

Dr Pepper Museum & Free Enterprise Institute



Vision Statement

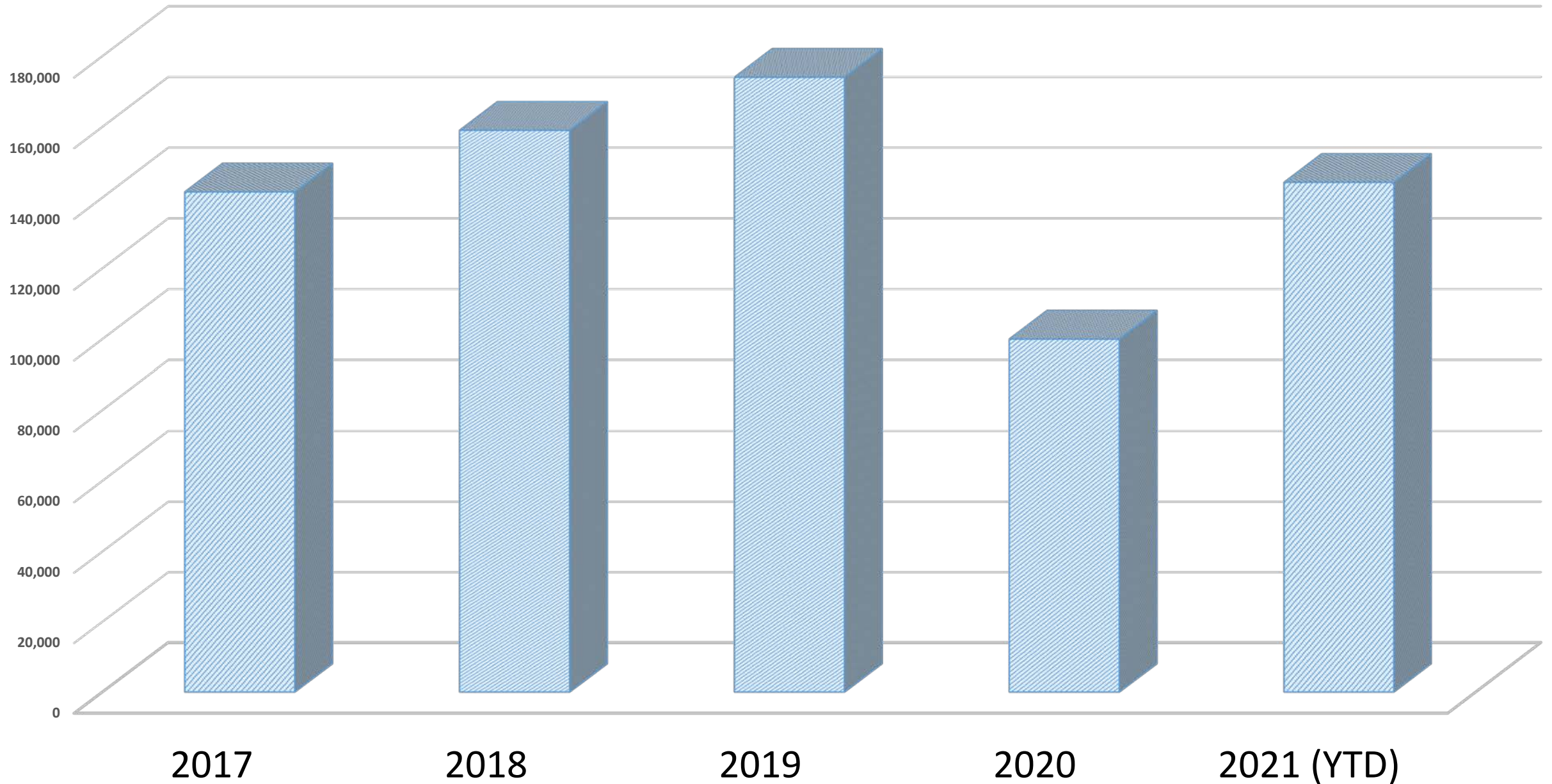
We are dedicated to being the finest museum in the world devoted to telling the story of the soft drink industry and to using this industry as a practical model of the free enterprise system.

