



War Memorial Center

750 North Lincoln Memorial Drive ~ Milwaukee, Wisconsin 53202

Phone: 414-273-5533 ~ www.warmemorialcenter.org

June 6, 2024

Ms. Erica Goblet, Project Manager
Milwaukee County Department of Administrative Services
633 W. Wisconsin Ave., Suite 932
Milwaukee, WI 53203

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Daniel Buttery

President & CEO

Dear Erica,

We are pleased to provide the following response to your May 21, 2024 request regarding Milwaukee County's relationship with Milwaukee County War Memorial, Inc. as one of the cultural institutions who receives support from Milwaukee County.

Five-year fiscal outlook:

	2024	2025	2026	2027	2028
Operating Fund Revenues	\$ 915,000	\$ 950,000	\$ 957,000	\$ 971,000	\$ 983,000
Operating Fund Contributions	637,000	547,000	567,000	587,000	607,000
County Support	<u>486,000</u>	<u>398,000</u>	<u>354,000</u>	<u>310,000</u>	<u>266,000</u>
Total Revenue and Support	\$ 2,038,000	\$ 1,895,000	\$ 1,878,000	\$ 1,868,000	\$ 1,856,000
Operating Fund Expenses	\$ 2,088,000	\$ 2,045,000	\$ 2,128,000	\$ 2,218,000	\$ 2,306,000
Increase (Decrease) In Net Assets	\$ (50,000)	\$ (150,000)	\$ (250,000)	\$ (350,000)	\$ (450,000)

What is going well for the War Memorial Center:

We are grateful for the generous funding provided each year by Milwaukee County to support our stewardship of this iconic Milwaukee County landmark facility. This 66-year plus public/private partnership has enabled the War Memorial to focus its fundraising and earned revenue efforts towards supporting our mission to honor the dead and serve the living by providing inspiring exhibits that honor the sacrifices of our veterans, critical veteran mental health programs, and educational programs for our youth and community. As evidenced in the attached 2023 Annual Report, the War Memorial Center has advanced remarkable initiatives in serving the needs of our veterans and the Milwaukee community all while honoring all of our community's Killed in Action, Missing in Action, Prisoners of War, and their loved ones.

Concerns/challenges faced by the War Memorial Center:

The Eero Saarinen-designed building occupied by the War Memorial Center is an historic and architecturally significant landmark in Milwaukee County envisioned by community leaders in the 1940s, funded by the Milwaukee community, and erected on land owned by Milwaukee County. Maintaining this iconic Milwaukee treasure for future generations has been a shared responsibility between Milwaukee County and the War Memorial Center for over 66 years. Shifting the full financial burden for the stewardship of this Milwaukee community landmark to the War Memorial Center will result in significant reduction or elimination of critical program support provided to our veterans, their families, and the community at a time when their need for support has never been greater.



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Under the Cooperation Agreement currently in place, the financial support provided by Milwaukee County will be reduced from \$486,000 in 2024 to \$266,000 over the next five years, with funding eliminated by 2034. While the War Memorial Center continues to implement creative revenue-generating initiatives and increase its base of community support for our veteran services and programs, the budget shortfall resulting from the sunset of County funding poses a significant hurdle.

Impact of the current funding agreement between the War Memorial Center and Milwaukee County:

The planned reductions in County support as outlined in the 2017 agreement would have an impact on the level of programs WMC provides to veterans and community, including the following:

- Reduction/elimination in veteran programs
- Reduction/elimination in education programs
- Reduction in custodial services which will lead to a decline in facility appearance and negatively impact facility rental revenue
- Reduction in preventative maintenance

Milwaukee County's continued support is critical to maintaining this County landmark and community memorial to our fallen heroes. As a living memorial open to the public, we do not charge admission or membership fees, enabling access for all to pay their respects, learn about the sacrifices made, and to reflect on their own experiences in this sacred place. This is truly a community resource supported through a public-private partnership of County support, private donations, and earned revenue.

We value our continued partnership with Milwaukee County and appreciate the opportunity for further discussions regarding the future support for the War Memorial Center.

Regards,

A handwritten signature in blue ink, appearing to read "Andy Gordon".

Andy Gordon
Board Chairman

A handwritten signature in black ink, appearing to read "Dan Buttery".

Daniel Buttery
President/CEO

Attachments:

2023 Annual Report

2022 – 2026 Strategic Plan

WAR MEMORIAL CENTER

2023

HONOR
THE
DEAD

SERVE
THE
LIVING

ANNUAL REPORT



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2023 ANNUAL LETTER

Dear Friends,

Recently, we were honored to give a tour of the War Memorial Center to retired Air Force General Robin Rand. General Rand's distinguished career includes leading Air Force Global Strike Command and Air Education and Training. He told us he was deeply touched by what he saw here. He said he has visited memorials in Washington, D.C. and around the world and had never seen anything as unique and impressive as our War Memorial Center.

Wow.

But the real mic drop moment came when he said that *"learning about our history makes us smarter, learning about our heritage makes us prouder."*

General Rand told us he felt prouder and more grateful after visiting the War Memorial Center.

Sometimes it takes an outsider to put the perfect spotlight of appreciation on what you have. We know how special the War Memorial Center is to Wisconsin, because you showed us! When Milwaukee County was going through its 2024 budget process, we put out a call to action for public support, and you responded.

Your emails, letters and phone calls to Milwaukee County Supervisors made a difference. Thank you! We still have a long road ahead, but with your help we will keep the War Memorial Center a vibrant beacon of heritage for our community.

