

CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

**Budget Summary**

Category	2013 Budget	2013 Actual	2014 Budget	2015 Budget	2015/2014 Variance
<b>Expenditures</b>					
Personnel Costs	\$0	\$0	\$0	\$0	\$0
Operation Costs	\$6,882,741	\$9,240,393	\$7,074,960	\$6,883,845	(\$191,115)
Debt & Depreciation	\$0	\$0	\$0	\$0	\$0
Capital Outlay	\$0	\$0	\$0	\$0	\$0
Interdept. Charges	\$0	\$0	\$0	\$0	\$0
<b>Total Expenditures</b>	<b>\$6,882,741</b>	<b>\$9,240,393</b>	<b>\$7,074,960</b>	<b>\$6,883,845</b>	<b>(\$191,115)</b>
<b>Revenues</b>					
Direct Revenue	\$0	\$0	\$0	\$0	\$0
Intergov Revenue	\$0	\$0	\$0	\$0	\$0
Indirect Revenue	\$0	\$0	\$0	\$0	\$0
<b>Total Revenues</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Tax Levy</b>	<b>\$6,882,741</b>	<b>\$9,240,393</b>	<b>\$7,074,960</b>	<b>\$6,883,845</b>	<b>(\$191,115)</b>
<b>Personnel*</b>					
Full-Time Pos. (FTE)	0	0	0	0	0
Seas/Hourly/Pool Pos.	0	0	0	0	0
Overtime \$	\$0	\$0	\$0	\$0	\$0

*\*No County staff is employed by the Cultural Institutions.*

**Department Mission:** The cultural institutions strive to enrich the quality of life for all Milwaukee County citizens and visitors by providing an opportunity to experience history, the arts, and the pursuit of knowledge.

**Department Description:** The cultural institutions include: Fund for the Arts (or CAMPAC), Milwaukee County Historical Society, Milwaukee County Federated Library System, Marcus Center, Milwaukee Public Museum, Charles Allis and Villa Terrace Museum(s), War Memorial Center, and Milwaukee Art Museum.

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**Strategic Program Area 1: Fund for the Arts**

**Service Provision:** Discretionary

**Strategic Outcome:** Quality of Life

<b>What We Do: Activity Data</b>			
<b>Item</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
# of Agencies receiving Community/Cultural Events CAMPAC Funding	4	6	4
# of Agencies receiving Matching Grants CAMPAC Funding	36	36	36

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>	<b>2015/2014 Var</b>
<b>Expenditures</b>	\$321,035	\$320,116	\$321,035	\$304,983	(\$16,052)
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$0
<b>Tax Levy</b>	\$321,035	\$320,116	\$321,035	\$304,983	(\$16,052)
<b>FTE Positions</b>		0	0	0	0

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
TBD*				

\*Please note: CAMPAC will begin to collect supportive data for number of full-time equivalent employees

**Strategic Implementation:**

The Milwaukee County Fund for the Arts, through the Milwaukee County Cultural Artistic and Musical Programming Advisory Council (CAMPAC), allocates County property tax dollars to support and encourage cultural and artistic activities which have an important impact on the economic well-being and quality of life of the community. CAMPAC funding is allocated among three program areas: Matching Grants, Community Cultural Events and Administrative Services.

The contribution to the County Fund for Performing Arts has been reduced by 5 percent from their 2014 contribution amount due to ongoing County fiscal constraints, and to encourage the organization to seek more self-sufficient models of operation.

