

Strategic Program Area: Fund for the Arts

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2021 Actual	2022 Actual	2023 Budget	2024 Budget	2023/2024 Variance
Expenditures	407,825	407,825	407,825	407,825	0
Revenues	0	0	0	0	0
Tax Levy	\$407,825.00	\$407,824.88	\$407,825.00	\$407,825.00	\$0.00

Strategic Implementation:

The Milwaukee County Fund for the Arts, through the Milwaukee County Cultural Artistic and Musical Programming Advisory Council (CAMPAC), allocates County property tax dollars to support and encourage cultural and artistic activities, which have an important impact on the economic well-being and quality of life of the community.

Since 2014, the application process for CAMPAC has included information regarding sales tax paid from all applicant groups. In 2021, despite the challenges to the arts community, CAMPAC funding assisted these organizations in generating over \$1.059 million in sales tax revenue. The collective budgets of these arts groups total almost \$212 million in economic activity directly employing 1,767 full time positions.

In the 2020 adopted budget, administration of CAMPAC was assigned from a third-party administrator to the Milwaukee County Parks Department. In January of 2021, File 21-90 was presented to the Parks, Energy & Environment Committee outlining eligibility and formula change methodology to be enacted for 2021 awards and approved by the County Board. File # 22-439 enacted a freeze on the proposed methodology and kept awardees at a ceiling of no more than 200% of previous year and a floor of no less than 75% of the previous year.

Strategic Program Area: Milwaukee County Historical Society

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2021 Actual	2022 Actual	2023 Budget	2024 Budget	2023/2024 Variance
Expenditures	258,105	204,105	354,105	354,105	0
Tax Levy	\$258,105.00	\$204,105.00	\$354,105.00	\$354,105.00	\$0.00

What We Do With It: Activity Data

Activity	2021 Actual	2022 Actual	2023 Target	2024 Target
Attendance-other	0	4,994	6,000	6,400
Attendance-Public (General)	5,476	3,601	5,700	6,000
Attendance-Public (Programming)	12,959	11,081	14,000	14,750
Research Requests	2,510	2,872	3,100	3,350

How Well We Do It: Performance Measures

Performance Measure	2021 Actual	2022 Actual	2023 Target	2024 Target
Annual Percent Increase in Overall Attendance (all MCHS Operated Facilities)	27%	7%	10%	5%
Annual Percent Increase in Patron Usage of MCHS Resource Material	22%	14%	10%	10%

Strategic Overview:

As a non-profit cultural organization, the Milwaukee County Historical Society (MCHS) collects, preserves, and shares Milwaukee County history with the public. The Society serves thousands of people each year through exhibits, the research library, three historic sites, and educational programs.

----- However, arguably the Historical Society’s most significant role is as a service provider to the County, preserving and making accessible important County records. Through the research library, people can access essential vital records including documents that prove relationships or verify citizenship.

----- Until the 2023 budget, MCHS had been recognized solely as a cultural organization and record retention services did not receive County funding. For many years, the County’s cultural contribution of \$204,105, the lowest among all the County cultural organizations, remained flat or declined. Given annual increases in operating costs, this stagnant or decreasing contribution lost significant value over the previous two decades.

----- During that period, the Society began operating Trimborn Farm for the County when the Parks People ended their relationship. Additionally, MCHS amassed more than half of the records it retains for the County (6,000 cubic feet). Consequently, as the Society’s responsibility increased it had to rely on the same annual contribution and storage infrastructure and records management best practices suffered.

Fortunately, MCHS was allocated an additional \$150,000 in the 2023 budget to help address records retention needs. The hope is that MCHS will continue to receive that additional allocation so that it can conduct its service to the County and its residents.

----- Without Milwaukee County's support, the ability to collect, preserve, and make available Milwaukee County's records becomes increasingly difficult. The public, Milwaukee County's residents, will suffer adverse effects if their records are not available. People use these records for vital services including securing social security benefits, proving next of kin, and obtaining a legal ID.

Strategic Implementation:

Maintaining the additional \$150,000 in funding for 2024 will support the annual costs of record retention services for Milwaukee County, which include preservation, staff capacity, and research facilities through the MCHS research library. It should be noted that in the fall of 2021 the Department of Administrative Services Record Retention Improvement initiative was approved, allowing for the destruction or transfer of thousands of County records stored in commercial third-party storage. This will save the County approximately \$150,000 a year. These offsetting costs allow the County to serve its constituents by moving inaccessible records away from commercial storage to MCHS, which can make them accessible to both County employees and the public.

