

CULTURAL CONTRIBUTIONS (1900) BUDGETDepartment: **Cultural Contributions**UNIT NO. **1900**FUND: **General — 0001****Strategic Program Area 4: Marcus Center for the Performing Arts**Service Provision: **Discretionary**

How We Do It: Program Budget Summary					
Category	2019 Actual	2020 Actual	2021 Budget	2022 Budget	2022/2021 Variance
Expenditures	\$800,000	\$750,000	\$700,000	\$650,000	(\$50,000)
Revenues	\$0	\$0	\$0	\$0	\$0
Tax Levy	\$800,000	\$750,000	\$700,000	\$650,000	(\$50,000)

What We Do With It: Activity Data				
Activity	2019 Actual	2020 Actual	2021 Target	2022 Budget
Attendance-Public (Programming)*	463,710	301,779	97,046*	300,000
Attendance-Private (Events/Rental)*	35,277	12,904	880	35,000
Attendance-Other*	43,683	270	442	20,000
Number of Events Annually	1805	1237	98	1400
Number of Days Activity in Facility	348	250	71	225
Number of Performance Weeks-All Theaters by Tenant Groups**	73	32	2	68
All Theaters by Non-Tenant Groups	14	4	0	20
Free Events for Children	35	23	29	35
Children Outreach Events	36	22	45	45
Free Family, Adults, Community Events	50	44	12	40

*Attendees in 2020-21 was 97% virtual.

How Well We Do It: Performance Measures				
Performance Measure	2019 Actual	2020 Actual	2021 Budget	2022 Budget
% of Attendees from Milwaukee County	39%	41%	50%	50%
% of Attendees from outside Milwaukee County	61%	59%	50%	50%
% of Customer Satisfaction	99%	99%	99.99%	99.99%
% of Customer Satisfaction with Facility**	99%	99%	99.99%	99.99%

**The Marcus Center averages about 50-60 complaints a year, which is less than .01%.

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Strategic Overview:

Established in 1969, The Marcus Center for the Performing Arts was built with private money in 1969 and deeded to Milwaukee County as a public trust for the preservation and enrichment of the performing arts, including drama, music and dance. Today the Marcus Performing Arts Center (MPAC) is the premier performing arts community gathering space in Southeastern Wisconsin and acts as an energizing force that connects our community to the world through collaboration, innovation, social engagement, and the transformative power of live performing arts. MPAC presents a diverse mix of cultural arts programming including touring Broadway, and the world's best in contemporary dance, jazz, global music, and commercial concerts, provides high quality arts education and engagement experiences, and is home to several resident companies including the Milwaukee Ballet, Florentine Opera, First Stage and Black Arts MKE. MPAC supports a number of free community events and activities year-round, including ethnic and cultural festivals such as Dr Martin Luther King Birthday Celebration, Cantos de Las Americas, Caesar Chavez Birthday Celebration, LIVE @ Peck Pavilion, KidZ Days children's programming, and KidZ Days in the City children's outreach programming. The Marcus Center also supports those who have served our country by celebrating Heroes Day and continues to expand this programming to serve our mission as a designation County War Memorial building. MPAC is committed to racial equity, diversity, and inclusion (REDI) focusing on Representation, Inclusion, and Investment to build bridges between diverse members of the community.

Strategic Implementation:

In March of 2016, Milwaukee County and the Marcus Center finalized a contribution agreement outlining the operating and capital support through 2025. The 2022 tax levy contribution is \$650,000.