

**Strategic Program Area 1: Fund for the Arts**

**Service Provision: Discretionary**

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2019 Actual</b>	<b>2020 Actual</b>	<b>2021 Budget</b>	<b>2022 Budget</b>	<b>2021/2020 Variance</b>
<b>Expenditures</b>	\$412,891	\$394,890	\$407,825	\$407,825	\$0
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$ 0
<b>Tax Levy</b>	\$412,891	\$394,890	\$407,825	\$407,825	\$0

<b>What We Do With It: Activity Data</b>				
<b>Activity</b>	<b>2019 Actual</b>	<b>2020 Actual</b>	<b>2022 Target</b>	<b>2022 Target</b>
Number of Agencies receiving Community/Cultural Events CAMPAC	4	4	4	4
Number of Agencies receiving Matching Grants CAMPAC Funding	34	34	38	45

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2019 Actual</b>	<b>2020 Actual</b>	<b>2022 Target</b>	<b>2022 Target</b>
<b>Sales tax revenue</b> Tax revenue generated by funded arts groups	\$661,671	\$1,067,718	\$650,000	\$2,500,000
<b>FTE</b> Arts Group staff (Full Time Employees)	420	1,737	450	1,900

**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 2020, despite the challenges to the arts community, CAMPAC funding assisted these organizations in generating over \$1 million in sales tax revenue. The collective budgets of these arts groups total almost \$211 million in economic activity directly employing 1,737 full time positions.

In the 2020 adopted budget, administration of CAMPAC was assigned from a third-party administrator to the Department of Parks, Recreation & Culture. The adopted 2021 budget included amendment 1A020 directing that the Department of Parks, Recreation and Culture work in conjunction with CAMPAC to review eligibility requirements to CAMPAC awards to determine if there is are more racially equitable methods to allocate the funds with a focus on smaller groups whose access to private fundraising are limited. In January of 2021, File 21-90 was presented to the Parks, Energy & Environment Committee outlining eligibility and formula change methodology to be enacted for 2021 awards and approved by the County Board.