



FACT SHEET REGARDING COLLABORATIVE AGREEMENT

The War Memorial Corporation and Milwaukee Art Museum have been working collaboratively to develop a comprehensive plan to repair the WMC. As a community, we owe it to our Veterans and to the public to make the investment necessary to preserve and advance the War Memorial Center so it can maintain its original purpose of “honoring the dead by serving the living.” Following negotiations led by former state Supreme Court Justice Janine Geske, and Marquette Professor Andrea Schneider, the Art Museum and War Memorial have reached a tentative agreement. The agreement creates the opportunity for:

- The War Memorial to expand Veterans-related services and activities;
- The Art Museum to move forward with its plans for a \$15 million renovation including gallery and building improvements and enhancements; and
- The County’s investment of \$10 million to provide necessary repairs and maintenance.

About the War Memorial Center & Milwaukee Art Museum

The War Memorial Center, located at 750 N Lincoln Memorial Drive, was originally constructed and designed as a place to both honor veterans and provide a space for the arts. It consists of two primary buildings: (1) the 1957 Eero Saarinen-designed War Memorial Building; and (2) the 1972 Kahler Building addition. These buildings are owned by Milwaukee County and operated by the War Memorial Corporation.

The Challenge

The War Memorial and Kahler buildings are in dire need of rehabilitation and repair, with visibly crumbling concrete and extensive leaks. Engineering and architectural studies estimate the cost of repairs at \$10 million. Milwaukee County’s audit concluded that the facility’s state of disrepair reflects poorly on the intent to honor Veterans; and threatens the safekeeping of the state’s most visible memorial to Veterans and its most important art collection.

The Solution: Terms of Agreement

The following highlights the key terms of the currently proposed collaboration agreement.

- Both the War Memorial and Art Museum will operate as legally independent organizations with separate governance structures.
- The War Memorial will continue to manage, maintain and control spaces that it currently occupies, including the level one north entrance and third and fourth floors of the original War Memorial building and level two south entrance. The Art Museum will manage, maintain and control spaces it currently occupies in the 1957 Eero Saarinen–designed War Memorial building and the 1972 Kahler addition, along with the exterior of the lower portion of the original War Memorial building and the entire exterior of the Kahler building, including the roof
- The organizations will collaborate on a hybrid-engineering model supporting the campus mechanical systems.
- Both organizations will control revenue derived from their respective spaces / activities.
- The Art Museum will provide in-kind support to the War Memorial Center, including but not limited to grant writing, programs, curatorial support for exhibitions and Veterans-related programs and enhanced veteran access and admission to the Art Museum and its facilities.
- The North Tract – an area of land north of the War Memorial Center buildings including parking lots – will remain under lease from Milwaukee County to the War Memorial Center. Any future development proposed for the property by either the War Memorial Center or the Art Museum will be subject to approval by Milwaukee County and the other party and oversight agencies.
- Marcus Center for the Performing Arts and the Charles Allis Art Museum / Villa Terra Decorative Arts Museum will also withdraw from the War Memorial Board and enter into collaboration agreements memorializing their commitment to continue to support veterans programs.

The term sheet will now go before the leadership of the War Memorial and the Art Museum for ratification and final legal documents will be prepared for approval by all parties, including Milwaukee County.