

Strategic Program Area: Milwaukee Art Museum

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2021 Actual	2022 Actual	2023 Budget	2024 Budget	2023/2024 Variance
Expenditures	1,290,000	1,290,000	1,290,000	690,000	(600,000)
Tax Levy	1,290,000	1,290,000	1,290,000	690,000	(600,000)

What We Do With It: Activity Data

Activity	2021 Actual	2022 Actual	2023 Target	2024 Target
Attendance-Private (Events/Rental)	2,741	8,780	23,000	21,000
Attendance-Public (General)	68,438	146,232	200,000	198,000
Attendance-Public (Programming)	0	13,364	37,000	34,000

How Well We Do It: Performance Measures

Performance Measure	2021 Actual	2022 Actual	2023 Target	2024 Target
Customers Satisfaction with Events	86%	90%	90%	90%
Customers Satisfaction with Facility	86%	90%	90%	90%
Number of Milwaukee County Visitors	38,166	96,516	140,400	136,620
Number of Non-Milwaukee County Visitors	33,013	71,860	119,600	116,380

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 vital, life-enriching celebration of humankind’s creative history; though 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 next year include:

- Art, Life, Legacy: Northern European Paintings in the Collection of Isabel and Alfred Bader On
- Site: Derrick Adam - Our Time Together
- Idris Khan: Repeat After Me 50
- Paintings
- Darrel Ellis: Regeneration
- Arresting Beauty: Julia Margaret Cameron

Strategic Implementation:

In accordance with the current MAM and Milwaukee County Agreements, the 2024 tax levy contribution for operating support is \$500,000. An additional \$190,000 is included in the 2017-2026 budgets because of an arbitration settlement outlined in the sale of the O’Donnell parking garage through County Board resolution file #16-229.

THIS PAGE INTENTIONALLY
LEFT BLANK