

**Strategic Program Area 8: Milwaukee Art Museum**

Service Provision: **Discretionary**

<b>How We Do It: Program Budget Summary</b>					
<b>Category</b>	<b>2020 Actual</b>	<b>2021 Actual</b>	<b>2022 Budget</b>	<b>2023 Budget</b>	<b>2023/2022 Variance</b>
<b>Expenditures</b>	\$1,290,000	\$1,290,000	\$1,290,000	\$1,290,000	\$ 0
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$ 0
<b>Tax Levy</b>	\$1,290,000	\$1,290,000	\$1,290,000	\$1,290,000	\$ 0

<b>What We Do With It: Activity Data</b>				
<b>Activity</b>	<b>2020 Actual</b>	<b>2021 Actual</b>	<b>2022 Target</b>	<b>2023 Target</b>
Attendance-public (general)	127,977	68,438	175,000	200,000
Attendance-public (programming)	30,726	0	20,000	37,000
Attendance-private (events/rental)	12,662	2,741	25,000	23,000

<b>How Well We Do It: Performance Measures</b>				
<b>Performance Measure</b>	<b>2020 Actual</b>	<b>2021 Actual</b>	<b>2022 Target</b>	<b>2023 Target</b>
# of Milwaukee County visitors	93,388	38,166	116,600	140,400
# of non-Milwaukee County visitors	77,977	33,013	103,400	119,600
Customers satisfaction with events*	4.3 out of 5	4.3 out of 5	4.4 out of 5	4.4 out of 5
Customers satisfaction with the facility*	4.3 out of 5	4.3 out of 5	4.4 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 imagination. 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: *Always New: The Posters of Jules Cheret*, *On Site: Derrick Adams - Our Time Together*, *Scandinavian Design and the United States, 1890-1980*, *The Ashcan School and The Eight: “Creating A National Art”*, *On Repeat: Serial Photography, and Native America: In Translation*.

**Strategic Implementation:**

In accordance with the current MAM and Milwaukee County agreements, the 2023 tax levy contribution for operating support is \$1,100,000. An additional \$190,000 is included in the 2017-2026 budgets due to an arbitration settlement outlined in the sale of the O’Donnell parking garage through County Board resolution file #16-229.