This past year has been an exciting one at the War Memorial Center. We exceeded our goal for Phase Two of Operation Advance, the War Memorial Center's campaign to enhance our exhibits. Thanks to your generous support, in June 2024, we will be opening an exhibit honoring Wisconsin's POW/MIA, our second permanent exhibit. Our education programs and traveling exhibit, *I Am Not Invisible*, set attendance records in 2023. This success is leading us to take a fresh look at our visitor experience throughout the entire Center. Stay tuned!

General Rand told us there is nothing more admirable than to honor our fallen heroes and support those families and loved ones who carry on their legacy. Thank you for helping us fulfill that mission.

Onward!

With much gratitude,

Daniel Buttery,
President & CEO

Andy Gordon,
Board Chairman



Learning about our history makes us smarter, learning about our heritage makes us prouder.

— Robin Rand, General (Ret.) U.S. Air Force

WAR MEMORIAL CENTER IMPACT



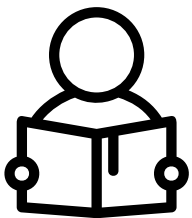
HEROES ARE HONORED

The War Memorial Center is an experiential space unlike any other where our heroes are honored, history is taught, warriors are healed, events are celebrated, and memories are made.

Thanks to you, we lived our vision statement in 2023. Our impact is making a difference through community events, mental health awareness and educational outreach.



**184,000
VISITORS**



**56,000
STUDENTS**



**\$576,000
SERVICES**



★ ★ ★ ★ ★
2023
BY THE NUMBERS

15,015 AMERICAN FLAGS
DISPLAYED IN FIELD OF FLAGS

400
DEAR HERO LETTERS
WRITTEN TO VETERANS

184,000
TOTAL ATTENDANCE

37,000 VIEW
I AM NOT INVISIBLE
TRAVELING EXHIBIT

\$576,000
SUPPORTIVE SERVICES TO
VETERANS & NONPROFITS

700
ATTEND JULY 3RD
CELEBRATION
OF FREEDOM

4TH COMMEMORATIVE ORNAMENT

3RD ANNUAL
TREE LIGHTING

56,000
STUDENTS & COMMUNITY
EDUCATION PARTICIPANTS

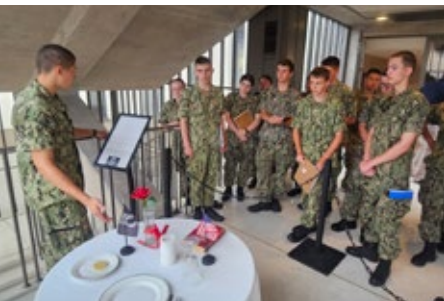
300
ATTEND
FROST FEST

500
RUNNERS
AT VETS DAY 5K



Your programs are very much appreciated as we strive for our students to be engaged in our community with integrity and leadership. There are no finer leaders than those in our military.

— Kathleen McCurdy, St. Mary Catholic Schools



ANNUAL PROGRAMS & EVENTS

★ **VETS DAY 5K**

★ **FIELD OF FLAGS**

★ **JULY 3RD CELEBRATION OF FREEDOM**

★ **DOORS OPEN MKE**

★ **FLAG OF HONOR WITH MILWAUKEE BREWERS**

★ **HOOPS FOR TROOPS WITH MILWAUKEE BUCKS**

★ **MEDAL OF HONOR BENEFIT MOTORCYCLE RIDE**

★ **2023 COMMEMORATIVE ORNAMENT HONORS POW/MIA**

★ **DEAR HERO LETTER CAMPAIGN & TREE LIGHTING**



We would like to extend our appreciation for your hand-written letters to the Veterans. It is through the efforts of community partners like you that allow us to continue the quality care and services we seek to provide for our deserving Veterans.

– Sara LeClaire, Clement J. Zablocki VA Medical Center

SPOTLIGHT

FIELD OF FLAGS | MEMORIAL DAY WEEKEND

4th annual Field of Flags displays 15,015 American flags to remember Wisconsin service members killed in action since World War I.



FLAG OF HONOR | MILWAUKEE BREWERS HOME GAMES

WMC partners with the Milwaukee Brewers to recognize Veteran families during select home games of 2023 season.





OPERATION ADVANCE

PHASE I

WISCONSIN MEDAL OF HONOR EXHIBIT

64 STORIES OF COURAGE



OPERATION ADVANCE is our march toward a new direction of enhancing the visitor experience. In 2022, we opened the first permanent exhibit in our history honoring the 64 Wisconsinites awarded our nation's highest military decoration.

PHASE II

LEST WE FORGET

REMEMBERING WISCONSIN POW/MIA



In 2024, look for our second permanent exhibit honoring Wisconsin's POW/MIA.

PHASE III

VISITOR EXPERIENCE

LEADERSHIP LAB & EDUCATION

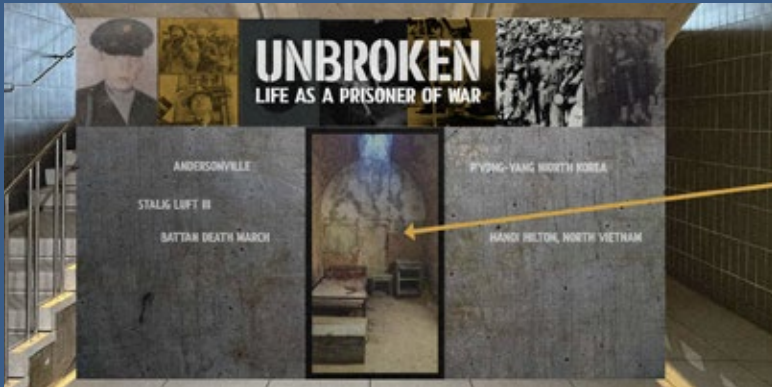
In Phase III, we will continue to evolve to teach and preserve for the next generation the freedoms we cherish. Students and adult learners will be challenged to explore the characteristics of military exemplars throughout history.





