

Strategic Program Area: Marcus Center for the Performing Arts

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2023 Actual	2024 Actual	2025 Budget	2026 Budget	2025/2026 Variance
Expenditures	600,000	550,000	500,000	450,000	(50,000)
Tax Levy	600,000	550,000	500,000	450,000	(50,000)

What We Do With It: Activity Data

Activity	2023 Actual	2024 Actual	2025 Target	2026 Target
All Theaters by Non-tenant Groups	47	39	55	35
Attendance-Other	19,200	35,836	20,000	20,000
Attendance-Private (Events/Rental)	13,995	8,074	15,000	15,000
Attendance-Public (Programming)	214,163	222,366	240,000	230,000
Children Outreach Events	15	32	15	30
Free Events for Children	11	24	11	25
Free Family, Adults, Community Events	12	28	20	30
Number of Days Activity in Facility	206	341	230	330
Number of Events Annually	405	488	405	450
Number of Performance Weeks-All Theaters by Tenant Groups	37	25	25	25

How Well We Do It: Performance Measures

Performance Measure	2023 Actual	2024 Actual	2025 Target	2026 Target
Percent of Attendees from Milwaukee County	45%	39%	46%	40%
Percent of Attendees from Outside Milwaukee County	55%	61%	54%	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 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 center in Southeastern Wisconsin, connecting 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, contemporary dance, jazz, and global music alongside commercial concerts and events. Additionally, MPAC provides high quality arts education and engagement experiences for all ages and is home to several resident companies including the Milwaukee Ballet, Florentine Opera, First Stage and Black Arts MKE.

MPAC supports a variety of free community events and cultural celebrations year-round, including Rainbow Summer, the Dr. Martin Luther King Jr. Birthday Celebration, and the César Chávez Celebration. MPAC is committed to racial equity, diversity, and inclusion (REDI), focusing on representation, inclusion, and investment to build bridges between members of the community through the performing arts. MPAC is proud to be part of the Milwaukee Theater District as well as a dedicated Milwaukee County War Memorial facility, honoring those who bravely served our country.

Strategic Implementation:

Milwaukee County and MPAC are in the process of finalizing a contribution agreement for 2026-2030 outlining annual operating and capital support, File no. 25-467. The planned 2026 contractual operating contribution is \$450,000.