

**Strategic Program Area: Milwaukee Art Museum**

**Service Provision:** Discretionary

**How We Do It: Program Budget Summary**

Category	2023 Actual	2024 Actual	2025 Budget	2026 Budget	2025/2026 Variance
Expenditures	1,290,000	690,000	690,000	690,000	0
Tax Levy	1,290,000	690,000	690,000	690,000	0

**What We Do With It: Activity Data**

Activity	2023 Actual	2024 Actual	2025 Target	2026 Target
1. Attendance-Public (General)	188,982	190,982	212,000	215,000
2. Attendance-Public (Programming)	26,187	27,635	34,000	34,000
3. Attendance-Private (Events/Rental)	17,204	7,377	21,000	21,000

**How Well We Do It: Performance Measures**

Performance Measure	2023 Actual	2024 Actual	2025 Target	2026 Target
Customers Satisfaction with Events	92%	92%	90%	90%
Customers Satisfaction with Facility	92%	92%	90%	90%
Number of Milwaukee County Visitors	120,874	129,775	141,510	145,800
Number of Non-Milwaukee County Visitors	111,499	95,579	125,490	124,200

**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:

- The Bradley Collection of Modern Art: A Bold Vision for Milwaukee
- Gertrude Abercrombie: The Whole World is a Mystery
- Seeking Revelation: German Romantic Prints and Drawings, 1770-1850
- Looking Forward: New Gifts of Art
- Currents 40: Widline Cadet

**Strategic Implementation:**

In accordance with the current MAM and Milwaukee County Agreements, the 2026 tax levy contribution for operating support is \$500,000. 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.