

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: 2/8/22

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

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

Subject: CAMPAC Member Update on Changes in 2021

File Type: Informational Report

REQUEST

Provide an informational update the Cultural Artistic Musical Programming Advisory Council on actions and program changes effectuated in 2021 for the benefit of existing and newly appointed members.

POLICY

The 2020 adopted budget included amendment 1C002 which transferred the administration of CAMPAC from a third-party administrator into the Department of Parks, Recreation & Culture. Funding utilized to compensate the third-party administrator was to be utilized for concerts in the parks.

The 2021 adopted budget included amendment 1A020 which required a review of eligibility requirements for CAMPAC to determine if there were more racially equitable methods to allocate funds.

Wisconsin State Statutes:	
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	2020, 2021
Specific Adopted Budget Amendment:	1C002, 1A020
Specific Adopted Capital Project:	

BACKGROUND

CAMPAC meetings in November and December of 2020 resulted in recommendations for programmatic changes outlined in File #21-90 adopted by the Milwaukee County Board of Supervisors in February of 2021.

Major changes to the program are outlined in the table below:

CAMPAC ELIGIBILITY COMPARISON TABLE	
Existing CAMPAC	REVISED CAMPAC
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"> • Minimum number of performances • Operating history requirement (18 months) • Demonstrate capacity for fundraising 	At Least one performance must meet CCE requirements: 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 previous formula concentrated most of the funding toward those organizations with larger budgets, the revised formula evenly distributes funding across all applicants up to fifty percent of their operating budgets.

In consideration of the economic climate due to COVID-19, the council authorized a phased-in approach to the formula changes across multiple years. The timeline for changes are outlined in the following table:

<u>2021</u>
Awards Capped at 200% of 2020 Award for any group Awards limited to floor of 75% of 2020 award for any group
<u>2022</u>
Awards capped at 200% of 2021 Award for any group Awards limited to floor of 66% of 2021 award for any group
<u>2023</u>
Completely move to award criteria established in File 21-90 Apply equal distribution for award NO Caps or Floors for distribution

Related File No's:	21-90
Associated File No's (Including Transfer Packets):	HRA20-283
Previous Action Date(s):	

FISCAL EFFECT

The adopted 2022 budget remains unchanged and contains \$407,825 for grant awards.

VIRTUAL MEETING INVITES

Jeremy Lucas, Director of Administration & Planning, Milwaukee County Parks

PREPARED BY:

Jeremy Lucas, Director of Administration & Planning, Milwaukee County Parks