Strategic Program Area: War Memorial Center

Service Provision: Discretionary

How We Do It: Program Budget Summary

Category	2023 Actual	2024 Actual	2025 Budget	2026 Budget	2025/2026 Variance
Expenditures	486,000	486,000	398,000	354,000	(44,000)
Tax Levy	486,000	486,000	398,000	354,000	(44,000)

What We Do With It: Activity Data

Activity	2023 Actual	2024 Actual	2025 Target	2026 Target
Attendance - WMC Programs (On-site)	8,243	12,076	5,600	10,000
Attendance - WMC Programs (Outreach)	51,205	74,326	62,000	70,000
Attendance-General/Public	138,965	93,840	70,000	90,000
Attendance-Private Events/Rental	36,684	39,225	32,000	35,000

How Well We Do It: Performance Measures

Performance Measure	2023 Actual	2024 Actual	2025 Target	2026 Target
Percent of Events from Milwaukee County	96%	97%	85%	85%
Percent of Events from Outside Milwaukee County	4%	3%	15%	15%

Strategic Overview:
The War Memorial 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 County and the War Memorial Center have a funding agreement that provides operating and capital funding levels. In accordance with the Agreement, the 2026 tax levy contribution for operating support decreases by $44,000 to $398,000.

As a living memorial open to the public, the Center does not charge admission or membership fees, enabling access for all to pay their respects, learn about the sacrifices made, and reflect on their own experiences in this sacred place.

As County funding to maintain the Center decreases, funds used for onsite veteran and education programs will be decreased and reallocated to fund required facility maintenance. Program outreach will increase and expand with the addition of two traveling exhibits as it requires little staff time to coordinate.

Milwaukee County's continued support is critical to maintaining the War Memorial Center, a Milwaukee County landmark and community memorial to our fallen heroes.