----- Meanwhile, the cultural contribution would continue to support the museum's work as a community center that preserves and shares Milwaukee's history. These activities include serving thousands of students through history educational programs, plus thousands of other people with tours, exhibits, events, and more. MCHS also maintains the County-owned Historical Center building and the Benjamin Church House in Estabrook Park. Finally, MCHS and the County continue to work on a management agreement for Trimborn Farm, the County's historic park in Greendale.

Strategic Program Area: Federated Library System

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2021 Actual	2022 Actual	2023 Budget	2024 Budget	2023/2024 Variance
Expenditures	116,500	66,650	66,650	66,650	0
Tax Levy	\$116,500.00	\$66,650.00	\$66,650.00	\$66,650.00	\$0.00

What We Do With It: Activity Data

Activity	2021 Actual	2022 Actual	2023 Target	2024 Target
Active Cardholders	\$242,539	\$217,232	\$223,749	\$230,461
CountyCat Mobile Searches	\$3,310,782	\$608,748	\$626,732	\$645,534
Digital Materials Circulated	\$746,650	\$824,050	\$873,493	\$917,168
Items Delivered	\$982,134	\$904,817	\$931,962	\$950,601
Library Materials Circulated	\$3,959,509	\$4,205,494	\$4,331,659	\$4,461,609
MCFLS and CountyCat Website Page Views	\$11,716,577	\$10,944,169	\$11,272,494	\$11,610,669

How Well We Do It: Performance Measures

Performance Measure	2021 Actual	2022 Actual	2023 Target	2024 Target
Active Cardholders as Percent of Population	26%	24%	25%	25%

Strategic Overview:

The Milwaukee County Federated Library System (MCFLS) is overseen by the Department of Public Instruction (DPI) and serves 15 administratively autonomous and fiscally independent public libraries in Milwaukee County. These public libraries are wholly funded by their municipality and join the MCFLS organization voluntarily. MCFLS is responsible for supporting all public libraries in the county and coordinating the smooth interaction among members behind the scenes in many facets of the library environment.

Strategic Implementation:

Our system continues its work to help guide and facilitate cooperation among our member libraries as they recover from the pandemic. The system and member libraries took advantage of ARPA funding available to libraries and residents through the federal government in 2023, installing 6 external materials pickup lockers and facilitating infrastructure upgrades across the County.

As our libraries emerged from the pandemic, the system and directors also recognized a need to communicate the value of public libraries to our communities. Our recent marketing campaigns have focused on online learning resulting in increased usage of resources like instructor-led Gale Courses and we are just getting started with a family literacy campaign with assistance of community partners like Literacy Services. We also plan to engage our member libraries, staff and trustees in strategic planning later in 2023 and into 2024 to set the vision for library services in Milwaukee County.

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	600,000	0
Tax Levy	\$700,000.00	\$650,000.00	\$600,000.00	\$600,000.00	\$0.00

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.

Consolidated Non- Departmental Cultural Contributions (199)

Agency No. **199**
Fund: **10001**

Strategic Implementation:

In March 2016, Milwaukee County and the Marcus Center finalized a contribution agreement outlining the operating and capital support through 2025. The 2022 tax levy contribution is \$650,000.

Strategic Program Area: Milwaukee Public Museum

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2021 Actual	2022 Actual	2023 Budget	2024 Budget	2023/2024 Variance
Expenditures	3,593,500	3,500,000	3,500,000	3,500,000	0
Tax Levy	\$3,593,500.00	\$3,500,000.00	\$3,500,000.00	\$3,500,000.00	\$0.00

What We Do With It: Activity Data

Activity	2021 Actual	2022 Actual	2023 Target	2024 Target
Attendance-Exhibitions	21,545	159,549	100,000	0
Attendance-Museum	90,247	291,289	250,000	250,000
Attendance-Theater/Planetarium	10,740	103,480	50,000	50,000

How Well We Do It: Performance Measures

Performance Measure	2021 Actual	2022 Actual	2023 Target	2024 Target
Annual Attendance Over/(Under) the 400,000 Base Level				

Strategic Overview:

Pursuant to Wisconsin Statute 59.56(2), Milwaukee County (County) may acquire, own, operate and maintain a public museum in the County, and appropriate funding for such purposes. As a museum of human and natural history, MPM provides a dynamic and stimulating environment for learning. The museum interprets the world’s cultural and natural heritage through collections, research, education, and exhibits. MPM holds its collections as a public trust and is dedicated to their preservation for the enrichment of present and future generations.

