than fundraising expenses	9b	16,984.
c	Net income or (loss) from special events (subtract line 9b from line 9a)	9c	-9,726.
10a	Gross sales of inventory, less returns and allowances	10a	45,267.
b	Less: cost of goods sold SEE 990 PT I - 3	10b	17,557.
c	Gross profit or (loss) from sales of inventory (attach schedule) (subtract line 10b from line 10a)	10c	27,710.
11	Other revenue (from Part VII, line 103)	11	9,414.
12	Total revenue (add lines 1d, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11)	12	2,355,623.
13	Program services (from line 44, column (B))	13	1,020,703.
14	Management and general (from line 44, column (C))	14	190,500.
15	Fundraising (from line 44, column (D))	15	57,500.
16	Payments to affiliates (attach schedule)	16	
17	Total expenses (add lines 16 and 44, column (A))	17	1,268,703.
18	Excess or (deficit) for the year (subtract line 17 from line 12)	18	1,086,920.
19	Net assets or fund balances at beginning of year (from line 73, column (A))	19	6,697,897.
20	Other changes in net assets or fund balances (attach explanation)	20	
21	Net assets or fund balances at end of year (combine lines 18, 19, and 20)	21	7,784,817.

Internal Revenue Service  
District Director

Department of the Treasury

Date: 13 FEB 1985

As of 6/93, DW has not  
formally changed its name  
with IRS.

Our Letter Dated:

July 31, 1979

Person to Contact:

Ms. R. Wallace

Contact Telephone Number:

(312) 586-1278

Museum of Science, Economics & Technology, Inc.

SCIENCE ECONOMICS AND TECHNOLOGY  
CENTER, INC.  
2100 MARINE PLAZA  
MILWAUKEE, WI 53202

Cum Listing:  
p. 221 (2) 9/92

— Gentlemen:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) and \*. Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) and \* status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) and \* organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

\* 17c(b)(1)(A)(i)

Sincerely yours,

J. R. Starnes

District Director