LEST WE FORGET

OPENS JUNE 2024



LIFE AS A PRISONER OF WAR

This powerful new exhibit includes a prison cell experience where visitors will peer into the prison door to view a POW cell from the infamous “Hanoi Hilton.”

Visitors will also learn the “tap code” prisoners used to communicate with each other.



DOG TAG CHANDELIER

In Veterans Gallery, there will be a stunning “dog tag chandelier” comprised of 530 dog tags (each dog tag represents 10 prisoners of war from Wisconsin) going back to the Civil War.



MAJOR SUPPORT OF OPERATION ADVANCE PROVIDED BY:

- ★ Chris Abele
- ★ Lynde & Harry Bradley Foundation
- ★ Michael W. Grebe
- ★ Melitta S. & Joan M. Pick Charitable Trust
- ★ We Energies Foundation

The War Memorial Center Board of Trustees invite you and a guest to join us at the opening of our latest exhibit, **LEST WE FORGET**, honoring Wisconsin’s service members held as prisoners-of-war and those classified as missing-in-action on Friday, June 7, 2024 at 10 am.



MENTAL HEALTH AWARENESS

Since 2020, the War Memorial Center has taken a very active role in supporting organizations working to improve Veteran mental health. We provide valuable meeting space and sponsor events to help in the critical work of eliminating Veteran suicide.



Events held in partnership with the SE Wisconsin Veteran Suicide Prevention Task Force with funding from Wisconsin Department of Veterans Affairs.

LOST IN TRAUMA

Painting and other unique therapy workshops

LAST OUT: ELEGY OF A GREEN BERET

Gary Sinise Foundation play hosts workshop at WMC

VETFEST

With Milwaukee VA promotes PACT Act

FROST FEST

Winter fun for families

MUSIC IN THE GARDEN

Free, family-friendly outdoor music series

SERVICE DOG DAYS OF SUMMER

Military service dogs visit WMC Beer Garden

MENTAL HEALTH SYMPOSIUM

Partnered with U.S. Dept. of Veterans Affairs

PAUSE FOR PEACE

Community holiday gathering to help those struggling with world events





EDUCATION

NEW RECORD FOR STUDENT PARTICIPATION

- Education programs held both on and off-site
- Service Experience Days held in spring & fall
- STEM programs launch
- Digital Lesson Plans downloaded nationwide



I AM NOT INVISIBLE

37,000 people saw this traveling exhibit in 2023 highlighting local women Veterans and current military personnel from WWII through the present. The bios provide an honest look at what it means to serve, and the opportunities open to women – and the challenges they face – in the U.S. military.

NEW IN 2023

2023

Field of Flags on cover of Vietnam Veterans of America calendar



MARCH

20th anniversary of Operation Iraqi Freedom ceremony



JUNE

Until They are Home temporary POW/MIA exhibit opens



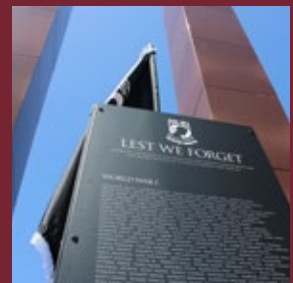
JULY

Harley-Davidson 120th anniversary reunion visits WMC



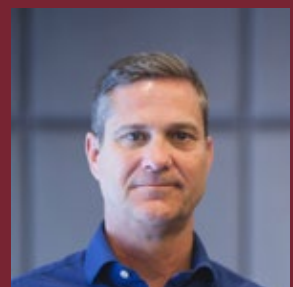
SEPT.

National POW/MIA Day marks announcement of funding secured for new exhibit to honor Wisconsin's POW/MIA



3X

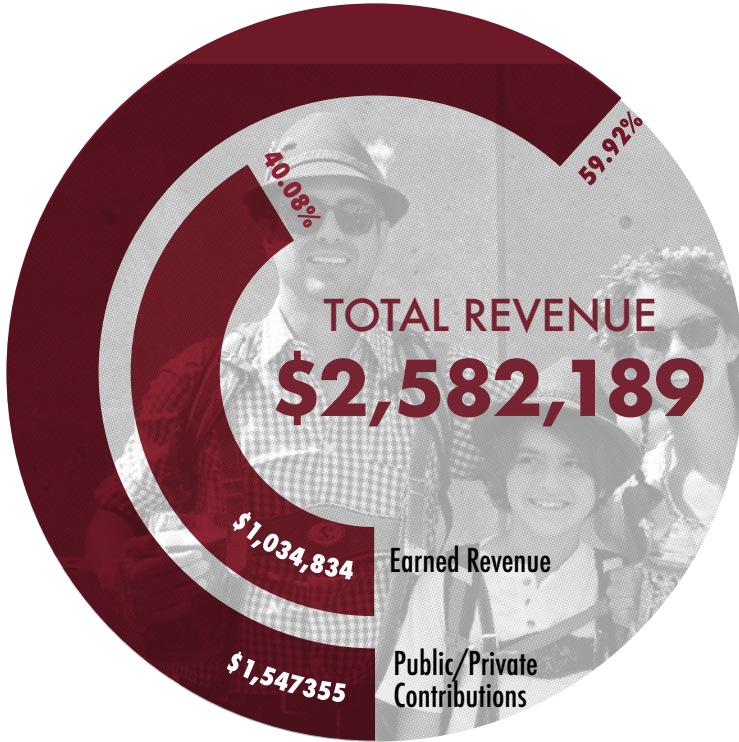
Retired Army Col. Chris Kolenda 3-part leadership series





FINANCIALS

WMC FISCAL YEAR ENDING DECEMBER 31, 2023



TOTAL ASSETS
\$13,634,370

TOTAL LIABILITIES
\$311,770

TOTAL NET ASSETS
\$13,322,600



Glad we could help out the great team at WMC.

