

CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 199
FUND: General - 0001

Strategic Program Area 1: Fund for the Arts

Strategic Outcome: Quality of Life

What We Do: Activity Data			
Item	2015 Actual	2016 Budget	2017 Budget
Number of Agencies receiving Community/Cultural Events CAMPAC Funding	4	3	4
Number of Agencies receiving Matching Grants CAMPAC Funding	36	33	36

How We Do It: Program Budget Summary					
Category	2015 Budget	2015 Actual	2016 Budget	2017 Budget	2016/2017 Var
Expenditures	\$321,035	\$317,827	\$421,035	\$421,035	\$0
Revenues	\$0	\$0	\$0	\$0	\$0
Tax Levy	\$321,035	\$317,827	\$421,035	\$421,035	\$0
FTE Positions	0	0	0	0	0

How Well We Do It: Performance Measures	
Sales tax growth and full time employees*	

***Please note:** Since the application process for 2014 funding, information regarding sales taxes paid was requested from all applicant groups. In 2015, CAMPAC funding assisted these organizations in generating over \$620,000.00 in sales tax payments in a single fiscal year. The overall revenues generated by these arts groups total over \$51,000,000.00 annually. In 2015, CAMPAC collected supportive data for number of full-time equivalent employees. Collectively, 321 FTE worked for CAMPAC funded organizations in 2015.

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.

I. MATCHING GRANTS

The Matching Grants program continues to be the highest funding priority, as it leverages outside dollars to sustain the County's arts organizations. This program allows the County to offer a broad variety of artistic experiences to its residents, while providing base support to small and large organizations according to an equitable formula.

II. COMMUNITY CULTURAL EVENTS

Programming for underserved populations supports arts organizations whose programming is targeted to serve minority and underserved communities.

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III. ADMINISTRATIVE SERVICES

This program is administered by a consultant. The budget for CAMPAC administrative services is under 4% of the overall budget.

The 2017 tax levy requested contribution is \$421,035.

BUDGET SUMMARY

	<u>2015 Actual</u>	<u>2016 Budget</u>	<u>2017 Budget</u>
<u>Expenditures</u>			
Community/Cultural Event Programming	\$ 22,000	\$ 22,000	\$ 22,000
Matching Grants Program	289,277	386,035	386,035
Program Administration	8,550	13,000	13,000
Other	-	(1% reduction) -3,210	-
Total Expenditures	<u>317,827</u>	<u>417,825</u>	<u>421,035</u>
<u>Revenues</u>			
Milwaukee County Contribution	<u>317,827</u>	<u>417,825</u>	<u>421,035</u>
Total Revenue	<u>\$ 317,827</u>	<u>417,825</u>	<u>421,035</u>
Budget Surplus/(Deficit):	-	-	-

CAMPAC

MILWAUKEE COUNTY CULTURAL ARTISTIC & MUSICAL PROGRAMMING ADVISORY COUNCIL

Richard Clark, Administrator
215 W Maple Street #311
Milwaukee, WI 53204
609-703-1396

July 11, 2016

County Executive Chris Abele
Milwaukee County Courthouse
901 N. 9th Street
Milwaukee, WI 53233

Dear County Executive Abele:

CAMPAC and Milwaukee County's arts community are appreciative for the continuation of Milwaukee County's funding that supports arts programming within our community. We understand that this investment by Milwaukee County produces significant returns in both dollars and quality of life enhancements for the community. CAMPAC requests maintaining the amount of funding for 2017 at the level approved for 2016.

Review of CAMPAC Funded Programs

The Community Cultural Events program assists arts organizations whose primary mission is to serve low-income communities by providing free performances, tickets, education, and outreach programs. These funds target individuals and communities who otherwise would not have access to these programs.

In 2016, the Matching Grants program provided critical operating support to 33 performing and presenting arts organizations in Milwaukee County. This support is uniquely appreciated by arts organizations because of its operating support nature. This program also enhances the County's investment in the Marcus Center for the Performing Arts since several of the arts groups rent space there. Funding reductions could result in less ability to rent space at the Marcus Center.