Strategic Implementation:

MPM provides detailed quarterly reports of financial status and museum programmatic updates throughout the fiscal year to the Milwaukee County Parks and Finance/Audit committees.

The budgeted funds included as part of the 10-year Lease and Management Agreement (LMA) provide operational support to run the museum on behalf of the County and to provide access to schools, families, and the community in a variety of ways. MPM intends to continue serving over 400,000 visitors during each fiscal year and to provide services and educational opportunities to a diverse constituency. Milwaukee schools continue to receive free admission to MPM during the months of September through November (pursuant to current LMA).

Current LMA background:

Original LMA

In 2013, the County and the MPM entered a new LMA (adopted County Board file #13-598). The original LMA states that MPM must achieve several operating and financial goals. If the goals are not achieved, the County may reduce its annual operating contribution by \$250,000 for the subsequent year. Additionally, if MPM receives at least \$5,000,000 in cash or donor commitments for capital projects by December 31, 2017, the annual operating contributions will remain at \$3,500,000 for calendar years 2018-2022. On August 15, 2013, the County entered into a new LMA with the MPM whereby the County owns the current museum building at 800 West Wells Street and all of the artifacts, exhibits, and other items of historical or scientific value or significance owned or held by the County and used or intended to be used for exhibition, display, education or research in connection with the activities and operations of the MPM and the County would lease the current building, the personal property, and the artifacts to MPM, and MPM would undertake the primary responsibility for managing and operating the museum.

The County is responsible for authorizing up to \$4,000,000 in museum capital improvement projects by December 31, 2017. As of December 31, 2017, the County included adopted capital projects in the amount of approximately \$5.8 million (2014 Adopted Capital Budget through 2017 Adopted Capital Budget).

The initial term of the agreement is through December 31, 2022, and can be automatically extended for four (4) successive periods of five (5) years each through December 31, 2042. Pursuant to the LMA, each Extended Term shall commence upon the expiration of the Preceding Term, except that any Extended Term shall not commence if one party gives the other notice not less than six (6) months prior to the expiration of any Preceding Term that such party elects not to extend, in which case, the LMA shall terminate upon the expiration of such Preceding Term.

Amendments to Original LMA

In 2018, the LMA was amended by the County and the MPM based on a strategic facility vision put forward by MPM and alignment of MPM Endowment covenants (adopted County Board file #18-532). Changes to the LMA include the following:

A. \$5,000,000 in cash or donor commitments for capital improvements (Milwaukee County Department of Administrative Services/MPM joint report (file 18-532): "Since the Agreement was signed in 2013 MPM has undergone significant changes in leadership and organizational strategy, and the MPM's Board of Directors is now focused on advancing plans to create a new facility for the museum in the coming years. As this strategy has taken shape it became clear that it was an unwise use of donor (or public) funds to invest in major capital improvements to the current facility, which MPM plans to eventually leave. Accordingly, any potential future capital requests from MPM related to the current facility will be solely limited to those urgent necessities needed to maintain minimum structural and operational standards for the museum filed and/or to sustain business revenue. A change to this criterion is requested to reflect the current strategy, allowing funds raised both to improve the current facility and to advance plans facility count toward this criterion, and extending the deadline to meet the \$5,000,000 total."):

1. The date at which the MPM is to receive at least \$5,000,000 in cash and donor commitments changed from December 31, 2017, to December 31, 2020.
2. Include monies received or pledged for a possible new building as well as the current building before any future funding amounts would be decreased.
3. Of the total \$5,000,000 commitment goal, MPM is limited to only including \$1,000,000 of these total funds to be from donor commitments and cash specifically raised towards exhibits. Exhibits continue to bring in revenue, but do not necessarily directly assist the site, building or future relocation.