Great cause. Great team.

— Robert Garvin, We Energies



A complete copy of the War Memorial Center's financial statements is available upon request. Find our IRS Form 990 at warmemorialcenter.org/about



DONOR IMPACT



Thanks to you, we remain the place where our heroes are honored, history is taught, and warriors are healed. We are grateful for the loyal, long-standing support of so many outstanding organizations.

11 YEARS		10 YEARS		9 YEARS		8 YEARS	
		E.C. STYBERG FOUNDATION		FRANCIE LUKE SILVERMAN FOUNDATION			
7 YEARS		6 YEARS		5 YEARS			
Humana.		Cargill		STELLA H. JONES FOUNDATION		Kegel's Inn Est. 1924	



We should be thanking you for the outstanding work being done there! We continue to be impressed by the information we get from you. We are such proud supporters of what you do providing for the Veterans of our community!

— Joseph Gardetto, Francie Luke Silverman Foundation

WMC BOARD

EXECUTIVE COMMITTEE



Charles A. (Andy) Gordon, Chairman, Trustee since 2016

Andy Gordon graduated from the U.S. Military Academy at West Point and was commissioned as an infantry officer in the 101st Airborne Division. Andy spent seven years in the Army, deploying twice to Iraq. Andy earned his law degree cum laude from Marquette University and is now a litigation attorney at Godfrey & Kahn, S.C.



Mary B. Read, Vice-Chairwoman, Development & Governance Committees

Trustee since 2019

Mary Read graduated from Smith College and earned her law degree from Marquette University. A retired attorney, she serves on several nonprofit boards. Mary comes from a long line of West Point graduates beginning with her great-great-grandfather, a Major General in the Civil War.



Michael B. Koszuta, Secretary, Governance Committee Chair,

Trustee since 2018

Mike Koszuta served 30 years in the U.S. Army retiring as a Command Sergeant Major. Before the Army, Mike served in law enforcement and the U.S. Coast Guard. Mike continues to serve by volunteering with the USO (along with his service dog Winston) and performs with the Milwaukee Police Band.



Michael Gibson, Treasurer, Finance Committee Chair Trustee since 2016

Mike Gibson served 22.5 years in the U.S. Army with deployments to Afghanistan, Iraq, and Haiti. He was commissioned an Engineer Officer and ROTC Distinguished Military Graduate from Xavier University in Cincinnati. Mike led Marquette University's Army ROTC program commissioning 99 second lieutenants in four years. He's currently a Construction Project Manager for J.H. Findorff & Son.



Michael W. Grebe, Immediate Past Chairman, Governance & Development Committees, Trustee since 2016

Michael Grebe is an American philanthropist, lawyer, and businessman. He was Chairman/CEO of Foley & Lardner law firm and President/CEO of the Bradley Foundation. He graduated from the U.S. Military Academy at West Point and earned his law degree magna cum laude from the University of Michigan. He was awarded the Combat Infantryman's Badge and two Bronze Stars for his service in the U.S. Army during the Vietnam War.



Candee Arndt, Development Committee, Trustee since 2020

Candee Arndt is an event services professional and proud daughter of a World War II veteran. Candee serves on boards for the Milwaukee Armed Services Committee, Navy League and Milwaukee Air & Water Show. She developed and runs Milwaukee's annual Armed Forces Day Dinner and was on the commissioning committee for the *USS Milwaukee*.



Berdie Cowser, Personnel Committee Chair, Trustee since 2020

Berdie Cowser has a Ph.D. in Educational Leadership and is Vice President of Housing & Development with the Center for Veterans Issues. Berdie began her military career in high school, eventually becoming a commissioned officer in the U.S. Army and Army Reserves. She is featured in our *I Am Not Invisible* traveling exhibit.



Joshua Davis, Personnel Committee, Trustee since 2022

Josh Davis is a leader on the Global Service Team for General Electric Healthcare. Josh had a 28-year-career in the U.S. Army serving in all three Army components. He was an Army sniper and received cross training in emergency medicine becoming a combat medic and served in direct support of Special Forces. Josh was an advisor to the Brazilian Ministry of Defense for the 2016 Olympic Games.

OF TRUSTEES



Robert "Bert" Garvin, Development Committee, Trustee since 2018

Bert Garvin is VP of External Affairs for WEC Energy Group. He leads the company's legislative and regulatory affairs at the federal, state and local levels. Bert served in the Wisconsin Army National Guard and is an Iraq War veteran. He holds Bachelor of Arts and Juris Doctor degrees from the University of Wisconsin Madison. Bert is one of a set of triplets!



George J. Gaspar, Development Committee Chair, Trustee since 1990

George Gaspar is the longest serving member of the WMC Board and its former chairman from 2002-2013. For almost 50 years, he worked as a financial and research analyst and was named a four-time *Wall Street Journal* "All Star Analyst." George was a First Lieutenant in the U.S. Army Corps of Engineers and received the Army Commendation Medal.



Eugene Manzanet, Trustee since 2023

Eugene Manzanet, Ph.D. is the Senior Director of Diverse Business Development for the Wisconsin Economic Development Corporation. Eugene serves on numerous nonprofit boards and advisory councils throughout the Milwaukee area. He served as a mayoral appointment as the vice-chairman of the Milwaukee Metropolitan Sewerage District.