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**BUDGET SUMMARY**

	<b><u>2013 Actual</u></b>	<b><u>2014 Budget</u></b>	<b><u>2015 Budget</u></b>
<b><u>Expenditures</u></b>			
Community/Cultural Event Programming	\$ 22,000	\$ 22,000	\$ 22,000
Matching Grants Program	289,277	286,035	269,983
Program Administration	10,369	13,000	13,000
Other	-	-	-
<b>Total Expenditures</b>	<b><u>321,646</u></b>	<b><u>321,035</u></b>	<b><u>304,986</u></b>
<b><u>Revenues</u></b>			
<b>Milwaukee County Contribution</b>	<u>321,646</u>	<u>321,035</u>	<u>304,986</u>
<b>Total Revenue</b>	<b><u>\$ 321,646</u></b>	<b><u>321,035</u></b>	<b><u>304,986</u></b>
<b>Budget Surplus/(Deficit):</b>	-	-	-
<b>County Contribution as % of Total Revenue:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

CULTURAL CONTRIBUTIONS (1900) BUDGET

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UNIT NO. 1900  
FUND: General - 0001

**Strategic Program Area 2: Historical Society**

**Service Provision: Discretionary**

**Strategic Outcome: Quality of Life**

<b>What We Do: Activity Data</b>			
<b>Item</b>	<b>2013 Actual (est)</b>	<b>2014 Budget</b>	<b>2015 Budget*</b>
Attendance-Public (General)	4,000	6,780	8,000
Attendance-Public (Programming)	250	300	5,000
Attendance-Other	3,000	3,000	6,400
Research Requests	200	324	1,100

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>	<b>2015/2014 Var</b>
<b>Expenditures</b>	\$206,167	\$206,167	\$206,167	\$195,859	(\$10,308)
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$0
<b>Tax Levy</b>	\$206,167	\$206,167	\$206,167	\$195,859	(\$10,308)
<b>FTE Positions</b>		0	0	0	0

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Annual % Increase in Patron Usage of MCHS Resource Material	3%	300% (2012 – 200 reqs)	65% est. (1,000 est.)	10%
Annual % Increase in Overall Attendance (for All Five MCHS Operated Facilities)	2%	50% (2012 – 7,250 est)	39% est. (15,900 est.)	20%

**Strategic Implementation:**

Pursuant to Section 59.56(5) of the Wisconsin Statutes, the County Board may appropriate money to any historical society located in the County and incorporated under Section 44.03 for the purpose of collecting and preserving the records and salient historical features of the County. This unit maintains the historical exhibits of the Milwaukee County Historical Society and assists with other phases of the program. Funds provided to subsidize the operation of the Society are used to employ a director and associate staff. The Society acts as custodian for some non-current County records. The County appropriates funds for use by the Society pursuant to an agreement approved by the County Board of Supervisors on December 14, 1965 and renewed on May 16, 1988.

The contribution to the County Historical Society has been reduced by 5 percent from their 2014 contribution amount due to ongoing County fiscal constraints, and to encourage the organization to seek more self-sufficient models of operation.

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**BUDGET SUMMARY**

	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
<b><u>Expenditures</u></b>			
Wages and Benefits	\$ 260,938	\$ TBA	\$ 335,000
Planning and Administration	4,181		8,000
Facilities/Museum/Library/Collection Operation	246,524		182,075
Office Expense	45,111		53,300
Professional Services	19,554		20,000
Advertising/Marketing/Development	1,030		37,000
Publishing/Printing	8,952		23,000
Special Events/Awards	28,446		42,500
Other	2,219		9,500
<b>Total Expenditures</b>	<b>616,955</b>	<b>-</b>	<b>710,375</b>
<b><u>Revenues</u></b>			
Contributions/Fundraising/Grant/Membership	219,489		174,500
Programmatic/Operating	200,224		363,300
Investment Income	90,056		TBA
Other	10,529		18,500
<b>Milwaukee County Contribution</b>	<b>206,167</b>	<b>206,167</b>	<b>195,859</b>
<b>Total Revenue</b>	<b>\$ 726,425</b>	<b>206,167</b>	<b>752,159</b>
<b>Budget Surplus/(Deficit):</b>	<b>109,510</b>	<b>-</b>	<b>41,784</b>
<b>County Contribution as % of Total Revenue:</b>	<b>28%</b>	<b>-%</b>	<b>26%</b>

CULTURAL CONTRIBUTIONS (1900) BUDGET

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UNIT NO. 1900  
FUND: General - 0001