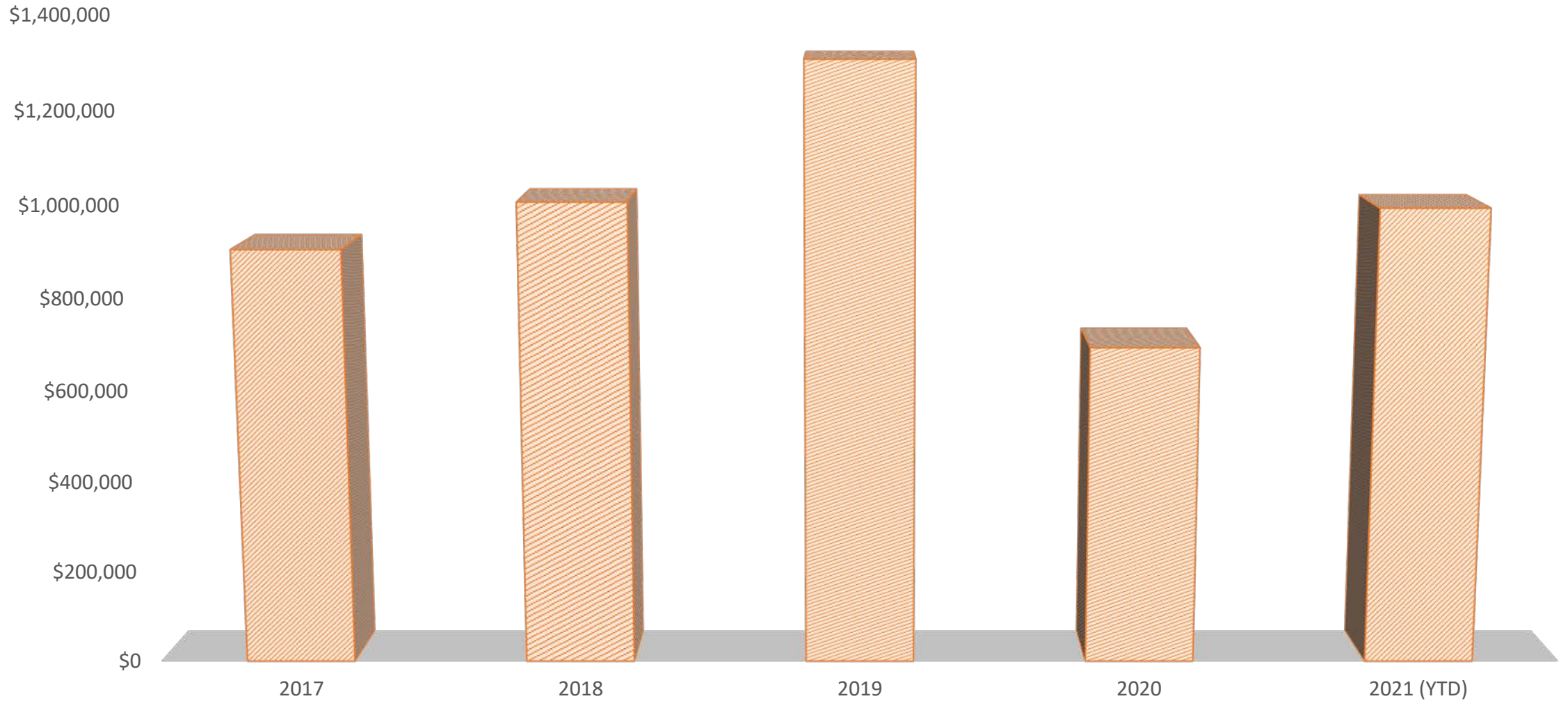


We file three separate tax returns:

Museum	Tax Exempt	Charitable Organization	Files form 990 – Return of Organization Exempt from Income Tax
Enterprise	Taxable	Taxable Corporation	Files form 1120 – U.S. Corporate Income Tax Return
Asset Management	Tax Exempt	Title Holding Corporation	Files form 990 – Return of Organization Exempt from Income Tax

