

Strategic Program Area: War Memorial Center**Service Provision:** Discretionary**How We Do It: Program Budget Summary**

Category	2024 Actual	2025 Actual	2026 Budget	2027 Budget	2026/2027 Variance
Expenditures	486,000	398,000	354,000	310,000	(44,000)
Revenues	0	0	0	0	0
Tax Levy	486,000	398,000	354,000	310,000	(44,000)

What We Do With It: Activity Data

Activity	2024 Actual	2025 Actual	2026 Target	2027 Target
Attendance - WMC Programs (On-site)	12,076	4,800	10,000	10,000
Attendance - WMC Programs (Outreach)	74,326	128,150	70,000	70,000
Attendance-General/Public	93,840	92,672	90,000	90,000
Attendance-Private Events/Rental	39,225	29,246	35,000	35,000

How Well We Do It: Performance Measures

Performance Measure	2024 Actual	2025 Actual	2026 Target	2027 Target
Percent of Events from Milwaukee County	97%	96%	85%	85%
Percent of Events from Outside Milwaukee County	3%	4%	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 National Association of Minority Veterans of America, Paralyzed Veterans of American-Wisconsin chapter, Rotary Club of Milwaukee, Kiwanis Club of Milwaukee, Chipstone Foundation, 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 2027 tax levy contribution for operating support decreases by \$44,000 to \$310,000.

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.