**Strategic Program Area 3: Federated Library System**

**Service Provision:** Discretionary

**Strategic Outcome:** Quality of Life

<b>What We Do: Activity Data</b>			
<b>Item</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Library Materials Circulated	7,552,150	8,000,000	8,000,000
Registered Cardholders	569,953	550,000	600,000
Library Visits	4,671,384	5,100,000	5,100,000
Program Attendees	216,621	240,000	240,000
MCFLS and CountyCat Website Page Views	24,310,076	28,000,000	28,500,000

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>	<b>2015/2014 Var</b>
<b>Expenditures</b>	\$66,650	\$66,650	\$166,650	\$66,650	(\$100,000)
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$0
<b>Tax Levy</b>	\$66,650	\$66,650	\$166,650	\$66,650	(\$100,000)
<b>FTE Positions</b>		0	0	0	0

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Registered Cardholders Users as a Percent of Population.	58%	60%	59%	61%

**Strategic Implementation:**

The mission of the Milwaukee County Federated Library System (MCFLS) is to assume a leadership role in facilitating cooperation among its member libraries, improving access to and encouraging sharing of resources, promoting the most effective use of local, County, State and Federal funds and assisting member libraries in the utilization of current and evolving technologies to provide the highest possible level of library service to all residents of the County.

The 2015 contribution includes the reduction of a one-time increase in expenditure authority that was granted in 2014.

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**Strategic Program Area 4: Marcus Center**

**Service Provision: Discretionary**

**Strategic Outcome: Quality of Life**

<b>What We Do: Activity Data</b>			
<b>Item</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Attendance-Public (Programming)*	492,724	493,500	490,000
Attendance-Private (Events/Rental)*	31,445	32,000	33,000
Attendance-Other*	51,360	49,500	50,000
Number of Events Annually	1,675	1,825	1,800
Number of Days Activity in Facility	341	345	340
Number of Performance Weeks-All Theaters by Tenant Groups**	93	91	93
Number of Performance Weeks-All Theaters by Non-Tenant Groups.	19	22	20
Free Events for Children	62	60	65
Children Outreach Events	23	20	25
Free Family, Adults, Community Events	62	60	60

\*Total attendance for 2013 was 575,529; 2014 Budget is 575,000; 2015Budget is 570,000. \*\*Includes MCPA Broadway & other MCPA Productions

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>	<b>2015/2014 Var</b>
<b>Expenditures</b>	\$1,088,000	\$1,087,094	\$1,088,000	\$1,033,600	(\$54,400)
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$0
<b>Tax Levy</b>	\$1,088,000	\$1,087,094	\$1,088,000	\$1,033,600	(\$54,400)
<b>FTE Positions</b>		0	0	0	0

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
% of Customer Satisfaction w/ Events**	99.99%	99.99%	99.99%	99.99%
% of Customer Satisfaction with Facility**	99.99%	99.99%	99.99%	99.99%

\*\*The Marcus Center averages about 20 -25 complaints a year, which is less than .01%.

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**Strategic Implementation:**

The Marcus Center was built with private money in 1969 and deeded to Milwaukee County as a public trust for the preservation and enrichment of the performing arts, including drama, music and dance. The facility is home to the Milwaukee Symphony Orchestra, Milwaukee Ballet, Florentine Opera, Milwaukee Youth Symphony Orchestra, First Stage Children's Theatre, City Ballet Theatre, Hansberry-Sands Theatre Company, Broadway Series, and other performing arts groups. In addition to the Marcus Center providing a first class facility for the performing arts, the Center supports a number of free community events and activities year-round, including ethnic and cultural festivals such as Martin Luther King Day Celebration, Cantos de Las Americas, Get up and Dance!, and KidZ Days children's programming.

