



MARCUS CENTER FOR THE PERFORMING ARTS

2015-2016 Highlights

Balanced Budget The Marcus Center is on a calendar year Fiscal Year. At the conclusion of FY 2015, we completed our 47th year with a balanced budget.

2015 Events In 2015, the Marcus Center hosted a total of 2288 events and rehearsals during 321 days of activity, averaging over 7 events per day. Attendance for both paid and non-paid events totaled approximately 700,000.

Ten-Year Contribution Agreement In March 2016, the Milwaukee County Board approved a ten-year operating and capital agreement with the Marcus Center, which was subsequently approved by the County Executive and executed by the County Executive and the Marcus Center.

Facility Lease The Center has been in negotiations with the County's Department of Administrative Services on a long-term facility lease, and significant progress has been made over the past several months.

Renovation of Wilson Theater in Vogel Hall In December 2015, the Center completed the second and final phase of renovation of Wilson Theater in Vogel Hall, with new ADA accessible restrooms on the lobby level, a new entrance and box office on the Riverwalk, a new coatroom and built-in bar. (The theater space had undergone a complete renovation in 2014.) The new configuration was available for our December production of **Black Nativity**, is getting rave reviews from patrons and performing groups, and has led to an increase in bookings both of the hall and lobby. This was a public-private initiative, with the Marcus Center providing \$1,000,000 in contributed dollars and Milwaukee County providing \$1.5 million in its 2015 Capital Budget.

Capital Projects Modernization of the second of the Center's Uihlein Hall elevators will be completed in late fall of 2016. Planning is also nearing completion for the final phase of HVAC renovation/replacement, which is in the 2017 County Executive's Recommended Budget.

Broadway Group Sales Ranked Fourth in Nation Our Broadway business is a partnership with New York-based Broadway Across America, which is in 40 markets throughout the United States. We have been informed that the Marcus Center's Group Sales ranks fourth in the 40 markets—behind the larger cities/markets of Boston, Atlanta and Minneapolis.

Collaboration with the Milwaukee County Historical Society The Center has begun programming collaborations with the Historical Society, is providing consultation on building maintenance, and will be contracting to do on-going building maintenance utilizing Marcus Center building engineers.

Marcus Center
for the Performing Arts
929 North Water Street
Milwaukee, WI 53202-3122

p: 414.273.7121
f: 414.273.5480

marcuscenter.org



Collaboration with Black Arts MKE Our successful collaboration with Black Arts MKE (formerly the Black Arts Think Tank) continues to grow. Black Arts MKE is housed at the Center, and the two organizations presented a critically acclaimed and commercially successful production of *Black Nativity* in December Of 2015. The production will be repeated again in December 2016, with the run extended from four performances to eleven. Our expectation is that this will become an annual holiday event in Wilson Theater in Vogel Hall.

Diversity and Community Engagement In addition to our collaboration with Black Arts MKE, the Center continued to grow its initiatives in Diversity and Community Engagement, through the following programs:

- KidZ Days at the Center
- KidZ Days in the City
- Family first Nights at the Center
- Opening our Doors at the Marcus Center
- Arts Connect (in collaboration with the Milwaukee Public Schools)
- Cantos De las Americas
- Dr. Martin Luther King, Jr. Birthday Celebration
- Flag Day Celebration and other programming for Veterans