Jeffrey Marks, Development Committee, Trustee since 2019

Jeff Marks was the Senior Director of Installation Transformation for Johnson Controls Building Systems North America until his retirement in 2023. He is a U.S. Army Veteran, who retired as a Brigade Command Sergeant Major. He is a graduate of U.S. Army Sergeants Major Academy. Jeff is affiliated with numerous Veteran organizations.



Co Nguyen, Personnel Committee, Trustee since 2021

Co Nguyen immigrated to the U.S. after the fall of Saigon, which he witnessed from a ship as his family escaped. Co was the fourth Vietnamese American selected for admission to the U.S. Military Academy at West Point. Co was Airborne, Air Assault and Ranger qualified. Co is currently the head of quality for Rockwell Automation. Co's three children were born in the U.S., Brazil, and Hong Kong.



Ray Pasbrig, Personnel Committee, Trustee since 2022

Ray Pasbrig is a Vietnam Veteran with decades of service to Veterans. Ray enlisted in the U.S. Marines under the "buddy system" in 1968. That meant he was guaranteed boot camp as a group with his three high school friends. As a Veteran, Ray worked his way up through numerous leadership positions with several Veteran organizations.



John Weishan, Jr., Finance Committee, Trustee since 2000

John Weishan is one of the longest serving members of the WMC Board. He is a U.S. Marine Corp Veteran from the 1st Battalion 3rd Marine Division and is a graduate of University of Wisconsin Milwaukee. John served on the Milwaukee County Board of Supervisors for the 16th District from 2000 to 2022.



Christine Westrich, Trustee 2019 - July 2023

Christine Westrich graduated from the U.S. Naval Academy and served 11 years as a Marine back-seater in the F/A-18D Hornet with additional tours at the White House Military Office and within the Intelligence Community. She is the City of Milwaukee's Emergency Preparedness Director while continuing her lifelong career as a professional artist.