**BUDGET SUMMARY**

	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
<b><u>Expenditures</u></b>			
Personal Services	\$ 3,611,426	\$ 3,827,166	\$ 3,634,714
Professional Fees	341,995	360,800	365,910
Advertising and Promotion	141,903	159,500	168,000
Meetings and Auto Allowance	12,767	11,540	13,750
Space	341,280	364,201	399,440
Telephone and Utilities	481,193	510,900	502,650
Office and Administrative Supplies	79,472	121,990	78,440
<b>Total Expenditures</b>	<b>5,010,036</b>	<b>5,356,097</b>	<b>5,162,904</b>
<b><u>Revenues</u></b>			
Hall Rental	1,262,970	1,130,450	1,181,110
Office Rental	46,230	26,800	27,420
Equipment Income	211,792	227,360	215,115
Reimbursement Income	1,639,179	1,760,276	1,619,246
Concession Income	184,289	180,000	188,500
Facility Support	516,424	860,000	767,992
Misc. Income	78,156	88,720	129,921
<b>Milwaukee County Contribution</b>	<b>1,088,000</b>	<b>1,088,000</b>	<b>1,033,600</b>
<b>Total Revenue</b>	<b>\$ 5,027,040</b>	<b>5,361,606</b>	<b>5,162,904</b>
<b>Budget Surplus/(Deficit):</b>	<b>17,004</b>	<b>1,171</b>	<b>-</b>
<b>County Contribution as % of Total Revenue:</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>

CULTURAL CONTRIBUTIONS (1900) BUDGET

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UNIT NO. 1900  
FUND: General - 0001

**Strategic Program Area 5: Milwaukee Public Museum**

**Service Provision:** Discretionary

**Strategic Outcome:** Quality of Life

<b>What We Do: Activity Data</b>			
<b>Item</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Attendance-Museum*	277,699	275,027	224,000
Attendance-Theater/Planetarium*	95,026	133,500	92,500
Attendance-Exhibitions*	102,318	196,000	89,000

\*Total attendance for 2013 was 523,763; 2014 Budget is 604,527; 2014 Budget is 405,500

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>	<b>2015/2014 Var</b>
<b>Expenditures</b>	\$3,502,376	\$5,861,853	\$3,500,000	\$3,500,000	\$0
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$0
<b>Tax Levy</b>	\$3,502,376	\$5,861,853	\$3,500,000	\$3,500,000	\$0
<b>FTE Positions</b>		0	0	0	0

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Annual Attendance Over/(Under) the 400,000 Base Level*	70,798	75,043	204,527	5,400
Unrestricted Endowments Assets Over/(Under) the \$2,000,000 Base Level*	\$750,000	761,244	\$400,000	871,700
Generate Positive Unrestricted Operating Earnings* <sup>1</sup>	(\$809,418)	462,061	\$417,899	485,000

\*The Performance Measures identified are partially based on conditions that must be met by MPM as outlined in the LMA.

**Strategic Implementation:**

Pursuant to Wisconsin Statute 59.56(2), Milwaukee County (County) may acquire, own, operate and maintain a public museum in the County and appropriate money for such purposes. As a museum of human and natural history, MPM provides a dynamic and stimulating environment for learning. The museum interprets the world's cultural and natural heritage through collections, research, education and exhibits. It holds its collections as a public trust and is dedicated to their preservation for the enrichment of present and future generations.

In accordance with the Lease and Management Agreement, the 2015 tax levy contribution for operating support is \$3,500,000.<sup>2</sup>

<sup>2</sup> The 2015 Capital Budget includes funding of \$2,375,759 and an additional \$55,234 is included in the DAS-Facilities budget.

