

**ADOPTED 2013 BUDGET**

**DEPT:** WAR MEMORIAL CENTER

**UNIT NO.** 1914

**FUND:** General - 0001

<b>BUDGET SUMMARY</b>			
	<b>2011 Actual</b>	<b>2012 Budget</b>	<b>2013 Budget</b>
War Memorial	\$ 1,504,594	\$ 1,278,905	\$ 1,491,405

**MISSION**

To honor the dead by serving the living through the principles of art and peace. 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 supporting our mission.

**BUDGET HIGHLIGHTS**

- The 2013 tax levy contribution to the War Memorial remains at the 2012 level of \$1,491,405.
- Milwaukee County will create a separate unit account to hold the \$212,500 allocated to Milwaukee Art Museum Direct Funding. Milwaukee County will deposit a matching appropriation of \$212,500 in tax levy funds, resulting in a total of \$425,000 in designated funding.

The War Memorial Center and the Milwaukee Art Museum shall each receive an equal share of this designated funding, which will be released for use by the War Memorial Center and the Milwaukee Art Museum contingent upon:

- 1) The Milwaukee Art Museum Board of Trustees and the War Memorial Center Board entering into a written agreement realigning operational and budgetary relationships between the two organizations, AND
- 2) Ratification of said agreement by the War Memorial Corporation Board.

Failure to accomplish both components of the above contingency clause by June 30, 2013 will result in the \$425,000 balance of held funds being transferred back to Milwaukee County for deposit into the County's contingency fund.

- The War Memorial Center will provide detailed quarterly reports of financial status and projections through the fiscal year.
- Given the unsustainability of the current arrangement, the War Memorial Center will continue to actively pursue an agreement with the Milwaukee Art Museum (MAM) that benefits veterans, the community, Milwaukee County, and MAM. The War Memorial will report on progress toward this end by April 1, 2013.

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<b>ACTIVITY AND STATISTICAL SUMMARY</b>			
	2011 <u>Actual</u>	2012 <u>Budget</u>	2013 <u>Budget</u>
<u>Attendance</u>			
Memorial Hall	46,970	43,445	43,670
Fitch Plaza	4,408	3,930	3,930
Veterans Memorial Gallery	285	1,000	1,000
Meeting Rooms	4,480	3,860	4,300
Special Events- WMC Grounds/Lakefront	50,600	50,000	50,000
General Public	6,000	5,200	6,000
Milwaukee Art Museum	419,616	300,000	390,000
<b>TOTAL</b>	<b>532,359</b>	<b>407,435</b>	<b>498,900</b>
<u>Number of Events</u>			
Memorial Hall	273	290	270
Fitch Plaza	72	50	60
Veterans Memorial Gallery	14	20	20
Meeting Rooms	464	386	430
Special Events	2	1	1
<b>TOTAL</b>	<b>825</b>	<b>747</b>	<b>781</b>

The War Memorial Center budget consists of the following:

<b>WAR MEMORIAL CENTER BUDGET SUMMARY</b>			
	2011 <u>Actual</u>	2012 <u>Budget</u>	2013 <u>Budget</u>
<b><u>Expenditures</u></b>			
Personal Services	\$ 790,715	\$ 835,000	\$ 835,000
Professional Fees	128,806	119,800	124,000
Advertising and Promotion	44,756	49,325	48,000
Meetings and Auto Allowance	7,683	7,500	7,500
Facility Expenses	430,123	296,000	295,000
Utilities	737,705	715,469	753,094
Office and Administrative Supplies	24,697	23,500	24,000
New & Replacement Equipment	62,754	0	0
Milwaukee Art Museum Direct Funding	250,000	212,500	212,500
2012 County Budget Reduction		(188,189)	(188,189)
<i>Total War Memorial Center Expenditures</i>	<b>\$ 2,477,239</b>	<b>\$ 2,070,905</b>	<b>\$ 2,110,905</b>
<b><u>Revenues</u></b>			
Parking	\$ 458,142	\$ 305,000	\$ 335,000
Miscellaneous	49,453	49,000	49,000
Catering Commission	26,458	31,000	32,500
Office Rental	194,803	199,000	205,000
Hall and Plaza Rental	205,707	180,000	180,000
Meeting Room Rental	15,690	13,000	14,000
Liquor Commission	22,392	15,000	16,500
<b>Milwaukee County Contribution</b>	<b>1,504,594</b>	<b>1,278,905</b>	<b>1,278,905</b>
<i>Total War Memorial Center Revenues</i>	<b>\$ 2,477,239</b>	<b>\$ 2,070,905</b>	<b>\$ 2,110,905</b>