B. Endowment unrestricted net assets (Milwaukee County Department of Administrative Services/MPM joint report (file 18-532): "This condition was made to match the requirement of a covenant MPM had with its bank for its line of credit facility, calling for this same \$2,000,000 baseline as a guarantee for the line. Since the Agreement was signed in 2013 MPM's bank (CIBC) has reduced this requirement to \$1,550,000 in unrestricted net assets required in the Endowment. This amendment seeks to similarly reduce the County requirement to \$1,550,000 in unrestricted net assets in the Endowment, in order that the County's requirement match that of MPM's bank."):

1. The criteria that the MPM Endowment (the "Endowment") maintain at least \$2,000,000 in unrestricted net assets was reduced to \$1,550,000 to match the updated covenant MPM has with its bank for its line of credit facility.

In 2020, there were two instances of LMA amendments:

A. The first instance was due to the negative financial impacts related to the COVID-19 pandemic (adopted County Board file #20-482). Changes to the LMA include the following:

- a. Annual attendance:
 - i. The criteria for annual attendance of the Museum, its theater/planetarium and special exhibits, events, and programs was waived for the Museum Fiscal Years 2020 and 2021.
- b. Unrestricted operating earnings:
 - i. The criteria that the Museum have positive unrestricted operating earnings as defined by unrestricted operating net income plus depreciation being greater than zero be waived for the Museum Fiscal Years 2020 and 2021.

B. The Second instance amended the LMA to allow either MPM OR a separate legal entity to receive \$5.0 million in cash and donor commitments for capital spending or for a "Relocation Strategy" (adopted County Board file #20-753). Milwaukee County Department of Administrative Services/MPM joint report (file 20-753): "Authorization to execute a Third Amendment to Lease and Management Agreement to avoid a default of commitments and maintain existing funding. A requirement of the amended Lease and Management Agreement between Milwaukee County ("County") and the Milwaukee Public Museum ("MPM") is that MPM, alone, receive at least \$5.0 million in cash and donor commitments by December 31, 2020, for capital spending or for a "Relocation Strategy". As of this date, MPM has raised most of these funds. Based on a plan for the Relocation Strategy, a certain amount of these funds is being raised by a separate legal entity to garner potential tax credits and loans. MPM wants to amend the Lease and Management Agreement to allow for the \$5.0 million in cash and donor commitments to include either MPM or a separate legal entity which will be utilized in the Relocation Strategy.... MPM management has indicated that if these changes in criteria are not memorialized, then MPM risks being in default of the \$5.0 million commitment of the Agreement. Such default would mean a reduction in operating support from \$3.5 million to \$3.2 million for 2021 and \$3.0 million for 2022... MPM has requested the Agreement be revised to address these issues. Based on this information, as well as review from the Comptroller's Office and the Office of Corporation Counsel, DAS recommen

Strategic Program Area: Charles Allis and Villa Terrace Art Museums

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2021 Actual	2022 Actual	2023 Budget	2024 Budget	2023/2024 Variance
Expenditures	225,108	225,108	225,108	225,108	0
Tax Levy	\$225,108.00	\$225,108.00	\$225,108.00	\$225,108.00	\$0.00

Strategic Overview:

The Charles Allis and Villa Terrace Art Museums contribute to the quality of life of Milwaukee County residents and visitors by creating opportunities to experience history, culture and the arts.

The Museums - a public-private partnership between Milwaukee County and Charles Allis and Villa Terrace Museums, Inc. (CAVT) - honor the gifts to the community of Charles and Sarah Allis (in 1946) and Lloyd and Agnes Smith (in 1967) through the preservation of their architecturally significant homes, world-class art collections, and gardens, while telling the story of the founding of Milwaukee as a city of industry and entrepreneurship.

The museums contribute to Milwaukee County’s quality of life by offering vibrant exhibitions, collaborative educational programs, performances, and other events. Programming includes up to five new art exhibitions each year that feature local and regional artistic production and promote such work in a way that larger institutions cannot. The museums also offer concerts, films, family art-making workshops, lectures, tours and special events. CAVT partners with the Rufus King International High School art program throughout the year, culminating in a student art show at the Charles Allis Art Museum. The museums continue to work with county-wide public grade-school art programs each fall. The facilities are available for rent by civic, cultural, veterans, educational, business and private groups. Both museums are on the National Register of Historic Places.

