

Strategic Program Area 1: Fund for the Arts

Service Provision: Discretionary

How We Do It: Program Budget Summary					
Category	2018 Actual	2019 Actual	2020 Budget	2021 Budget	2021/2020 Variance
Expenditures	\$402,750	407,825	\$407,825	\$407,825	\$ 0
Revenues	\$0	\$0	\$0	\$0	\$ 0
Tax Levy	\$402,750	\$407,825	\$407,825	\$407,825	\$ 0

What We Do With It: Activity Data				
Activity	2018 Actual	2019 Actual	2020 Target	2021 Target
Number of Agencies receiving Community/Cultural Events CAMPAC	4	4	4	4
Number of Agencies receiving Matching Grants CAMPAC Funding	36	34	37	38

How Well We Do It: Performance Measures				
Performance Measure	2018 Actual	2019 Actual	2020 Target	2021 Target
Sales tax revenue Tax revenue generated by funded arts groups	\$661,671	\$750,620	\$650,000	\$650,000
FTE Arts Group staff (Full Time Employees)	463	420	450	450

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.

Since 2014, the application process for CAMPAC has included information regarding sales tax paid from all applicant groups. In 2019, CAMPAC funding assisted these organizations in generating over \$750,000 in sales tax revenue. The collective budgets of these arts groups total almost \$65 million in economic activity directly employing 420 full time positions.

The CAMPAC funding is allocated among these program areas: Matching Grants and Community Cultural Events.

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.

CULTURAL CONTRIBUTIONS (1900) BUDGET

Department: **Cultural Contributions**

UNIT NO. 1900

FUND: **General — 0001**

II. COMMUNITY CULTURAL EVENTS

On an annual basis, the CAMPAC provides Community Cultural awards to organizations in the County that are focused on increased diversity in their membership, viewership, and community outreach. The overall goal is to ensure that underserved communities receive equal access to fulfilling arts programming.

As part of the 2020 Adopted Budget, the contract between Milwaukee County and the CAMPAC Administrator was not funded. Administration of the CAMPAC was shifted to the Milwaukee County Department of Parks, Recreation, and Culture (DPRC). The CAMPAC funding used to hire an administrator (\$13,000) was reallocated to the funds available for CAMPAC distributions.

The Department of Parks, Recreation and Culture staff, working in conjunction with the Milwaukee County Cultural Artistic and Musical Programming Advisory Council (CAMPAC), will review the eligibility requirements for CAMPAC awards to determine if there are more racially equitable methods to allocate the funds, especially to smaller groups with limited access to private fundraising. A summary of the findings and recommendations shall be submitted to the County Board of Supervisors for review and approval prior to the distribution of funds for 2021.