

Strategic Program Area: Milwaukee Public Museum**Service Provision:** Discretionary**How We Do It: Program Budget Summary**

Category	2023 Actual	2024 Actual	2025 Budget	2026 Budget	2025/2026 Variance
Expenditures	3,500,000	3,500,000	3,500,000	3,500,000	0
Tax Levy	3,500,000	3,500,000	3,500,000	3,500,000	0

What We Do With It: Activity Data

Activity	2023 Actual	2024 Actual	2025 Target	2026 Target
Attendance-Museum	306,044	375,000	301,100	400,000
Attendance-Theater/Planetarium	114,392	50,000	108,900	200,000

How Well We Do It: Performance Measures

Performance Measure	2023 Actual	2024 Actual	2025 Target	2026 Target
Annual Attendance Over/(Under) the 400,000 Base Level	No	No	Yes	Yes

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).

In 2023, the LMA was amended to exercise an automatic extension of the Agreement for five years and to establish the Base Level Funding at \$3,500,000 as defined and specified in the original agreement.