

ADOPTED 2010 BUDGET

DEPT: WAR MEMORIAL CENTER

UNIT NO. 1914
FUND: General - 0001

BUDGET SUMMARY			
	2008 Actual	2009 Budget	2010 Budget
War Memorial	\$ 1,504,594	\$ 1,504,594	\$ 1,504,594

MISSION

To serve as a memorial to the veterans of our armed services, their families, and the community; to provide to all people of the community a state of the art facility with attractive meeting space; and to recognize and educate, especially the young, regarding the sacrifice and service made by the veterans of our armed services.

OBJECTIVES

- Increase the number of events and partnerships with veteran/military organizations and other organizations thereby enhancing our visibility as a memorial to those who serve(d) our Country.
- Increase the number of revenue generating events to help support building operations.

BUDGET HIGHLIGHTS

- The War Memorial Center will continue to provide quarterly reports of financial status and projections through the fiscal year in accordance with past practice.
- The 2010 contribution to the War Memorial Center remains at the 2009 Level of \$1,504,594.

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The War Memorial Center budget consists of the following:

ACTIVITY AND STATISTICAL SUMMARY			
	2008	2009	2010
	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
<u>Attendance</u>			
Memorial Hall	32,152	24,700	28,350
Fitch Plaza	4,127	3,670	4,120
Veterans Memorial Gallery	1,059	500	500
Meeting Rooms	4,216	4,800	3,350
Class Rooms	13,600	10,260	10,260
Special Events- WMC Grounds/Lakefront	95,200	50,000	50,000
General Public	5,200	5,000	5,000
Milwaukee Art Museum	261,062	285,000	300,000
TOTAL	416,616	383,930	401,580
<u>Number of Events</u>			
Memorial Hall	226	190	210
Fitch Plaza	59	20	40
Veterans Memorial Gallery	10	10	10
Meeting Rooms	464	320	335
Class Rooms	680	500	500
Special Events	5	1	1
TOTAL	1,444	1,041	1,096

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WAR MEMORIAL CENTER BUDGET SUMMARY			
	<u>2008</u>	<u>2009</u>	<u>2010</u>
	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
<u>Expenditures</u>			
Personal Services	\$ 745,954	\$ 791,488	\$ 816,225
Professional Fees	117,032	119,800	119,800
Advertising and Promotion	55,421	52,000	52,000
Meetings and Auto Allowance	7,601	5,500	6,500
Facility Expenses	481,007	349,206	324,000
Utilities	625,227	595,600	652,069
Office and Administrative Supplies	22,729	24,000	24,000
New & Replacement Equipment	13,628	0	0
Milwaukee Art Museum Direct Funding	250,000	250,000	250,000
<i>Total War Memorial Center Expenditures</i>	<u>\$ 2,318,599</u>	<u>\$ 2,187,594</u>	<u>\$ 2,244,594</u>
<u>Revenues</u>			
Parking	\$ 354,607	\$ 285,000	\$ 310,000
Miscellaneous	55,955	44,000	45,000
Catering Commission	18,912	24,000	22,000
Office Rental	195,221	190,000	210,000
Hall and Plaza Rental	161,755	120,000	130,000
Meeting Room Rental	14,235	8,000	11,000
Liquor Commission	13,320	12,000	12,000
Milwaukee County Contribution	1,504,594	1,504,594	1,504,594
<i>Total War Memorial Center Revenues</i>	<u>\$ 2,318,599</u>	<u>\$ 2,187,594</u>	<u>\$ 2,244,594</u>

Capital Investments

A total of \$1,053,000 is invested in capital projects for 2010. This includes projects that are part of two 2010 debt issuances and a Fall 2009 debt issuance. The projects funded through the Fall 2009 debt issuance were submitted to the County Board for approval during the September 2009 cycle but are presented here for illustrative purposes. Additional details can be found in the Debt Service budget - Org 9960 and the 2010 Recommended Capital Improvement Budget. The funded projects include:

- War Memorial North Entrance: \$269,000
- War Memorial North Parking Lot: \$784,000