

Strategic Program Area 8: Milwaukee Art Museum

Service Provision: **Discretionary**

How We Do It: Program Budget Summary					
Category	2018 Actual	2019 Actual	2020 Budget	2021 Budget	2021/2020 Variance
Expenditures	\$1,290,000	\$1,290,000	\$1,290,000	\$1,290,000	\$ 0
Revenues	\$0	\$0	\$0	\$0	\$ 0
Tax Levy	\$1,290,000	\$1,290,000	\$1,290,000	\$1,290,000	\$ 0

What We Do With It: Activity Data				
Activity	2018 Actual	2019 Actual	2020 Target	2021 Target
Attendance-Public (General)	268,451	241,436	257,500	145,000
Attendance-Public (Programming)	54,507	55,978	53,300	15,000
Attendance-Private (Events/Rental)	32,920	24,169	28,700	20,000

How Well We Do It: Performance Measures				
Performance Measure	2018 Actual	2019 Actual	2020 Target	2021 Target
# of Milwaukee County Visitors	182,013	167,714	179,935	95,400
Number of non- Milwaukee County Visitors	173,865	153,869	159,565	84,600
Customers Satisfaction with Events*	4.3 out of 5	4.3 out of 5	4.5 out of 5	4.3 out of 5
Customers Satisfaction with the Facility*	4.1 out of 5	4.1 out of 5	4.1 out of 5	4.3 out of 5

*Data per visitor surveys

Strategic Overview:

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 MAM is committed to bringing people together to inform, educate and engage in conversation around art. Exhibitions planned for next year include: *The Quilts of Pauline Parker*, *Susan Meiselas: Through a Woman’s Lens*, and *Americans in Spain: Painting and Travel, 1820-1920*.

Strategic Implementation:

In accordance with the current MAM and Milwaukee County Agreements, the 2021 tax levy contribution for operating support is \$1,100,000. An additional \$190,000 is included in the 2017-2026 budgets as a result of an arbitration settlement outlined in the sale of the O’Donnell parking garage through County Board resolution file #16-229.