WMC STAFF

Dan Buttery
President & CEO

Laurie Kildegaard
Vice President of Finance & Administration

Vicki Chappell
Vice President of Philanthropy

Sean Clark
Program Director

Manda Gill
Event Manager

Mark Waldoch
Accountant

Sherry Lapene
Administrative Assistant

Nanette Prendergast
Development Assistant

Randy Hahn
Facilities Manager

Armando Herrera
Assistant Facilities Manager



2024 EVENTS

FIELD OF FLAGS

Memorial Day Week

LEST WE FORGET

POW/ MIA Exhibit Open

June 7

CELEBRATION OF FREEDOM FIREWORKS

July 3

SUMMER BEER GARDEN

warmemorialbeergarden.com

DOORS OPEN MKE

September 28 & 29

VETS DAY 5K

November 9



War Memorial Center

CONTACT US

War Memorial Center

750 N. Lincoln Memorial Drive

Milwaukee, WI 53202

(414) 273-5533

www.warmemorialcenter.org



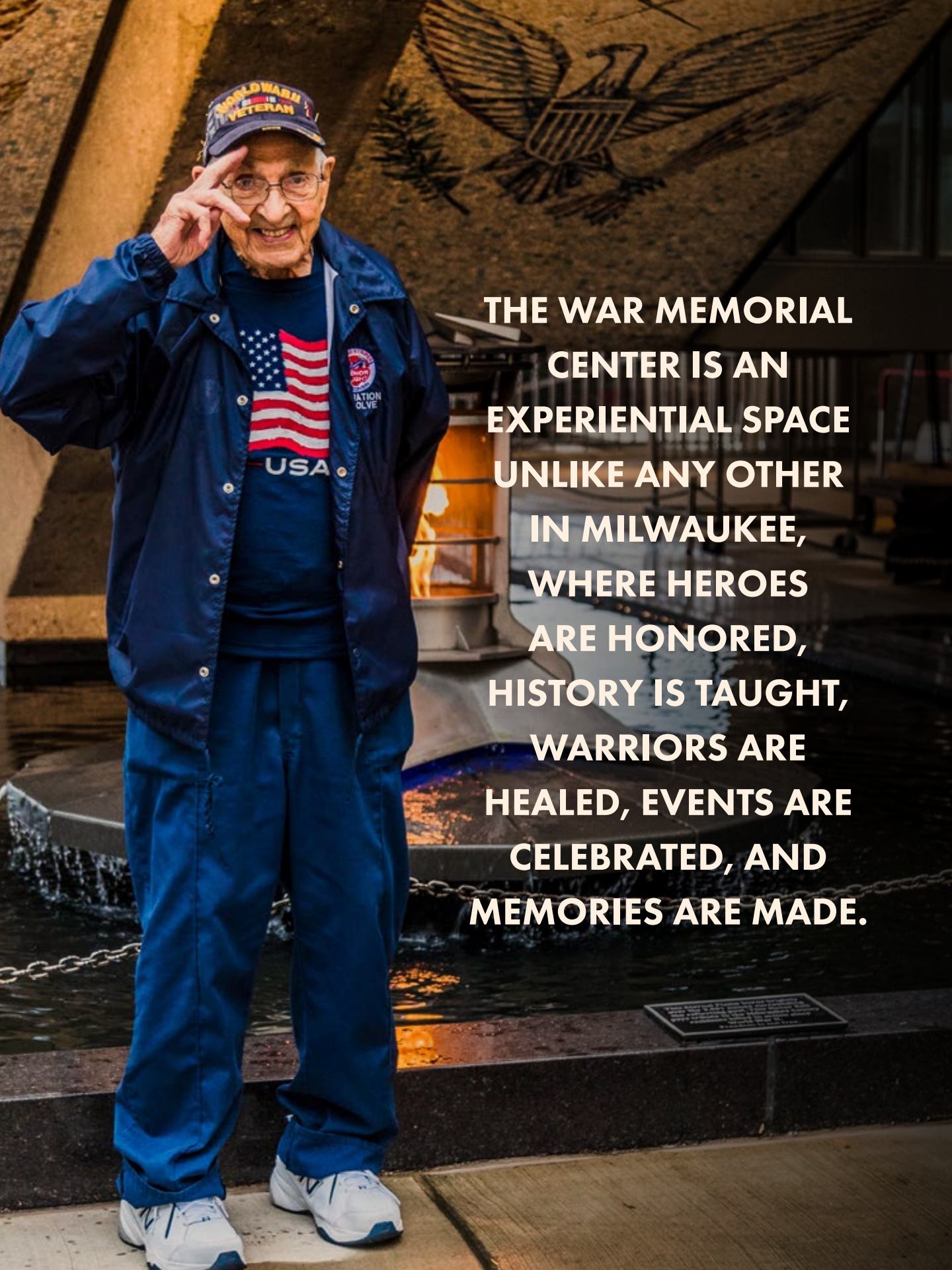
WAR MEMORIAL CENTER

**MILWAUKEE, WISCONSIN
STRATEGIC PLAN 2022-2026**



War Memorial Center

**DEDICATED VETERANS DAY 1957
HONOR THE DEAD — SERVE THE LIVING**



THE WAR MEMORIAL CENTER IS AN EXPERIENTIAL SPACE UNLIKE ANY OTHER IN MILWAUKEE, WHERE HEROES ARE HONORED, HISTORY IS TAUGHT, WARRIORS ARE HEALED, EVENTS ARE CELEBRATED, AND MEMORIES ARE MADE.



The War Memorial Center in Milwaukee is a stunning lakefront facility that pays tribute to the brave men and women who made the ultimate sacrifice defending freedom, while remembering and sharing the personal experiences and sacrifices of all veterans and their families. Enthusiastically supported by an engaged community, the facility has a collection of permanent, rotating and visiting exhibits of patriotic, military and war-related historic and contemporary themes that connect citizens with veterans and their experiences. It is a place to educate our youth and adults about the importance of national service and provide an oasis for veterans in need of assistance. The unique setting provides an unmatched venue to celebrate one's special event and create lifelong memories.



OUR VISION

OUR GOALS



- ★ **PAY TRIBUTE** to the brave men and women who made the ultimate sacrifice while defending freedom, while remembering and sharing the personal experiences and sacrifices of all veterans and their families.
- ★ **BE THE PLACE** where citizens connect with veterans and their experiences.
- ★ **EDUCATE** our youth and adults about the importance of national service.
- ★ **PROVIDE** an oasis for veterans in need of assistance.

WE PROMISE

- ★ **TO HONOR** all who serve in the U.S. Armed Forces in defense of the United States of America and our allies.
- ★ **TO INSPIRE** patriotism in people of all ages by telling the heroic stories of our citizens who defend our freedom.
- ★ **TO CREATE** and maintain a world-class campus of memorials and provide access to both permanent and temporary exhibitions.
- ★ **TO ENGAGE** the greater community by providing access to our facility, memorials and exhibitions through innovative outreach, digital learning, and creative experiences.



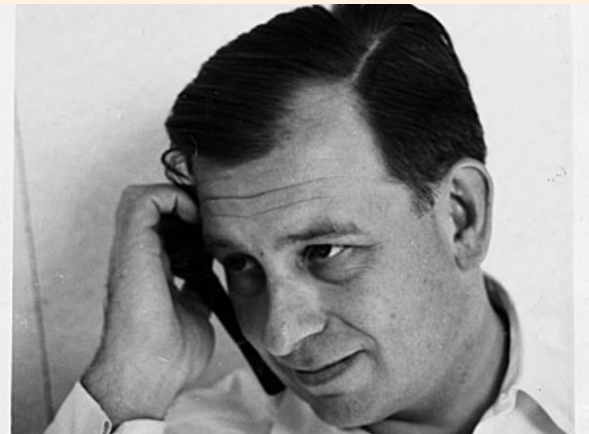
OUR HISTORY



Open to the public on Veterans Day 1957, the War Memorial Center became a symbol of sacrifice, honor, and dedication to all our men and women who wore the uniform and bore the burden of war.



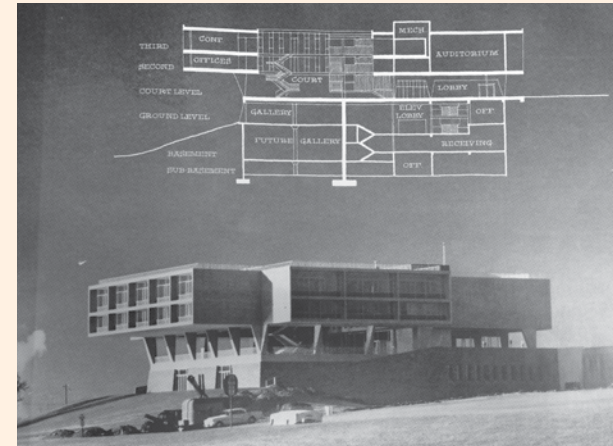
The idea of a cultural-community center dedicated to honoring Milwaukee County's war dead was conceived in 1944. Three local women's groups (Altrusa, Business and Professional Women's Club, and Zonta Club) led the way in establishing the War Memorial Center.



Designed and built by Finnish-born American architect Eero Saarinen, who served in the Office of Strategic Services (OSS) during World War II. Saarinen was given the War Memorial Center commission following the death of his father, Eliel Saarinen, who was previously awarded the project.

DID YOU KNOW?

After speaking with Milwaukee World War II veterans of the D-Day invasion, architect Eero Saarinen decided to design the War Memorial Center to resemble a German pillbox — the formidable defense bunkers used in Normandy which Allied troops gallantly overcame.