The administrative costs for the Fund for the Arts Program are done in an efficient and effective manner with less than 4% of the total budget allocated to administration. This does not include the volunteer time of the nine-member CAMPAC committee. CAMPAC administration is provided through a contract with Richard Clark, an experienced arts administrator.

WHY SHOULD MILWAUKEE COUNTY CONTINUE ITS INVESTMENT IN THE ARTS?

Milwaukee County's modest funding of CAMPAC is an investment that leads to growth for Milwaukee County in several ways. This growth assists the County in addressing other issues related to a healthy tax base, attracting and retaining businesses that support jobs, supporting a high quality of life that fosters economic and community investment, and addressing social and educational issues of the population of Milwaukee County.

The CAMPAC program is unique in that it provides funds to organizations for operations. This allows the groups to spend their time on the quality of productions and enhancing outreach to underserved

audiences. As an economic generator, the arts industry provides a double impact for investors such as the County. Unlike other industries, arts organizations stimulate the economy through their own direct spending as well as through the spending of the audiences they attract at shops, restaurants, hotels, parking and other amenities.

CAMPAC submits this request in a spirit of cooperation with Milwaukee County and with the belief that the arts are integral to the health of our community. I am available to discuss this submission with you in greater detail or to answer any questions you might have.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary Cannon". The signature is fluid and cursive, with the first name "Mary" and last name "Cannon" clearly distinguishable.

Mary C. Cannon, Chair
Milwaukee County Cultural, Artistic and Musical Programming Advisory Council

cc Theodore Lipscomb Sr, Chair Milwaukee County Board of Supervisors
Jason Haas, Chair Parks, Energy, & Environment Committee
John Dargle Director of Parks, Recreation, & Culture

Enclosures

CULTURAL CONTRIBUTIONS (1900) BUDGET

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FUND: General - 0001

Strategic Program Area 2: Historical Society

Service Provision: Discretionary

Strategic Outcome: Quality of Life

What We Do: Activity Data			
Activity	2014 Actual (est)	2015 Budget	2016 Budget*
Attendance-Public (General)	4,200	7,000	8,000
Attendance-Public (Programming)	5,200	5,000	7,000
Attendance-Other	5,300	6,400	10,200
Research Requests	1,000 (in person) 3,690 requests	1,160 (in person) 3,800 requests	1,400 (in person) 4,600 requests

How We Do It: Program Budget Summary					
Category	2015 Budget	2015 Actual	2016 Budget	2017 Budget	2017/2016 Var
Expenditures	\$306,167	\$306,167	\$204,105	\$222,515	\$18,410
Revenues	\$0	\$0	\$0	\$0	\$0
Tax Levy	\$306,167	\$306,167	\$204,105	\$222,515	\$18,410
FTE Positions		0	0	0	0

How Well We Do It: Performance Measures				
Performance Measure	2014 Budget	2014 Actual	2015	2016 Budget
Annual % Increase in Patron Usage of MCHS Resource Material (on-site)	65% (1,000 est)	65% (1,000)	16% est	20%
Annual % Increase in Overall Attendance (for All Five MCHS Operated Facilities)	39% (15,900 est)	41% (16,700)	18% est	30%

*Milwaukee County Historical Society staff (staff) has indicated that its 2014 Budget, performance measures and activity date are currently under development. Staff indicates these items will be completed and approved during the Milwaukee County Historical Society Board's December 16, 2013 scheduled meeting.

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 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.

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In support of operations, the MCHS employs four full-time employees, 3 part-time employees, 1 contract employee, and over 20 interns. The MCHS also benefits from over 100 active volunteers. This team operates and administers five facilities located on Milwaukee County, including:

1. The Milwaukee County Historical Center in downtown Milwaukee (County owned).
2. The Kilbourtown House in Estabrook Park in Shorewood (County owned).
3. The Lowell Damon House in Wauwatosa.
4. The Jeremiah Curtin House in Greendale.
5. Trimborn Farm in Greendale (County owned).

