

ADOPTED 2009 BUDGET

DEPT: MARCUS CENTER FOR THE PERFORMING ARTS

UNIT NO. 1916
FUND: General - 0001

OPERATING AUTHORITY & PURPOSE

Pursuant to Section 45.058 of the Wisconsin Statutes and in accordance with agreements, the Milwaukee County War Memorial Center, Inc. operates the Milwaukee County Ben and Ceil Marcus Center for the Performing Arts (the Marcus Center). The Marcus Center was built with private money in 1969 and deeded to Milwaukee County as a public trust for the preservation and enrichment of the performing arts, including drama, music and dance. The facility is home to the Broadway Series, Milwaukee Symphony Orchestra, Milwaukee Ballet, Florentine Opera, Milwaukee Youth Symphony

Orchestra, First Stage Children's Theatre, City Ballet Theatre, Hansberry-Sands Theatre Company and other performing arts groups. The Marcus Center is located at 929 North Water Street. In addition to the Marcus Center providing a first class facility for the performing arts, the Center supports a number of free community events and activities year-round, including ethnic and cultural festivals such as Martin Luther King Day Celebration, Cantos de Las Americas, Get up and Dance!, and KidZ Days children's programming.

BUDGET SUMMARY			
	2007 Actual	2008 Budget	2009 Budget
Marcus Ctr for the Performing Arts	\$ 1,280,000	\$ 1,280,000	\$ 1,280,000

MISSION

To serve the community, the Marcus Center offers facilities and services of the highest quality, sponsors a wide range of the performing arts, and advocates for effective collaboration for the arts community.

In 2004, Milwaukee County's contribution was \$1,380,000. This included \$880,000 from tax levy, \$400,000 of debt forgiveness, and a \$100,000 major maintenance allocation.

OBJECTIVES

- Provide Marcus Center patrons with a high level of customer service and entertainment value from Marcus Center events.
- Enhance Milwaukee County residents' quality of life through the Marcus Center's diverse offerings of arts, culture and entertainment in a variety of ticket price ranges.
- Provide quality performing art(s) events to Milwaukee County residents in all geographic areas.

BUDGET HIGHLIGHTS

- The 2009 contribution to the Marcus Center remains at the 2008 level of \$1,280,000.
- The Marcus Center will continue to provide quarterly reports of current financial status and projections through the fiscal year in accordance with past practice.
- Expenditures of \$613,900 are budgeted in the 2009 Capital Improvements Budget for the design and construction of the Marcus Center's HVAC system. See the 2009 Capital Improvements Budget for further detail.
- The County issued a total of \$5,802,000 in General Obligation Bonds during 1994 and 1995 for the purpose of renovating the interior of the Marcus Center for the Performing Arts. The Marcus Center instituted a facility fee on tickets for the specific purpose of repaying the County bonds. Based on information provided by the Marcus Center, facility fee income is sufficient to

OPERATING HISTORY

On May 20, 1993, the County Board of Supervisors adopted a resolution [File No. 93-283(a)(a)] that approved a memorandum of understanding between the County and the Marcus Center, which provided a fixed level of operating support of \$1.5 million for the years 1994 through 1998.

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repay bonds issued by Milwaukee County for this project. The budget amount for 2009 is \$261,968. This restructured amount reflects a one-year extension of the loan repayment until 2011. Payments for 2010 and 2011 will be

\$252,612 and \$243,253, respectively. The reduced payments will assist the Marcus Center for the Performing Arts in maintaining the County-owned facility, through accelerating work on needed major maintenance projects.

ACTIVITY AND STATISTICAL SUMMARY						
	2007 Actual		2008 Budget		2009 Budget	
	<u>Events</u>	<u>Attend</u>	<u>Events</u>	<u>Attend</u>	<u>Events</u>	<u>Attend</u>
All Events Public & Private	1,984	551,303	2,250	600,000	2,250	600,000

The Marcus Center for the Performing Arts budget consists of the following:

MARCUS CENTER FOR THE PERFORMING ARTS			
	<u>2007 Actual</u>	<u>2008 Budget</u>	<u>2009 Budget</u>
<u>Expenditures</u>			
Personal Services	\$ 3,111,524	\$ 3,249,906	\$ 3,228,141
Professional Fees	318,007	323,630	321,960
Advertising and Promotion	91,736	116,950	134,595
Meetings, Travel and Auto Allowance	11,826	11,300	12,500
Space	330,899	361,685	351,225
Telephone & Utilities	463,228	466,750	484,200
Office and Administrative Supplies	59,119	60,350	60,700
New & Replacement Equipment	0	0	0
<i>Total Marcus Center Expenditures</i>	<i>\$ 4,386,339</i>	<i>\$ 4,590,571</i>	<i>\$ 4,593,321</i>
<u>Revenues</u>			
Hall Rental	\$ 1,114,883	\$ 1,124,782	\$ 1,287,505
Office Rental	78,107	75,000	79,200
Equipment Rentals	196,679	217,850	198,350
Reimbursement Income	1,301,137	1,454,451	1,302,616
Concession Income	178,873	175,000	179,000
Contributed Income	135,815	100,000	100,000
Misc. Income	100,847	168,000	166,650
Milwaukee County Contribution	1,280,000	1,280,000	1,280,000
<i>Total Marcus Center Revenues</i>	<i>\$ 4,386,339</i>	<i>\$ 4,595,083</i>	<i>\$ 4,593,321</i>