

Strategic Program Area: Marcus Center for the Performing Arts**Service Provision:** Discretionary**How We Do It: Program Budget Summary**

Category	2024 Actual	2025 Actual	2026 Budget	2027 Budget	2026/2027 Variance
Expenditures	550,000	500,000	450,000	450,000	0
Tax Levy	550,000	500,000	450,000	450,000	0

What We Do With It: Activity Data

Activity	2024 Actual	2025 Actual	2026 Target	2027 Target
All Theaters by Non-tenant Groups	39	39	40	40
Attendance-Other	35,836	41,981	40,000	40,000
Attendance-Private (Events/Rental)	8,074	11,492	10,000	10,000
Attendance-Public (Programming)	222,366	256,736	230,000	250,000
Free Events for Children	15	10	10	10
Free Family, Adults, Community Events	20	25	20	20
Number of Days Activity in Facility	341	360	340	340
Number of Events Annually	474	599	550	550
Number of Performance Weeks-All Theaters by Tenant Groups	25	23	25	25

How Well We Do It: Performance Measures

Performance Measure	2024 Actual	2025 Actual	2026 Target	2027 Target
Percent of Attendees from Milwaukee County	40%	39%	40%	40%
Percent of Attendees from Outside Milwaukee County	60%	61%	60%	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, the Hispanic Heritage and Native Heritage Celebrations.

We believe the performing arts are most powerful when they bring people together. Our goal is to create welcoming spaces for audiences of all backgrounds and be a gathering place where everyone can experience the transformative power of live performance.

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 have a contribution agreement in place for 2026-2030 outlining annual operating and capital support. The planned 2027 contractual operating contribution is \$450,000.