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**BUDGET SUMMARY**

	<b><u>2013 Actual</u></b>	<b><u>2014 Budget</u></b>	<b><u>2015 Budget</u></b>
<b><u>Expenditures</u></b>			
Wages and Benefits	\$ 7,024,828	\$ 7,768,977	\$ 7,560,646
Maintenance	563,007	734,244	766,883
Utilities	1,011,274	990,556	1,097,144
Other Operating Expenses	3,769,523	3,375,279	3,428,933
Interest	218,892	85,558	84,000
Depreciation	1,215,805	1,196,361	1,174,876
Subtotal Operating Expenses	13,803,329	14,150,975	14,112,482
Other non-Operating Expenses	(1,110,055)	554,345	375,000
Investment (Income)/Loss	(701,396)	-	-
Net Restricted Contributions	<u>(1,558,512)</u>	<u>(3,807,000)</u>	<u>(1,400,000)</u>
<b>Total Expenditures</b>	<u>10,433,366</u>	<u>10,898,320</u>	<u>13,137,482</u>
<b><u>Revenues</u></b>			
Contributions/Membership/FOM Event	4,194,561	3,788,789	4,100,000
Admissions Museum/Theater/Exhibitions	2,918,729	3,553,793	2,580,428
Other Earned Income	1,470,046	2,529,931	2,335,173
Net Assets Released from Restriction	4,084,507	1,193,000	1,600,000
<b>Milwaukee County Contribution</b>	<u>6,502,376</u>	<u>3,500,000</u>	<u>3,500,000</u>
<b>Total Revenue</b>	\$ <u>19,170,219</u>	<u>14,565,513</u>	<u>14,115,601</u>
<b>Budget Surplus/(Deficit):</b>	<b>8,736,853</b>	<b>3,667,193</b>	<b>978,119</b>
<b>County Contribution as % of Total Revenue:</b>	<b>34%</b>	<b>24b%</b>	<b>25%</b>

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FUND: General - 0001

**Strategic Program Area 6: Villa Terrace/Charles Allis Museums**

**Service Provision:** Discretionary

**Strategic Outcome:** Quality of Life

<b>What We Do: Activity Data</b>			
<b>Item</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Attendance-Public (General)	7,300	11,000	9,500
Attendance-Public (Programming)	3,216	6,000	5,000
Attendance-Private (Events/Rental)	17,364	20,000	18,000
Attendance-Other	1,842	2,500	2,200

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>	<b>2015/2014 Var</b>
<b>Expenditures</b>	\$207,108	\$207,108	\$207,108	\$196,753	(\$10,355)
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$0
<b>Tax Levy</b>	\$207,108	\$207,108	\$207,108	\$196,753	(\$10,355)
<b>FTE Positions</b>		0	0	0	0

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Level of customer satisfaction with the facility	5.0	5.0	5.0	5.0

**Strategic Implementation:**

Villa Terrace Decorative Arts Museum, 2220 North Terrace Avenue and Charles Allis Art Museum, 1801 North Prospect Avenue function as a combined operation. Public programming includes monthly changing art exhibits, regularly scheduled concerts, films, workshops, an annual youth concert series and special events. The facilities are available for rent by civic, cultural, veteran, educational, business and private groups. Both museums are on the National Registry of Historic Places.

The contribution to the Villa Terrace/Charles Allis Museum has been reduced by 5 percent from their 2014 contribution amount due to ongoing County fiscal constraints, and to encourage the organization to seek more self-sufficient models of operation.

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**BUDGET SUMMARY**

	2013 <u>Actual</u>	2014 <u>Budget</u>	2015 <u>Budget</u>
<b><u>Expenditures</u></b>			
Personnel Services	\$ 376,389	\$ 350,000	\$ 377,000
Professional Fees	37,660	47,000	40,000
Advertising and Promotion	47,818	60,000	50,000
Space and Utilites	202,568	118,000	200,000
Office and Admin Supplies	8,177	25,000	10,000
Conference & Travel	4,219	3,608	3,000
Major Maintenance	-	13,000	10,000
New & Replacement Equipment	1,920	-	-
<b><i>Total Expenditures</i></b>	<b><u>678,751</u></b>	<b><u>616,608</u></b>	<b><u>690,000</u></b>
<b><u>Revenues</u></b>			
Friends Direct Support	25,604	26,500	30,000
Private Support	32,572	30,000	107,247
Membership	21,676	28,000	25,000
Admissions	38,300	30,000	40,000
Rental Revenue	237,177	239,000	250,000
Program Sponsorship	8,303	10,000	10,000
Grants	5,918	45,000	30,000
Interest Trust Account	414	1,000	1,000
<b><i>Milwaukee County Contribution</i></b>	<b><u>207,108</u></b>	<b><u>207,108</u></b>	<b><u>196,753</u></b>
<b><i>Total Revenue</i></b>	<b><u>\$* 577,072</u></b>	<b><u>616,608</u></b>	<b><u>690,000</u></b>
<b><i>Budget Surplus/(Deficit):</i></b>	<b>(101,679)</b>	<b>-</b>	<b>-</b>
<b><i>County Contribution as % of Total Revenue:</i></b>	<b>36%</b>	<b>34%</b>	<b>29%</b>

