

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

Category	2024 Actual	2025 Actual	2026 Budget	2027 Budget	2026/2027 Variance
Expenditures	690,000	690,000	690,000	500,000	(190,000)
Tax Levy	690,000	690,000	690,000	500,000	(190,000)

What We Do With It: Activity Data

Activity	2024 Actual	2025 Actual	2026 Target	2027 Target
1. Attendance-Public (General)	190,342	208,428	215,000	210,000
2. Attendance-Public (Programming)	27,635	26,196	34,000	34,000
3. Attendance-Private (Events/Rental)	7,377	8,492	21,000	16,000

How Well We Do It: Performance Measures

Performance Measure	2024 Actual	2025 Actual	2026 Target	2027 Target
Customers Satisfaction with Events	92%	92%	90%	90%
Customers Satisfaction with Facility	92%	92%	90%	90%
Number of Milwaukee County Visitors	129,775	130,179	145,800	140,400
Number of Non-Milwaukee County Visitors	95,579	112,937	124,200	119,600

Strategic Overview:

The Milwaukee Art Museum (MAM) connects people with art, each other, and the world. At the center of every MAM experience is a driving mission to share extraordinary works of art, reveal their compelling stories, and create meaningful experiences that grow and inspire our community. 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 Shakers: A World in the Making

Water's Edge: The Art of Truman Love

Seeking Revelation: German Romantic Prints and Drawings, 1770 - 1850

Exhibition of Works by the Black Women of Print Collective

Beneath the Surface: Mining and American Photography

Strategic Implementation:

In accordance with the current MAM and Milwaukee County Agreements, the 2027 tax levy contribution for operating support is \$500,000. An additional \$190,000 was 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.