BUDGET SUMMARY

	2015 Actual	2016 Budget	2017 Budget
<u>Expenditures</u>			
Wages and Benefits	\$ 290,000	\$ 333,300	\$ 349,500
Planning and Administration	8,000	4,500	14,500
Facilities/Museum/Library/Collection Operation	241,602	264,325	295,000
Office Expense	33,470	53,300	56,000
Professional Services	23,782	20,000	25,000
Advertising/Marketing/Development	1,509	29,000	29,000
Publishing/Printing	910	18,500	17,500
Special Events/Awards	17,111	25,000	28,500
Other	8,937	5,500	6,000
Total Expenditures	625,321	743,425	821,000
<u>Revenues</u>			
Contributions/Fundraising/Grant/Membership	187,990	189,100	219,000
Programmatic/Operating	351,035	358,700	378,000
Investment Income	441	TBA	TBA
Other	18,360	18,400	20,000
Milwaukee County Contribution	306,167	204,105	221,515
Total Revenue	\$ 863,993	770,305	838,515
Budget Surplus/(Deficit):	238,672	26,880	17,015
County Contribution as % of Total Revenue:	35%	27%	26%

2015 reflects a major estate donation including long-term care of collections items. Money is reserved for these purposes

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Strategic Program Area 3: Federated Library System

Service Provision: Discretionary

Strategic Outcome: Quality of Life

What We Do: Activity Data			
Item	2015 Actual	2016 Budget	2017 Budget
Library Materials Circulated	6,858,369	7,250,000	7,000,000
Registered Cardholders	614,666	610,000	650,000
Library Visits	4,386,167	4,600,000	4,600,000
Program Attendees	262,765	240,000	275,000
MCFLS and CountyCat Website Page Views	17,851,466	17,500,000	18,000,000

How We Do It: Program Budget Summary					
Category	2015 Budget	2015 Actual	2016 Budget	2017 Budget	2016/2015 Var
Expenditures	\$66,650	\$66,650	\$66,650	\$100,000	\$33,350
Revenues	\$0	\$0	\$0	\$0	\$0
Tax Levy	\$66,650	\$66,650	\$66,650	\$100,000	\$100,000
FTE Positions	0	0	0	0	0

How Well We Do It: Performance Measures				
Performance Measure	2015 Budget	2015 Actual	2016 Budget	2017 Budget
Registered Cardholders Users as a Percent of Population.	64.3%	64.3%	63.8%	68%

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 2017 contribution includes an additional \$33,350 request. The additional funding will support a key initiative of the 2015-2017 MCFLS Strategic Plan through the continued licensing of a database first tested in 2016, offering more than 300 free online courses, taught by specialists, in areas that can help Milwaukee County citizens gain and enhance job and job readiness skills and certifications. Milwaukee County citizens have enrolled in 1400 courses through June through this program and have been in more than 5,100 hours of class. This database, funded in 2015 through individual libraries and MCFLS contingency funding, includes popular courses with titles such as Accounting Fundamentals, Start Your Own Small Business, Introduction to Microsoft Excel, Drawing for the Absolute Beginner, Discover Sign Language, Writing Effective Grant Proposals, and Project Management Fundamentals.

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BUDGET SUMMARY

	2015 <u>Actual</u>	2016 <u>Budget</u>	2017 <u>Budget</u>
<u>Expenditures</u>			
Technology, Reference, Interlibrary Loan	\$ \$ 1,757,152	\$ \$ 1,857,759	\$ \$ 1,850,000
Continuing Ed and Consulting	89,562	92,044	95,000
Delivery	317,016	323,813	325,000
Payment to Members for Non-Res Access	1,140,426	1,140,426	1,115,000
Library Services to Youth	1,923	1,388	3,000
Library Services to Special Users	7,233	20,526	20,000
Public Information	27,094	27,286	30,000
Administration	331,542	362,116	350,000
Electronic Resources	211,060	222,559	230,000
MultiType Initiatives	8,128	8,186	8,500
Member Office Supplies	43,566	83,000	40,000
<i>Total Expenditures</i>	<u>3,934,702</u>	<u>4,139,103</u>	<u>4,066,500</u>
<u>Revenues</u>			
State Aid to Public Library Systems	2,677,006	2,677,006	2,677,006
Federal LSTA Funding	38,200	40,200	40,000
Passthrough Contract Income	824,391	869,932	890,000
Interest Earned from State Aid	3,598	4,000	5,000
Unexpended Funds-Previous Years	89,421	89,421	20,000
All Other Sources	314,070	324,600	340,000
<i>Milwaukee County Contribution</i>	<u>66,650</u>	<u>66,650</u>	<u>100,000</u>
<i>Total Revenue</i>	<u>\$ 4,013,336</u>	<u>\$ 4,071,809</u>	<u>\$ 4,072,006</u>
<i>Budget Surplus/(Deficit):</i>	<u>\$ 78,634</u>	<u>\$ (67,294)</u>	<u>\$ 5,506</u>
<i>County Contribution as % of Total Revenue:</i>	<u>1.7%</u>	<u>2%</u>	<u>2.5%</u>

