

CULTURAL CONTRIBUTIONS (1900) BUDGET

UNIT NO. 1900

Department: Cultural Contributions

FUND: General — 0001

Strategic Program Area 6: Villa Terrace/Charles Allis Museums

Service Provision: Discretionary

How We Do It: Program Budget Summary					
Category	2018 Actual	2019 Actual	2020 Budget	2021 Budget	2021/2020 Variance
Expenditures	\$225,108	\$225,108	\$225,108	\$225,108	\$ 0
Revenues	\$0	\$0	\$0	\$0	\$ 0
Tax Levy	\$225,108	\$225,108	\$225,108	\$225,108	\$ 0

What We Do With It: Activity Data				
Activity	2018 Actual	2019 Actual	2020 Target	2021 Target
Attendance-Public (General)	8,539	8,744	9,000	7,000
Attendance-Public (Programming)	8,791	8,428	8,000	7,000
Attendance-Private (Events/Rental)	10,138	9,705	13,500	10,000
Attendance-Other	1,126	1,098	1500	500

How Well We Do It: Performance Measures				
Performance Measure	2018 Actual	2019 Actual	2020 Target	2021 Target
Level of customer satisfaction with the facility (out of 5.0)	3.5	4.0	5.0	5.0

Strategic Overview:

The Charles Allis and Villa Terrace Art museums (museums) contribute to the quality of life of Milwaukee County (County) residents and visitors by creating opportunities to experience history, culture, and the arts.

A public-private partnership between the County and the Charles Allis and Villa Terrace Museums, Inc. (CAVT) honor the gifts to the community of Charles and Sarah Allis (in 1946) and Lloyd and Agnes Smith (in 1967) through the preservation of their architecturally significant homes, world-class art collections, and gardens, while telling the story of the founding of Milwaukee as a city of industry and entrepreneurship.

The museums contribute to the County's quality of life by offering vibrant exhibitions, collaborative educational programs, performances, and other events. Programming includes five new art exhibitions each year that feature local and regional artistic production and promote such work in a way that larger institutions cannot. The museums also offer concerts, films, family art-making workshops, lectures, tours and special events. CAVT partners with the Rufus King International High School art program throughout the year, culminating in a student art show at the Charles Allis Art Museum. The museums continue to work with county-wide public grade-school art programs each fall. The facilities are available for rent by civic, cultural, veterans, educational, business and private groups. Both museums are on the National Register of Historic Places.