CA = Charles Allis; VT = Villa Terrace

CULTURAL CONTRIBUTIONS (1900) BUDGET

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FUND: General - 0001

**Strategic Program Area 7: War Memorial Center**

**Service Provision: Discretionary**

**Strategic Outcome: Quality of Life**

<b>What We Do: Activity Data</b>			
<b>Item</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Attendance-Public (General)	11,550	12,000	15,000
Attendance-Public (Programming for Veterans)	7,358	6,000	10,000
Attendance-Private (Events/Rental)	113,9496	87,610	87,610

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>	<b>2015/2014 Var</b>
<b>Expenditures</b>	\$1,491,405	\$1,491,405	\$486,000	\$486,000	\$0
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$0
<b>Tax Levy</b>	\$1,491,405	\$1,491,405	\$486,000	\$486,000	\$0
<b>FTE Positions</b>		0	0	0	0

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
<b>TBD*</b>				

\*War Memorial Center staff is developing performance measures for inclusion in the 2016 budget.

**Strategic Implementation:**

Pursuant to Section 45.058 of the Wisconsin Statutes and in accordance with agreements between Milwaukee County War Memorial, Inc. and the County of Milwaukee (County), Milwaukee County War Memorial, Inc. (WMC) presently operates the War Memorial Center (Center) jointly with the Milwaukee Art Museum, Inc. (MAM). The Center is situated at the south end of Lincoln Memorial Drive overlooking Lake Michigan and is directly adjacent to County parkland.

In accordance with the Lease and Management Agreements, the 2015 tax levy contribution for operating support is \$486,000.

CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

**BUDGET SUMMARY**

	2013 <u>Actual</u>	2014 <u>Budget</u>	2015 <u>Budget</u>
<b><u>Expenditures</u></b>			
Personnel Services	\$ 648,285	\$ 575,000	\$ 715,000
Professional Fees	172,454	141,250	125,000
Advertising and Promotion	43,010	62,000	75,000
Meeting and Auto Allowance	5,983	7,500	7,500
Facility Expenses (includes Utilities)	1,128,264	444,900	453,400
Office and Administrative Supplies	18,505	24,350	24,100
Milwaukee Art Museum Bldg Services	28,749	-	-
<b>Total Expenditures</b>	<b><u>2,045,250</u></b>	<b><u>1,255,000</u></b>	<b><u>1,400,000</u></b>
<b><u>Revenues</u></b>			
Parking	382,687	315,000	330,000
Hall & Plaza Rental	205,096	165,000	165,000
Meeting Room Rental	9,895	10,000	10,000
Office Rental	197,811	190,000	194,000
Catering Commission	32,428	27,000	27,000
Liquor Commission	19,667	13,000	13,000
Miscellaneous	103,721	49,000	50,000
<b>Earned Revenues</b>	<b>951,305</b>	<b>769,000</b>	<b>789,000</b>
<b>Fundraising</b>	<b>-</b>	<b>-</b>	<b>125,000</b>
Normal Tax Levy	881,445	486,000	486,000
Additional Tax Levy	212,500	-	-
<b>Milwaukee County Contribution</b>	<b><u>1,093,945</u></b>	<b><u>486,000</u></b>	<b><u>486,000</u></b>
<b>Total Revenue</b>	<b><u>\$ 2,045,250</u></b>	<b><u>1,255,000</u></b>	<b><u>1,400,000</u></b>
<b>Budget Surplus/(Deficit):</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>County Contribution as % of Total Revenue:</b>	<b>53%</b>	<b>39%</b>	<b>35%</b>

CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

**Strategic Program Area 8: Milwaukee Art Museum**

**Service Provision:** Discretionary

**Strategic Outcome:** Quality of Life

<b>What We Do: Activity Data</b>			
<b>Item</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
Attendance-Public (General)	294,320	261,000	206,888
Attendance-Public (Programming)	58,905	60,000	27,500
Attendance-Private (Events/Rental)	33,283	25,000	24,000
# of Milwaukee County Visitors	181,918	87,620	100,000

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>	<b>2015/2014 Var</b>
<b>Expenditures</b>	\$0	\$0	\$1,100,000	\$1,100,000	\$0
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$0
<b>Tax Levy</b>	\$0	\$0	\$1,100,000	\$1,100,000	\$0
<b>FTE Positions</b>		0	0	0	0

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2013 Budget</b>	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
# of Milwaukee County Visitors	81,395	181,918	87,620	100,000
Number of non-Milwaukee County Visitors	246,943	210,716	258,380	158,388
Customers Satisfaction with Events	4.75 out of 5	4.8 out of 5	4.5 out of 5	4.5 out of 5
Customers Satisfaction with the Facility	4.7 out of 5	4.7 out of 5	4.0 out of 5	4.0 out of 5

**Strategic Implementation:**

The mission of the Milwaukee Art Museum (MAM) is to serve the community and present art as a vital source of inspiration and education. Through exhibitions and related programs, the Art Museum is committed to bring people together to inform, educate and engage in conversation around art.

In accordance with the Lease and Management Agreements, the 2015 tax levy contribution for operating support is \$1,100,000.

CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

**BUDGET SUMMARY**

	<b>2013 Actual</b>	<b>2014 Budget</b>	<b>2015 Budget</b>
<b>Expenditures</b>			
Personnel expenses	\$ 8,003,337	\$ 8,328,819	\$ 7,892,666
Professional services	310,380	345,621	399,597
Supplies	411,116	461,245	375,270
Equipment rental/maintenance	671,476	386,185	334,840
Building repairs/maintenance	1,069,505	597,121	643,752
Insurance	177,226	185,000	181,700
Utilities	472,126	1,067,613	1,021,913
Advertising and marketing	931,287	827,607	817,077
Postage/shipping/printing	252,487	311,178	292,610
Education program	213,712	236,685	151,099
Exhibitions	1,036,339	1,640,811	1,574,876
Other	871,792	450,892	237,380
Fundraising/donor/volunteer	160,655	208,450	357,400
Bank fees	157,406	164,810	123,190
<b>Total Expenditures</b>	<b>14,738,834</b>	<b>15,212,037</b>	<b>14,373,370</b>
<b>Revenues</b>			
Annual campaign and membership	4,710,012	4,954,000	4,690,000
Grants and sponsorships	2,912,164	2,497,182	1,783,861
Admissions	1,453,366	1,821,169	1,043,671
Exhibition revenue	275,703	272,729	315,446
Facility rental	510,460	553,625	486,285
Parking	409,167	369,950	275,000
Tours	181,487	200,000	96,000
Store gross margin	708,535	716,438	474,789
Café gross margin	1,247,526	1,179,225	1,102,927
Other	297,781	300,219	1,395,391
Distribution from endowment	1,173,108	1,220,500	1,610,000
Milwaukee County War Memorial in kind	655,336	-	-
<b>Milwaukee County Contribution</b>	<b>212,500</b>	<b>1,100,000</b>	<b>1,100,000</b>
<b>Total Revenue</b>	<b>\$ 14,747,145</b>	<b>15,212,037</b>	<b>14,373,370</b>
<b>Budget Surplus/(Deficit):</b>	<b>8,311</b>	<b>-</b>	<b>-</b>
<b>County Contribution as % of Total Revenue:</b>	<b>1%</b>	<b>7%</b>	<b>8%</b>