

**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                             | 2019 Actual | 2020 Actual | 2021 Budget | 2022 Budget | 2021/2022 Variance |
| <b>Expenditures</b>                  | \$225,108   | \$225,108   | \$225,108   | \$225,108   | (\$225,108)        |
| <b>Revenues</b>                      | \$0         | \$0         | \$0         | \$0         | \$ 0               |
| <b>Tax Levy</b>                      | \$225,108   | \$225,108   | \$225,108   | \$225,108   | (\$225,108)        |

| What We Do With It: Activity Data  |             |             |             |             |
|------------------------------------|-------------|-------------|-------------|-------------|
| Activity                           | 2019 Actual | 2020 Actual | 2021 Target | 2022 Target |
| Attendance-Public (General)        | 8,744       | 2742        | 7,500       | 9,000       |
| Attendance-Public (Programming)    | 8,428       | 1182        | 2500        | 9,000       |
| Attendance-Private (Events/Rental) | 9,705       | 592         | 7,750       | 10,000      |
| Attendance-Other                   | 1,098       | 1,200       | 500         | 500         |

| How Well We Do It: Performance Measures                       |             |             |             |             |
|---|-------------|-------------|-------------|-------------|
| Performance Measure   | 2019 Actual | 2020 Actual | 2021 Target | 2022 Target |
| Level of customer satisfaction with the facility (out of 5.0) | 4.0         | 4           | 4.0         | 5           |

**Strategic Overview:**

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

The museums — a public-private partnership between Milwaukee County and 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 Milwaukee County's quality of life by offering vibrant exhibitions, collaborative educational programs, performances, and other events. Programming includes up to 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. We partner 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.

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All exhibitions, programming, and operations were greatly impacted by the global pandemic in 2020. All departments contracted as a result of national, regional and local health regulations limiting the size of gatherings. The museums were one of the first in the city to close March 11 and did not reopen until July 22. With the help of the national Paycheck Protection Program, all employees were paid during this period.

The Charles Allis Art Museum's curatorial program *The Year of Women in Art* comprised of three different exhibitions was suspended until further notice and the Villa Terrace's *Trajectory Series* exhibition about the intersection of technology, art, and industry closed less than a month after opening. Both did reopen to the public in July, until the museums closed again December 1, 2021 due to a rise in coronavirus cases. At that time *The Trajectory Series* closed permanently. The *Milwaukee Women's Art Library (MWAL)* exhibition reopened in 2021 with the virtual theatre production *It's About Time*. This play was a collaboration between the femme performance group *Tingle* and the women of color led *Heard Space*. In the fall of 2021, the material from the MWAL will be transferred to UWM-Library's special collections, preserving the often-marginalized voices of Milwaukee's women and non-binary artists for future residents, students, and scholars to research and explore.

The museums were on track to have one of its best years in public rentals for weddings and events in 2020. Instead, we saw a third of our events reschedule for 2021 and later, a third moving forward with reduced capacities and compliance with health and safety guidelines, and a third cancelling. Thankfully, through the Covid-19 Cultural Organization Grant Program administered by the Wisconsin Department of Administration, a large portion of our losses were addressed.

All remaining programs and events are slowly coming back in 2021. The Café Sopra Mare music series at the Villa Terrace has returned. We are working with Milwaukee Public Schools to understand how to update our programs in light of their new challenges with covid-19. We are also seeking to work with new collaborators on new community events and programs.

Planning for 2022 is underway. At the Villa Terrace we are producing an exhibition with our friends group in conjunction with the 200<sup>th</sup> anniversary of nineteenth century landscape architect Frederick Law Olmsted's birth. He designed Washington, Lake and Riverside Parks in Milwaukee. His legacy across the country and his philosophy of democratization of space for all are central to our curation. At the Charles Allis Art Museum, we have begun a project with the Chipstone Foundation to increase the visitor experience while updating our curatorial program to highlight contemporary themes rooted in the legacy of the Allises.

Over the last 18 months we invested \$25,000 to address critical infrastructure issues. At the Charles Allis Art Museum these included: electrical upgrades to display cases and exhibition lighting, reinstallation of garden retaining wall, and installation of new security door and camera. At the Villa Terrace they included: upgrade of electrical transformers, reinstallation of exhibition and museum lighting, and ex