

Strategic Program Area: Marcus Center for the Performing Arts

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2021 Actual	2022 Actual	2023 Budget	2024 Budget	2023/2024 Variance
Expenditures	700,000	650,000	600,000	550,000	(50,000)
Tax Levy	700,000	650,000	600,000	550,000	(50,000)

What We Do With It: Activity Data

Activity	2021 Actual	2022 Actual	2023 Target	2024 Target
All Theaters by Non-tenant Groups	124	111	65	115
Attendance-other	623	6,177	22,000	11,000
Attendance-Private (Events/Rental)	3,406	16,514	15,000	35,000
Attendance-Public (Programming)	81,398	174,315	213,000	235,000
Children Outreach Events	11	12	50	20
Free Events for Children	15	14	30	15
Free Family, Adults, Community Events	9	10	15	20
Number of Days Activity in Facility	113	312	175	325
Number of Events Annually	190	462	260	400
Number of Performance Weeks-All Theaters by Tenant Groups	23	68	55	66

How Well We Do It: Performance Measures

Performance Measure	2021 Actual	2022 Actual	2023 Target	2024 Target
Percent of Attendees from Milwaukee County	41%	25%	48%	40%
Percent of Attendees from Outside Milwaukee County	59%	75%	52%	60%
Percent of Customer Satisfaction	99%	99%	99%	99%
Percent of Customer Satisfaction with Facility	99%	99%	99%	99%

Strategic Overview:

Established in 1969, the Marcus Center for the Performing Arts was built with the 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 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 2016, Milwaukee County and the Marcus Center finalized a contribution agreement outlining the operating and capital support through 2025. The 2024 tax levy contribution is \$550,000.