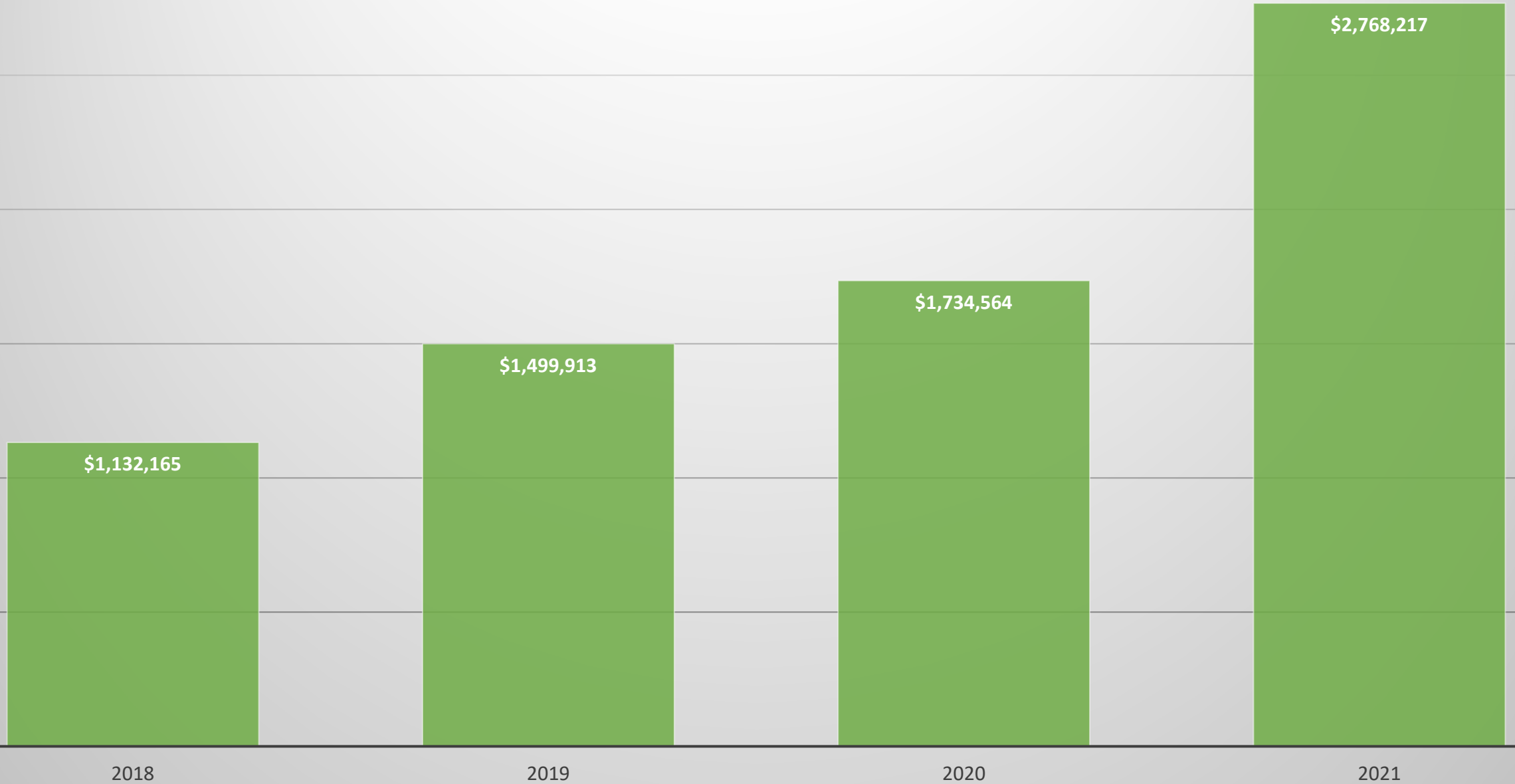
ANNUAL MUSEUM VISITATION





ADMISSIONS REVENUES

Dr Pepper Museum Endowment Growth



2020/21 Projects



**Our staff are
vaccinated!**



Downtown Façade Improvement Grant



Experience Spaces



WACO

Dr Pepper
MUSEUM

TEXAS

&
FREE ENTERPRISE INSTITUTE

Dr Pepper Museum Thirst Aid Station





FEI Scholarship Awarded to Anna West



**Acquisition of 321
South 5th Street.
Original Artesian
Mfg. & Bottling Co.
Building Site
(1900-1905)**



317 South 5th Parking Lot Conversion



2022 Projects



THE BERNARD AND AUDRE
RAPOPORT
FOUNDATION

THE
SUMMERLEE
FOUNDATION



SIT DOWN TO TAKE A STAND:
Waco Lunch Counter Exhibit



321 South 5th Street Today



WACO

Dr Pepper

TEXAS

MUSEUM

&

FREE ENTERPRISE INSTITUTE

Project Details

CP&Y Managing Design Phase

29 New Parking Spaces

Early 2022 Completion Date

Access on 5th, Exit on Jackson

Includes Site Interpretation



AMBC Roof Replacement





Jackson Street Mural

COMMERCIAL EXHIBIT (12/21)

Sponsored By:
The Fentress
Foundation



WACO

Dr Pepper

TEXAS

MUSEUM

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Thank You!

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