

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	2020 Actual	2021 Actual	2022 Budget	2023 Budget	2023/2022 Variance
Expenditures	\$750,000	\$750,000	\$650,000	\$600,000	(\$50,000)
Revenues	\$0	\$0	\$0	\$0	\$0
Tax Levy	\$750,000	\$750,000	\$650,000	\$600,000	(\$50,000)

What We Do With It: Activity Data				
Activity	2020 Actual	2021 Actual	2022 Target	2023 Budget
Attendance-Public (Programming)*	301,779	81,398	300,000	213,000
Attendance-Private (Events/Rental)*	12,904	3,406	35,000	15,000
Attendance-Other*	270	623	20,000	22,000
Number of Events Annually	1237	190	1400	260
Number of Days Activity in Facility	250	113	225	175
Number of Performance Weeks-All Theaters by Tenant Groups**	32	23	68	55
All Theaters by Non-Tenant Groups	4	124	20	65
Free Events for Children	23	15	35	30
Children Outreach Events	22	11	45	50
Free Family, Adults, Community Events	44	9	40	15

*Attendees in 2020-21 was 97% virtual.

How Well We Do It: Performance Measures				
Performance Measure	2020 Actual	2021 Actual	2022 Budget	2023 Budget
% of Attendees from Milwaukee County	41%	41%	50%	48%
% of Attendees from outside Milwaukee County	59%	59%	50%	52%
% of Customer Satisfaction	99%	99%	99.99%	99%
% of Customer Satisfaction with Facility**	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 Performing Arts Center 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. MPAC also supports those who have served our country by celebrating Heroes Day and continues to expand this programming to serve our mission as a designated 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 2023 tax levy contribution is \$600,000.