Wisconsin is honored to count the War Memorial Center among Eero Saarinen's prolific mid-century modern accomplishments. Saarinen also designed the iconic Gateway Arch in St. Louis, Missouri along with buildings commissioned by Dulles and JFK Airports, John Deere, and Yale University.



Nationally recognized artist and WWII veteran Edmund Lewandowski was asked by Saarinen to transform the west facing facade of the War Memorial Center. On Veterans Day 1959, two years after the memorial's dedication, Lewandowski's 1.4 million piece mural was unveiled. It features Roman numerals with the start and end dates of World War II and the Korean War.



The War Memorial Center's longtime tenant, the Milwaukee Art Museum, undergoes expansions in 1975, 2001 and 2015 that change the exterior space of the memorial.



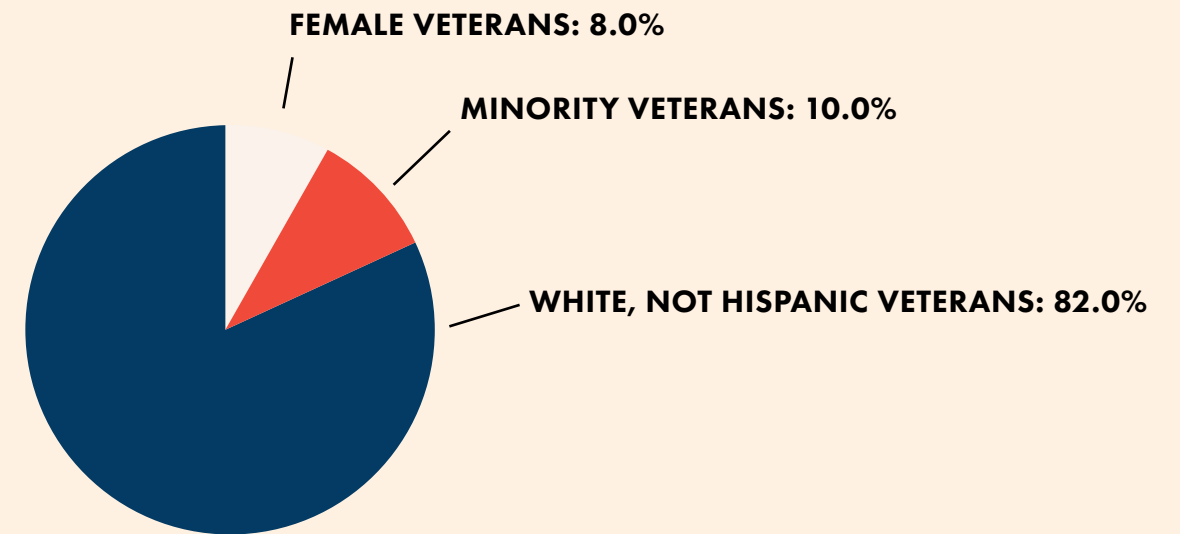
The War Memorial Center stands as a testament to the community's desire for a vibrant multi-use memorial to Honor the Dead by Serving the Living. Built with private funds on land owned by Milwaukee County, this cultural institution remains a jewel for Milwaukee. Recognized in State of Wisconsin statute, the WMC operates with 26% public funding. The remaining funds come from private donations, rental agreements with tenants, event rentals and parking fees.



WHO WE SERVE

The majority of the state's veterans live in southeastern Wisconsin. Our aim is to increase engagement across all segments of our veteran population, ensuring we develop and maintain an inclusive environment where individuals of all ages, race and sexual orientation are welcomed and supported by the War Memorial Center.

WISCONSIN VETERAN POPULATION



**THE WAR MEMORIAL CENTER
IS AN OASIS FOR VETERANS IN
NEED OF SUPPORT**

OUR PLAN



- **PROVIDE SERVICES & SUPPORT FOR VETERANS**
- **PARTNER WITH LOCAL COMMUNITY**
- **INCREASE AWARENESS AND ENGAGEMENT**
- **EXPAND EDUCATIONAL OFFERINGS**

ENSURE FINANCIAL STABILITY

Starting in 2024, Milwaukee County will begin to eliminate its annual tax levy payment to the War Memorial Center over a ten-year period. County funding currently represents 26% of revenue. To ensure financial stability, we will enhance:

NEW FUNDING STREAMS

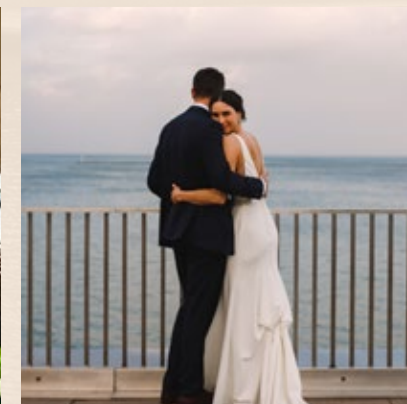
Through established and expanding partnerships, the War Memorial Center will continue to create new, diversified funding streams building upon the successes of events like the Beer Garden and Oktoberfest.

MODERNIZATION

Efficiencies and cost-saving measures will be deployed by staff to reduce operational costs and reduce our energy consumption by improving our carbon footprint.

HOSPITALITY

Improving our hospitality program, we will continue to grow and shape our facility rental processes with an emphasis on client satisfaction.



SUPPORTING VETERANS



HONOR THE DEAD. SERVE THE LIVING.

*That's been our mission since the War Memorial Center was dedicated in 1957.
We continue to find new ways to support the ever-changing needs of the veteran population.*

VETERAN SUICIDE PREVENTION

As a member of the Southeast Wisconsin Veteran Suicide Prevention Task Force and grantee of the Advancing a Healthier Wisconsin Endowment, we will continue to educate the community on veteran suicide and help connect veterans to resources.

