



Stone Tavern Golf Outing: Third annual event to benefit WMC. Led by Laura Brushel and Kristin Pochowski, the volunteer army at Stone Tavern has raised almost \$9,000 to fund our POW/MIA exhibit.



Raptors & History: Our popular Old Abe/ Raptors program hits capacity as more than 600 Milwaukee public school students learn about Wisconsin's famous Civil War mascot.



Staircase Renovation: Work is finished on the glass-enclosed staircase affectionately known as the "birdcage" with \$1,015,000 in county funds.



Purple Heart Day Ceremony: Veterans gather in Veterans Courtyard in front of the WMC Purple Heart Memorial on August 7 to commemorate national Purple Heart Day.



Memorial Day Parade: Marines march in front of the WMC during the annual Memorial Day Parade. After the parade, everyone is invited to attend a ceremony in Veterans Courtyard.



School Visits: WMC educational programming welcomes more than 3,400 visitors, including 2,080 youth.



Volunteer Appreciation: WMC hosts a lunch for the many volunteers and veterans who support our programming throughout the year.



Doors Open Balcony Tour: More than 900 people visit WMC during this year's Doors Open MKE weekend. For the first time, we open the balcony to visitors for an up-close look at the Lewandowski mosaic.



Almost Sunrise Screening: The film follows the journey of Anthony Anderson and Tom Voss, as they struggle with depression related to their military service in the Iraq War.



WMC Anniversary Float: We celebrate our 60th anniversary with a float in the annual Veterans Day Parade.



War Dogs: WMC brought in the group War Dogs Milwaukee to talk with 8th graders about how dogs are used for military service.



Lakefront Cultural Center Condominium: Big news as WMC becomes property owners, signing a deal with our partners Milwaukee County and the Milwaukee Art Museum.

The New WMC—60 Years in the Making!

Dear War Memorial Center Stakeholder:

For 2017, the year in which we celebrated our 60th anniversary, we have much to report. We hosted 900 events, welcomed 140,000 visitors, underwent more major construction, developed new exhibits, increased youth involvement, and engaged more veteran volunteers. As Sinatra once sang, “It was very good year.”

Our greatest achievement of 2017 was something viewed as impossible just a few years ago. The War Memorial Center is now a property owner. Under the Lakefront Cultural Center Condominium arrangement with our partners Milwaukee County and the Milwaukee Art Museum, our shared lakefront campus is now divided into three separate properties owned by each respective entity. Specifically, the WMC owns—and is now solely responsible for the entire upkeep of—the building interiors. We are excited to work with MAM Director Marcelle Polednik and MAM Board President Donald Layden as we begin this promising endeavor together. There is renewed energy and vigor with the new condo agreement and all agree that the future is brighter for our individual organizations and for the taxpayers of Milwaukee County. This may be the biggest news we have had in decades.

To promote our growing reputation as Milwaukee’s Cultural Center for Patriotism, in 2017, the WMC welcomed more than 3,400 visitors for WMC programming, including 2,080 youth. Highlights included:

- Screening of the documentary *Almost Sunrise* with appearances by the two subjects of the film
- MPTV preview of *Mettle and Honor*, which was culled from the WMC’s Veterans Story Project
- Screening of Ken Burns’ documentary *The Vietnam War*, followed by a panel discussion with local Vietnam veterans
- Debut of the latest permanent exhibit, a multi-media display on General Douglas MacArthur
- Old Abe/Raptors program was a favorite for more than 600 MPS students
- WMC’s first Boy Scouts of America Merit Badge Clinic, drawing 70 scouts and parents from southeast Wisconsin and northern Illinois
- Volunteer appreciation lunch to thank veterans, educators and volunteers who helped engage an increasing number of visitors
- Inaugural VetFest, a public event to celebrate service
- Tour of the WMC by Taiwanese architects
- More oral histories recorded for the Veterans Story Project
- First pop-up happy hour targeting downtown neighbors

In 2017, the WMC Board of Trustees welcomed Stars and Stripes Honor Flight Founder Joe Dean, who brings a passion for veterans, a wealth of experience and a level of energy matched by very few. This year, we said farewell and thank you to board members Gwen Sheppard, Ted Barthel and Patrick Romero. Each outgoing board member shared their many strengths with us and we appreciate their service.

This year we welcomed new tenants Vetworks, Inc. and the Paralyzed Veterans of America, Wisconsin Chapter. We also want to congratulate the Veteran’s Board of Directors Veteran of the Year, Charles N. Wallens, who was introduced at the annual Veterans Day Dinner at the WMC.