June 8, 2016

The Hon. Chris Abele, County Executive
Milwaukee County Courthouse
901 N. 9th St.
Milwaukee, WI 53233

Dear County Executive Abele:

The Milwaukee County Federated Library System (MCFLS) includes herein a formal 2017 budget request in the amount of \$100,000. As in previous years, requested funds would be incorporated into general revenues and allocated to satisfy state mandates and other priorities.

One new initiative that MCFLS began in 2016 was the system-wide licensing of "Gale Courses." This online tool gives all Milwaukee County residents access to more than 300 six-week courses, ranging from an Introduction to Microsoft Excel to Project Management Fundamentals to Learning to Play the Guitar. Through the efforts of many member libraries throughout the county and with MCFLS' contingency funding, access to the software is available through 2016. These courses directly benefit Milwaukee County residents who need job skills, and is a good investment in the community. Funding for the program in 2017 is not certain, and an increase in the County appropriation would help provide continued access.

Please note that again in 2017, State Aid to library systems will not be increased.

MCFLS is an example of governmental funding at its smartest and most efficient. Library systems promote cooperative activities that benefit all public libraries.

Thank you for your consideration.

Sincerely,



Paul M. Ziehler, President
Milwaukee County Federated Library System Board of Trustees

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Strategic Program Area 6: Villa Terrace/Charles Allis Museums

Service Provision: Discretionary

Strategic Outcome: Quality of Life

What We Do: Activity Data			
Item	2015 Actual	2016 Budget	2017 Budget
Attendance-Public (General)	7737	9500	8500
Attendance-Public (Programming)	5741	6000	6000
Attendance-Private (Events/Rental)	10163	18,000	13,000
Attendance-Other	1345	2,000	1500

How We Do It: Program Budget Summary					
Category	2015 Budget	2015 Actual	2016 Budget	2017 Budget	2017/2016 Var
Expenditures	\$690,000	640,735	\$740,000	859,000	119,000
Revenues	\$426,000	486,065	\$485,000	634,000	149,000
Tax Levy	\$264,000	225,108	\$255,000	225,108	225,108
FTE Positions	3	3	3	5	2

How Well We Do It: Performance Measures				
Performance Measure	2015 Budget	2015 Actual	2016 Budget	2017 Budget
Level of customer satisfaction with the facility	5.0	5.0	5.0	5.0

Mission

The mission of the Charles Allis and Villa Terrace Art Museums is to fully utilize both museums, gardens, and art collections for community education and cultural enrichment.

Objectives

Contribute to the wellbeing and quality of life of Milwaukee County residents through collaborative educational programs, exhibits, and a variety of events and creative arts and history programming that cater to the larger community. (Public programming includes six changing art exhibitions featuring local and regional artistic production, regularly scheduled concerts, films, family art making workshops, lectures, tours and special events. The museums work annually with the VA hospital to provide art therapy workshops for veterans overcoming PTSD, with at risk youth, and with County-wide public grade schools. 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.)

Support local and regional artistic production and thought, in a way larger institutions are unable to serve.

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Honor the gifts of Charles and Sarah Allis (1946) and Lloyd and Agnes Smith (1967) through the preservation of their architecturally significant homes, world class art collections, and gardens while telling the story of the founding of the city of Milwaukee as a city of industry and entrepreneurship through each family's contributions in these areas.

