

Strategic Program Area 8: Milwaukee Art Museum

Service Provision: Discretionary

How We Do It: Program Budget Summary					
Category	2019 Actual	2020 Actual	2021 Budget	2022 Budget	2022/2021 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	\$ 0	\$1,290,000	\$ 0	\$ 0

What We Do With It: Activity Data				
Activity	2019 Actual	2020 Actual	2021 Target	2022 Target
Attendance-Public (General)	241,436	127,977	145,000	175,000
Attendance-Public (Programming)	55,978	30,726	15,000	20,000
Attendance-Private (Events/Rental)	24,169	12,662	20,000	25,000

How Well We Do It: Performance Measures				
Performance Measure	2019 Actual	2020 Actual	2021 Target	2022 Target
# of Milwaukee County Visitors	167,714	93,388	95,400	116,600
Number of non- Milwaukee County Visitors	153,869	77,977	84,600	103,400
Customers Satisfaction with Events*	4.3 out of 5	4.3 out of 5	4.3 out of 5	4.4 out of 5
Customers Satisfaction with the Facility*	4.1 out of 5	4.2 out of 5	4.3 out of 5	4.4 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. Art is a vital, life-enriching celebration of humankind’s creative history; through it, stories and events from times past and present are told, explored, and challenged. Art ignites imaginations. It makes us feel; it makes us think. Art sows the seeds of creativity, feeds the hunger for beauty and meaning, and connects us with others in ways nothing else can. Exhibitions planned for next year include: *The Quilts of Pauline Parker*, *Americans in Spain: Painting and Travel, 1820-1920*, *An-My Le: On Contested Terrain*, *Always New: The Posters of Jules Cheret*, *On Site: Derrick Adams*, *Currents 38: Christy Matson*, *First Impressions: Early Printed Books in Europe*, and *American Memory Chapters 1, 2, and 3*.

Strategic Implementation:

In accordance with the current MAM and Milwaukee County Agreements, the 2022 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.