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## January Board Cycle

**Milwaukee County Parks**  
9480 Watertown Plank Rd.  
Wauwatosa, WI 53226  
(414) 257-PARK

Date: December 30, 2020  
To: Marcelia Nicholson, Chairwoman, County Board of Supervisors  
From: Guy Smith, Executive Director, Milwaukee County Parks  
Subject: Approval to Revise Funding Formula for CAMPAC Awards **(ACTION)**

### Issue

Milwaukee County Parks and the Cultural Artistic & Musical Programming Advisory Council (CAMPAC) is requesting permission to revise the funding formulas for distribution of annually appropriated support funds for cultural and artistic activities within Milwaukee County.

### Background

In the 2020, the administration for CAMPAC was transitioned from a third party to the Milwaukee County Parks Department. In the 2021 budget, amendment 1A020 required that a review of the eligibility requirements for CAMPAC awards be initiated to determine if there are more racially equitable methods to allocate funds.

CAMPAC was established in 1986 for the purpose of providing a Milwaukee County Arts program to serve a variety of audiences including various ethnic groups, various age groups and residents in both the community and living in restricted settings. The program currently consists of two programs Matching Grants and Community Cultural Events. Matching Grants is a cash grant award which cannot exceed 50% of an organization's eligible operating budget. Community Cultural Events is an award to emphasize performances that target specific audiences which may include minority populations, handicapped and disabled individuals, low income and others whose access to artistic events is limited.

Milwaukee County Parks staff met with Chairman Houston of CAMPAC to discuss goals of reducing application barriers for the program, increase transparency, address racial equity and nurture the growth of the arts in Milwaukee County. The table below presents a summary of changes from the existing program to those approved by CAMPAC at the December 14, 2020 meeting of the council.



**CAMPAC ELIGIBILITY COMPARISON TABLE**

<u>Existing CAMPAC</u>	<u>REVISED CAMPAC</u>
Two Tiers of eligibility (Established Groups & Emerging Groups)	One Tier
Smallest disbursement \$1,500	Smallest disbursement \$3,500
Disbursement formula favors larger budgets	Disbursement formula evenly distributed
Two Programs (Matching Grant & Community Cultural Events)	One Program (Matching Grants)
Active 501c3 w/990	Active 501c3 w/990
Located in Milw County	Located in Milw County
Must pay performers	Must pay performers
Open to general public	Open to general public
CAMPAC contribution may not exceed 50% of org budget	CAMPAC contribution may not exceed 50% of org budget
Must have BOD with 5 voting members	Must have BOD with 5 voting members
Orgs with budgets over \$400k - audited financials	Orgs with budgets over \$400k - audited financials
Emphasize local talent (Milw. County)	Emphasize local talent (Milw. County)
Add'l requirements: <ul style="list-style-type: none"> <li>- Minimum number of performances</li> <li>- Operating history requirement (18 months)</li> <li>- Demonstrate capacity for fundraising</li> </ul>	<b>At Least one performance must meet CCE requirements:</b> TARGET SPECIFIC AUDIENCES, WHICH MAY INCLUDE MINORITY POPULATIONS, HANDICAPPED AND DISABLED INDIVIDUALS, LOW INCOME AND OTHERS WHOSE ACCESS TO ARTISTIC EVENTS IS LIMITED

Major highlights of the proposed changes include an update of available funding for first year recipients (from \$1,500 to \$3,500), a simpler more transparent and even distribution formula and a requirement that at least ONE performance meet previous Community Cultural Event criteria. The current formula concentrates most of the funding toward those organizations with larger budgets, the proposed formula evenly distributes funding across all applicants up to fifty percent of their operating budgets.

At the November 3, 2020 meeting of CAMPAC, council members expressed a concern for the impact a sudden formula shift would have on existing organizations, especially in the challenging environment of a pandemic. The council requested a phased in approach to the funding change. Park staff returned to the council on December 14, 2020 with a two year approach that caps awards for any group at 200% of the previous year while establishing a floor of 75% of the previous year in 2021 and a floor of 66% of the previous year in 2022. Under the proposal the 2023 CAMPAC awards will have no floors or ceilings. Possible complications on the effectiveness of the phased in approach to funding include an increase in the number of applicants for funding and/or a reduction in budgeted support for CAMPAC.

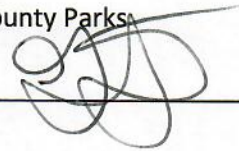


**Recommendation**

Parks' Executive Director recommends approval of both the proposed changes to CAMPAC funding allocations and the timeline for phasing in the new allocations formula for 2021 & 2022.

Prepared by: Jeremy Lucas, Director of Administration & Planning, Milwaukee County Parks

Approved By: Guy Smith, Executive Director, Milwaukee County Parks



**Attachments**

- Resolution
- Fiscal Note
- A3 – Formula Transition Timeline & Tables
- A4 - Comparison of Existing vs Proposed Formula (2020 dollars)

**Copy**

- David Crowley, County Executive
- Mary Jo Meyers, Chief of Staff, County Executive's Office
- Sheldon Wasserman, Parks, Energy & Environment Chair, Supervisor District 3
- Steven Shea, Parks, Energy & Environment Committee Vice-Chair, Supervisor District 8
- Felesia Martin, Parks, Energy & Environment Committee Member, Supervisor District 7
- Sylvia Ortiz-Velez, Parks, Energy & Environment Committee Member, Supervisor District 12
- Liz Sumner, Parks, Energy & Environment Committee Member, Supervisor District 1
- Kelly Bablitch, Chief of Staff, County Board
- Julie Landry, Director, Department of Administrative Services
- Joseph Lamers, Fiscal & Budget Director, DAS
- Vince Masterson, Fiscal & Strategic Asset Coordinator, DAS
- Pamela Bryant, Capital Finance Manager, Comptroller's Office
- Justin Rodriguez, Capital Finance Analyst, Comptroller's Office
- Kelsey Evans, Committee Coordinator, Office of the County Clerk
- Emily Peterson, Research & Policy Analyst, Office of the Comptroller
- Lindsey Peterson, Budget & Management Analyst, DAS-PSB