Operating History

The Charles Allis mansion and world class art collection was bequeathed by Sarah Allis in 1946 to the citizens of Milwaukee to inspire, delight and educate. Operated until 1979 by the Milwaukee Library System, it was transferred to Milwaukee County under the auspices of the War Memorial Center to be operated in the public trust maximizing educational opportunities and access to its world class art, all within the original setting of its collector, Charles Allis.

The Villa Terrace Decorative Arts Museum was received by Milwaukee County in 1967 from its original owner, Ms. Agnes Smith Curtis. Renowned for its uniqueness to the Midwest and beyond, the museum was first operated by the Milwaukee Art Center under the auspices of the WMC as their decorative arts wing. In 1973 the Milwaukee Art Center Garden club took over management of the museum culminating in the public private partnership raising 1.5 million dollars in 2003 to restore the museum's Renaissance Garden.

In 1984 the Villa Terrace's board of directors was merged with the board of the Charles Allis Art Museum. Full merger of management and programming occurred in 2004, with the creation of the Charles Allis and Villa Terrace Museums (CAVT) Bi-Board. The original management groups became friends groups at both museums. At the urging of the War Memorial Center and Milwaukee County, CAVT Museums became its own 501(c)3 non-profit corporation in 2012.

Budget Highlights

The cost saving measures instituted in 2014 and continued in 2015 resulted in our first year in the black since the organization became its own 501c3 organization at the behest of Milwaukee County. Savings were achieved through the elimination of two full time positions, and efficiencies achieved across expenses primarily in ground maintenance, building maintenance, technology and utilities (primarily at the Allis due to the new boiler system installed in 2014). At the same time we put more resources into rentals marketing increasing sales 30%. This increase in sales is the main reason for our budget surplus in 2015. In December of 2015 we also ended our contract for exclusive beverage service and began providing this service in-house. Start up of this service increased expenses as a result, however we forecast a positive impact on 2016 revenue of \$40,000.

While the staffing cuts in 2014 were necessary to address our budget shortfall in 2014, the work of marketing, mounting exhibitions and events remained constant, putting pressure on the remaining staff. With marketing suffering leading to slight decreases in attendance, a part time marketing manager was hired in 2016. Our curatorial department has produced well received exhibitions and programming in 2015 and 2016, however this level is not sustainable at current staffing levels. Our 2017 forecast includes the hiring of a full time curator to maintain excellence in our art offerings, increasing visitation and value to the community. We are also bringing on a part time custodian to help with day to day building and grounds maintenance in order to maintain and elevate the visitor experience, while improving reliability and security. Increases in staffing coincide with the increases in rental and beverage income.

In addition, we still have challenges with development. Up until now, with reduced staffing, marketing and maintenance were additional duties of the Executive Director. With the above hirings, the Executive Director will be better positioned to engage our members, donors and the community. Having a full time curator is important to these efforts as well, both in terms of engagement and planning. Lastly, our budget allows for additional contract development services up to \$20,000.

Lastly, major capital improvements remain challenging at both museums. We continue to spend valuable operating funds on critical tuck pointing at the Villa Terrace fountains and terraces, cosmetic work to hide the

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effects of major leaks at both museums on walls and ceilings, and upgrades to air conditioning units at both museums. The delay in work on the Allis façade and roofing repairs prolongs necessary interior repairs and continues to be a drag on visitor experience. Some aspects of the job have become potential safety hazards which we recommend be addressed forthwith.