VETERANS OPERATIONS CENTER

This program offers office space within our building to veteran non-profit groups at a reduced cost.

VETERAN ORGANIZATION PARTNERSHIPS

With an eye to expansion and mission, we will continue to develop partnerships with community groups that forward our goals of supporting veterans.

VETERAN ADVISORY COUNCIL

Comprised of Global War on Terror era veterans and their allies, this council will work to engage the most recent generation of military veterans, entrepreneurs, and professionals.

VETERAN FACILITY RENTALS

Veterans groups will continue to have access to the War Memorial Center at free or reduced cost for use in outreach, fundraising, and membership events.

BUILDING PARTNERSHIPS

Since the very beginning, the War Memorial Center has furthered its mission by building collaborative relationships. From the women's groups that fundraised for our genesis to the community partners that make our events possible, we are strongest when we are connected to the community.



EXHIBITS

Both temporary and permanent, the War Memorial Center continues to produce exhibits that draw in tourists, veterans, and the greater community.

HONOR ROLL

Sharing the stories of Milwaukee County service members who have made the ultimate sacrifice, we will continue to research and give life to the names etched in granite on our Honor Roll.

FIELD OF FLAGS

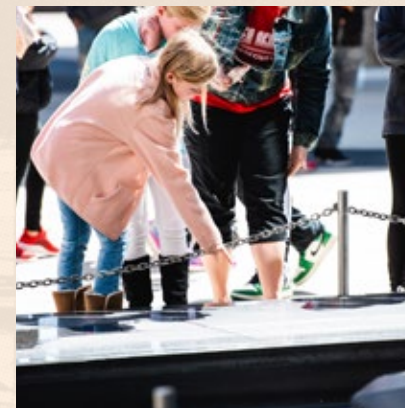
A Memorial Day tradition, we will continue to engage the community to honor the memory of service members who have given their lives for our country with a display of thousands of flags.

SPECIAL EVENTS

By strengthening our connections with Kegel's Inn, Swarmm Events, and Silver Circle Sports we will continue to support our goals of engagement and financial stability with popular events like the summer beer garden, July 3 Celebration of Freedom and Oktoberfest. We also have off-site partnerships with other cultural entities like our neighbors the Milwaukee Art Museum and Summerfest.

EXPERIENCE THE STORIES THAT BUILT OUR NATION

The War Memorial Center was never intended to be a static veterans memorial. Our educational experiences bring to life this memorial and tell the stories of the veterans who served and sacrificed for our freedom.



SERVICE EXPERIENCE DAY

The War Memorial Center's signature education event connecting veterans with students in small group interactions of rotating stations.

LESSON PLANS

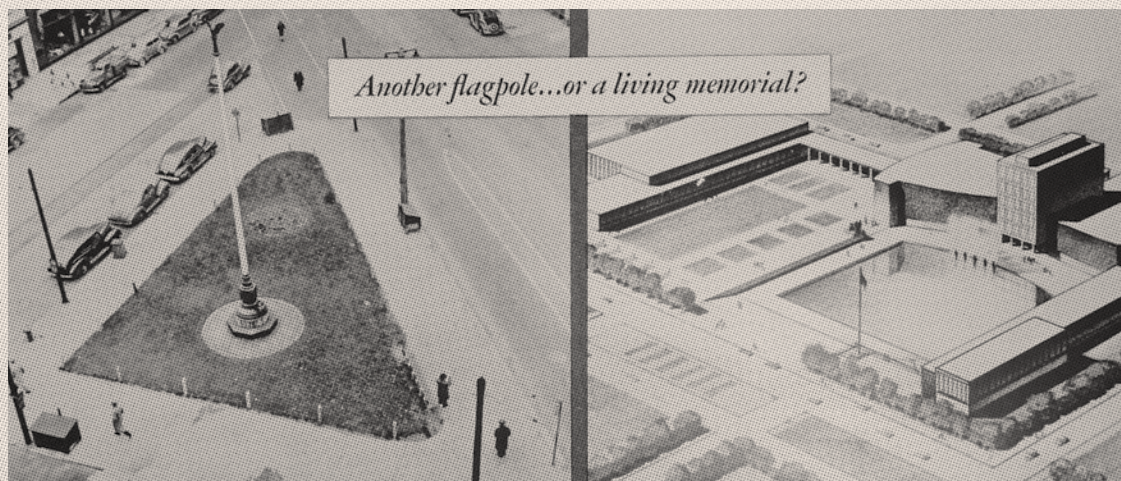
Started in 2020, the War Memorial Center will expand its more than 50 virtual lesson plans offered to students of all ages across the country.

EDUCATIONAL PROGRAMS

Engaging students from across Wisconsin to offer unique educational experiences for new and returning students.

EDUCATION

Which will it be?

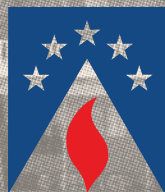


It's up to you!

Original WMC marketing brochure circa 1950

Just like Milwaukee community leaders in the 1940's, we are now faced with a similar question. The War Memorial Center was designed to be so much more than a flagpole or statue. This vibrant, stunning landmark is truly a jewel for Milwaukee. Designed by a world-renowned architect to be an oasis for veterans in need of support.

We Intend To Live Up To That Promise.



War Memorial Center

750 N. Lincoln Memorial Drive
Milwaukee, WI 53202

WARMEMORIALCENTER.ORG • INFO@WARMEMORIALCENTER.ORG

COVER IMAGE: Summer 1968 when the War Memorial Center and lakefront were the site of Summerfest's Youth Fest.