

**ADOPTED 2010 BUDGET**

**DEPT:** MARCUS CENTER FOR THE PERFORMING ARTS

**UNIT NO.** 1916  
**FUND:** General - 0001

<b>BUDGET SUMMARY</b>			
	<b>2008 Actual</b>	<b>2009 Budget</b>	<b>2010 Budget</b>
Marcus Ctr for the Performing Arts	\$ 1,280,000	\$ 1,280,000	\$ 1,280,000

**MISSION**

The Marcus Center offers facilities and services of the highest quality, makes available a wide range of the performing arts, and acts as an energizing force for effective collaboration and advocacy in the arts community.

**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.

**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.

The memorandum of understanding was renewed in 1999 and provided an increase of \$100,000 for a total funding level of \$1,600,000 for the years 1999 through 2003.

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.

The Center closed the 2008 calendar year with their 39<sup>th</sup> consecutive year of balanced budgets.

**BUDGET HIGHLIGHTS**

- The 2010 tax levy contribution to the Marcus Center remains at the 2009 level of \$1,280,000.
- In 2010 \$2,400,997 are invested in capital projects.
- The Marcus Center will continue to provide quarterly reports of current financial status and projections through the fiscal year in accordance with past practice.
- 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 repay bonds issued by Milwaukee County for this project. The debt was restructured in 2009 to allow a one-year extension until 2011. The budget amount for 2010 is \$252,612. Payment for 2011 will be \$243,253. 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.

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<b>ACTIVITY AND STATISTICAL SUMMARY</b>						
	2008 Actual		2009 Budget		2010 Budget	
	<u>Events</u>	<u>Attend</u>	<u>Events</u>	<u>Attend</u>	<u>Events</u>	<u>Attend</u>
All Events Public & Private	1,937	598,977	1,950	600,000	1,950	600,000

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

<b>MARCUS CENTER FOR THE PERFORMING ARTS</b>			
	2008 <u>Actual</u>	2009 <u>Budget</u>	2010 <u>Budget</u>
<b><u>Expenditures</u></b>			
Personal Services	\$ 3,133,843	\$ 3,228,141	\$ 3,099,474
Professional Fees	321,454	321,960	339,660
Advertising and Promotion	108,454	134,595	135,200
Meetings, Travel and Auto Allowance	15,444	12,500	17,080
Space	313,191	351,225	337,400
Telephone & Utilities	490,956	484,200	513,648
Office and Administrative Supplies	64,185	60,700	87,950
New & Replacement Equipment	0	0	0
<i>Total Marcus Center Expenditures</i>	<u>\$ 4,447,527</u>	<u>\$ 4,593,321</u>	<u>\$ 4,530,412</u>
<b><u>Revenues</u></b>			
Hall Rental	\$ 1,151,695	\$ 1,287,505	\$ 1,170,743
Office Rental	81,998	79,200	85,310
Equipment Rentals	215,295	198,350	220,950
Reimbursement Income	1,262,751	1,302,616	1,317,197
Concession Income	186,383	179,000	185,000
Contributed Income	186,275	100,000	189,612
Misc. Income	92,319	166,650	81,600
<b>Milwaukee County Contribution</b>	1,280,000	1,280,000	1,280,000
<i>Total Marcus Center Revenues</i>	<u>\$ 4,456,716</u>	<u>\$ 4,593,321</u>	<u>\$ 4,530,412</u>
Marcus Center Excess (Deficit)	\$ 9,189	\$ 0	\$ 0

**Capital Investments**

A total of \$2,400,997 is invested in capital projects for 2010. These include projects that are part of two 2010 debt issuances and a Fall 2009 debt issuance. The projects funded through the Fall 2009 debt issuance were submitted to the County Board for approval during the September 2009 cycle but are presented here for illustrative purposes. Additional details can be found in the Debt Service budget - Org 9960 and the 2010 Recommended Capital Improvement Budget. The funded projects include:

- Marcus Center HVAC Upgrade- Phases 1-3: \$1,694,000
- Marcus Center Peck Pavilion Space Frame Renovation: \$408,000
- Marcus Center Pedestrian Pavement Replacement: \$298,997