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	2015	2016	2017
	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
<u>Expenditures</u>			
Personnel Services	\$ 314,247	\$ 347,000	\$ 430,500
Professional Fees	26,986	55,000	61,900
Advertising and Promotion	51,516	55,000	63,000
Space and Utilities	196,676	220,000	240,000
Office and Admin Supplies	4,828	10,000	5,000
Conference & Travel	4,464	3,000	8,850
Major Maintenance	40,115	50,000	50,000
New & Replacement Equipment	1,903	-	-
<i>Total Expenditures</i>	640,735	740,000	859,250
<u>Revenues</u>			
Friends Direct Support	27,500	40,000	20,000
Private Support	12,149	60,000	60,000
Membership	31,875	34,000	30,000
Admissions	54,716	40,000	61,000
Rental Revenue	349,078	250,000	433,000
Program Sponsorship	1,810	10,000	10,000
Grants	8,918	50,000	20,000
Interest Trust Account	19	1,000	150
<i>Milwaukee County Contribution</i>	225,108	255,000	225,100
<i>Total Revenue</i>	\$* 711,173	740,000	859,250
<i>Budget Surplus/(Deficit):</i>	70,438	-	-
<i>County Contribution as % of Total Revenue:</i>	32%	34%	26%

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Strategic Program Area 7: War Memorial Center

Service Provision: Discretionary

Strategic Outcome: Quality of Life

What We Do: Activity Data			
Item	2015 Actual	2016 Budget	2017 Budget
Attendance-Public (General)	15,150	15,000	15,000
Attendance-Public (Veterans/Military)	8,190	10,000	10,000
Attendance-Private (Events/Rental)	109,123	110,000	110,000
Attendance-Education	261	1,440	1,600

How We Do It: Program Budget Summary					
Category	2015 Budget	2015 Actual	2016 Budget	2017 Budget	2017/2016 Var
Expenditures	\$486,000	\$486,000	\$486,000	\$486,000	\$0
Revenues	\$0	\$0	\$0	\$0	\$0
Tax Levy	\$486,000	\$486,000	\$486,000	\$486,000	\$0
FTE Positions	0	0	0	0	0

How Well We Do It: Performance Measures				
Performance Measure	2015 Budget	2015 Actual	2016 Budget	2017 Budget
# of Events Veterans/Military	150	181	150	150
# of Events Private	650	705	650	650
# of Events Education	0	16	16	24

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.

The Center stands as a memorial to those who have given their lives for our collective freedom. "To Honor the Dead by Serving the Living" is the motto of the Center.

The Center provides office space to organizations such as the Rotary Club of Milwaukee, Kiwanis Club of Milwaukee, Dryhooch of America, USO of Wisconsin, AMVETS State headquarters, Chipstone Foundation, International Association for Orthodontics, and the War Memorial Center itself.

To maximize utilization of the facility, the Center is available for general use by the public, veterans' groups, art groups and civic groups.

In 2013, the County entered into separate Development and Lease & Management Agreements (Agreements) with the WMC and the MAM. ¹ The new Agreements provide for the following:

¹ The Lease & Management Agreements are separate agreements entered into between the County and the Center and between the County and the MAM. Additionally, the County, the WMC, and the MAM jointly entered into a Development Agreement, Cooperation Agreement and a North Tract Agreement during 2013.

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County Operating and Capital funding levels:

1. Annual County Operating contributions:
 - a. \$486,000 annually to the WMC for calendar years 2014-2023
 - b. \$1,100,000 annually to the MAM for calendar years 2014-2023
2. Capital funding contribution in the amount of \$10,000,000 for the Center in calendar years 2014-2017.

The Center will provide detailed quarterly reports of financial status and projections through the fiscal year.

In accordance with the Agreements, the 2017 tax levy contribution for operating support is \$486,000.

BUDGET SUMMARY

	2015 Actual	2016 Budget	2017 Budget
Expenditures			
Personnel Services	\$ 650,888	\$ 790,000	\$ 907,000
Professional Fees	105,599	104,000	105,000
Advertising and Promotion	47,813	75,000	76,000
Facility Expenses	329,753	483,400	480,000
Office and Administrative Expense	32,870	32,600	33,200
Education Program Expense	-	-	10,000
Fundraising Expense	1,048	15,000	24,800
Total Expenditures	\$ 1,167,971	\$ 1,500,000	\$ 1,636,000
Revenues			
Parking	\$ 456,868	\$ 400,000	\$ 440,000
Hall & Plaza Rental	211,353	190,000	205,000
Meeting Room Rental	15,430	10,000	11,000
Office Rental	192,130	194,000	197,000
Catering Commission	32,177	29,000	29,000
Liquor Commission	21,470	15,000	15,000
Miscellaneous	55,197	51,000	53,000
Operating Donations/Grants	2,000	125,000	200,000
Milwaukee County Contribution	486,000	486,000	486,000
Total Revenues	\$ 1,472,625	\$ 1,500,000	\$ 1,636,000
Excess (Deficit)	304,654	-	-