Strategic Program Area: War Memorial Center

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2021 Actual	2022 Actual	2023 Budget	2024 Budget	2023/2024 Variance
Expenditures	516,000	486,000	486,000	486,000	0
Tax Levy	\$516,000.00	\$486,000.00	\$486,000.00	\$486,000.00	\$0.00

What We Do With It: Activity Data

Activity	2021 Actual	2022 Actual	2023 Target	2024 Target
Attendance - WMC Programs (On-site)	6,910	8,607	26,100	22,000
Attendance - WMC Programs (Outreach)	1,804	11,847	1,900	15,000
Attendance-General/Public	20,820	43,155	83,000	45,000
Attendance-Private Events/Rental	20,134	36,546	54,000	40,000
Attendance-Veterans/Military	3,767	5,845	10,500	7,000
Digital Outreach - Facebook & Instagram	419,459	507,646	437,000	530,000
Digital Outreach - LinkedIn	31,500	63,000	91,800	94,000
Digital Outreach - Newsletter	62,864	72,027	75,000	75,000
Digital Outreach - Programs-Newsletters & Audio Impressions	2,536,110	19,686,930	20,000,000	11,000,000
Digital Outreach - Website Reach	66,832	71,369	70,000	73,000
Digital Outreach - YouTube	74,572	19,719	90,000	75,000
Number of Events - WMC Programs (Outreach)	43	81	45	160
Number of Events-Private	307	507	513	525
Number of Events-Veterans/Military	139	181	200	205
Number of Events-WMC, Programs (On-site)	113	155	217	220

How Well We Do It: Performance Measures

Performance Measure	2021 Actual	2022 Actual	2023 Target	2024 Target
Percent of Events from Milwaukee County	94%	97%	85%	85%
Percent of Events from Outside Milwaukee County	6%	3%	15%	15%

Strategic Overview:

The Center stands as a memorial to those who gave their lives for our collective freedom. "Honor the Dead Serve the Living" is the motto of the Center. The Center provides a campus of memorials and access to both permanent and temporary exhibits.

The Center provides a variety of internal and outreach programs that offer unique opportunities for students and the community to learn about patriotism, history, and the accomplishments of our veterans. In addition, the Center is the primary community facility partner for the Veteran Suicide Prevention Initiative, a massive partnership with organizations focused on serving our greater veteran family.

The Center provides office space to organizations such as USO of Wisconsin, Paralyzed Veterans of American-Wisconsin chapter, Rotary Club of Milwaukee, Kiwanis Club of Milwaukee, Chipstone Foundation, International Association for Orthodontics, and the War Memorial Center itself. Using the Hoteling Rental model, the Center provides office space at a substantially reduced rate for up to four Veteran organizations thereby making the Center the epicenter of veteran-based productivity and operations impacting thousands of our military veterans across Wisconsin.

To maximize utilization of the facility, the Center is available for general use by the Public, veterans' groups, art groups and civic groups.

Strategic Implementation:

The War Memorial Center requests \$550,000 in tax levy support for 2024. According to the 2022-2026 War Memorial Center Strategic Plan, Milwaukee County's current contribution represents 26% of the center's overall revenue, though it progressively declines under the current agreement through 2033. The 2021 WMC Annual Report emphasizes the financial impact the COVID-19 pandemic had on the War Memorial Center's operations, directly creating \$430,000 of revenue losses in 2020 and \$280,000 of losses in 2021. The WMC is actively exploring new funding streams and opportunities for efficiencies and cost-savings to mitigate the progressive elimination of its annual tax levy support from Milwaukee County but combined with the decreasing annual contribution from the county and rising operating expenses, the budget shortfall is anticipated to grow each year under the current schedule.

Finally, the War Memorial Center structure remains the ownership of Milwaukee County. Annual maintenance cost to operate the Center is currently at \$750,000. With Milwaukee County currently contributing \$486,000 towards this maintenance cost, WMC is currently underwriting over \$250,000 annually to privately fund this County-owned structure. Since COVID, despite the launch of multiple new revenue programs since 2020, the Center is still at 74% pre-COVID income levels from the legacy revenue programs including but not limited to corporate event rentals, parking and catering commissions. The WMC has been successful in increasing their private funding overall percentage to 80% (up from 70% pre-COVID), despite these post-COVID headwinds. Increasing the annual funding support to \$550,000 for the next 5-years will give the WMC more runway to develop and deploy new revenue models, while keeping the Center safe, open and available to the greater Wisconsin community to enjoy.

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	\$1,290,000.00	\$1,290,000.00	\$1,290,000.00	\$690,000.00	(\$600,000.00)

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; 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 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.

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