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

What We Do: Activity Data			
Item	2015 Actual	2016 Budget	2017 Budget
Attendance-Public (General)	237,865	246,754	300,000
Attendance-Public (Programming)	28,229	54,500	61,600
Attendance-Private (Events/Rental)	24,477	25,000	28,000

How We Do It: Program Budget Summary					
Category	2015 Budget	2015 Actual	2016 Budget	2017 Budget	2017/2016 Var
Expenditures	\$1,100,000	\$1,100,000	\$1,100,000	\$1,100,000	\$0
Revenues	\$0	\$0	\$0	\$0	\$0
Tax Levy	\$1,100,000	\$1,100,000	\$1,100,000	\$1,100,000	\$0
FTE Positions		0	0	0	0

How Well We Do It: Performance Measures				
Performance Measure	2015 Budget	2015 Actual	2016 Budget	2017 Budget
# of Milwaukee County Visitors	87,620	171,217	183,000	203,000
Number of non-Milwaukee County Visitors	258,380	119,354	143,254	186,600
Customers Satisfaction with Events	4.5 out of 5	4.3 out of 5	4.5 out of 5	4.5 out of 5
Customers Satisfaction with the Facility	4.0 out of 5	3.9 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. Exhibitions planned for the next year include: Haunted Screens: German Cinema in the 1920s, Ferdinand Georg Waldmüller, Martin Johnson Heade, How Posters Work and Frank Lloyd Wright: The Wasmuth Portfolio and Rineke Dijkstra:Rehearsals. The permanent galleries reopened in November 2015. The reinstallation project was a joint partnership using a combination of funds from Milwaukee County and private funds raised by the Museum. The County will contribute \$10 million and the Museum \$24 million, for a total project of \$34 million.

In accordance with the Agreements, the 2017 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

	2015 Actual	2016 Budget	2017 Budget
<u>Expenditures</u>			
Personnel expenses	\$ 7,779,533	\$ 8,580,090	\$ 9,052,672
Professional services	455,356	439,734	413,900
Supplies	324,065	394,044	377,664
Equipment rental/maintenance	435,559	466,000	558,376
Building repairs/maintenance	489,216	693,125	608,401
Insurance	177,517	220,000	243,500
Utilities	863,984	904,480	859,530
Advertising and marketing	873,969	964,032	856,564
Postage/shipping/printing	240,398	304,563	347,535
Education program	184,391	300,111	189,540
Exhibitions	1,431,246	1,145,059	1,252,591
Other	258,776	367,683	653,358
Fundraising/donor/volunteer	493,355	451,900	598,200
Bank fees	187,818	154,023	157,023
Total Expenditures	14,195,183	15,384,844	16,168,854
<u>Revenues</u>			
Annual campaign and membership	4,649,721	5,354,000	5,852,663
Grants and sponsorships	1,613,708	1,874,016	1,970,029
Admissions	988,518	1,488,024	1,729,003
Exhibition revenue	297,215	33,250	37,250
Facility rental	415,717	501,725	541,054
Parking	304,101	358,766	401,200
Tours	102,066	229,501	230,005
Store gross margin	668,255	649,026	588,531
Café gross margin	1,112,848	1,375,717	1,661,657
Other	1,355,400	948,619	646,962
Distribution from endowment	1,610,000	1,472,200	1,410,500
Milwaukee County Contribution	1,100,000	1,100,000	1,100,000
Total Revenue	14,197,549	15,384,844	16,168,854
	\$		

CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 1900
FUND: General - 0001

<i>Budget Surplus/(Deficit):</i>	2,366	-	-
<i>County Contribution as % of Total Revenue:</i>	7.7%	7.1%	6.8%