We also added two names to our Patriot Award, the WMC’s highest honor. Joining board member Michael Grebe is longtime board member Andy Schlidt, and the former chairman of our board, George Gaspar, who has been a leader at the WMC since 1990! Clearly, without the contributions of these distinguished gentlemen the WMC would not be the honored institution it is today.

As we have for 60 years, we continue to cherish and strengthen our relationship with Milwaukee County. We rebuilt the glass-enclosed staircase with \$1 million of county funds. We then began the remodeling of Memorial Hall, a \$1.5 million project of which we have raised \$1.1 million in private funds, thus far. Our partnership with the county is stronger and more productive than ever. The success of our fundraising campaign would not have been possible without the following major donors who gave generously: the Lynde and Harry Bradley Foundation, Evan and Marion Helfaer Foundation, Johnson Controls Foundation, Northwestern Mutual Foundation, and the Sensient Technologies Foundation. Thank you all.

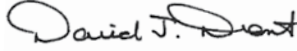
To expand our funding sources to support our next major project, we reached out to other agencies and organizations. We have already secured \$1 million for the environmentally focused rebuilding of the north parking lot and campus that will begin in 2018. This work will alter the appearance of that entire area while significantly reducing runoff into Lake Michigan. This is among the most anticipated projects for our team and frankly, we can’t wait to get started. We thank Milwaukee County, Milwaukee Metropolitan Sewerage District, National Fish and Wildlife Foundation, and Fund for Lake Michigan for their financial support of this effort.

Finally, we are pleased that once again we operated under budget. We take great pride that this has been our practice for many years. As we continue toward our goal of making the WMC a national model of excellence much work has been done, but much work remains. The level of excitement around the entire campus is obvious and infectious. Come visit your new War Memorial Center soon. And catch the fever!




Peter P. Pochowski, Chairman




David J. Drent
Executive Director



2017

Then & Now

Veterans Day 2017 marked the 60th anniversary of the War Memorial Center. That's six decades of honoring the dead while serving the living. We're proud of our heritage. This building was never intended to be a static memorial. Our founders—the Milwaukee community—envisioned something more.



Our History

Seeking a way to honor the 2,500 Milwaukee County servicemen and women killed in WWII inspires the community to build a living war memorial.



1946 Civic leaders announce plans for a \$5 million cultural center for a veteran memorial, art museum and performing arts center.

1947 Massive public relations campaign begins. The largest fund-raising effort in Milwaukee's 101-year history. By year's end, \$2.7 million is raised from 70,000 donors. Plans for a veterans memorial and art gallery are developed while the vision for a performing arts center is set aside.



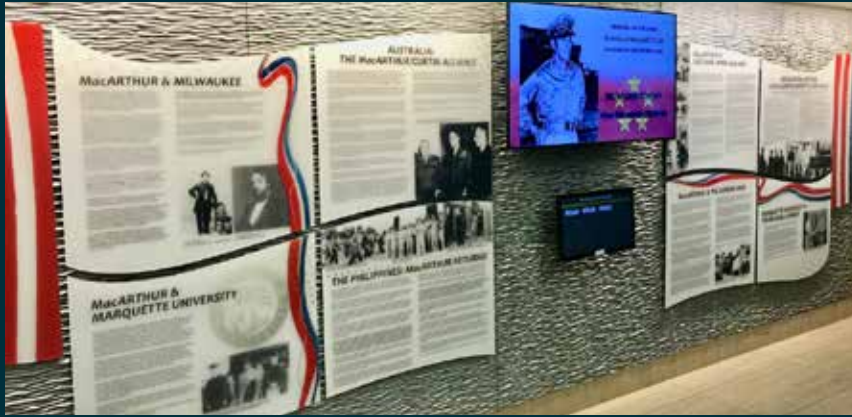
1950 Architect Eero Saarinen takes over design after the death of his father, Eliel Saarinen, who was originally commissioned for the project.

1957 The War Memorial Center is dedicated on Veterans Day.



1957

New in 2017




General Douglas MacArthur Exhibit: In 2017, the WMC debuted its latest permanent multi-media display in the lower lobby Freedom Gallery across from the elevators. We wish to thank Chas Mulcahy and the Veterans Community Relations Team for enhancing the WMC visitor experience with this in-depth look at an iconic military figure with Milwaukee ties.



VetFest: Building on the success of the 2016 LZ War Memorial Center musical tribute to Vietnam veterans event, we created the inaugural VetFest to celebrate the service of all veterans and active duty servicemen and women. The August 25th event on Fitch Plaza brought together people of all ages to enjoy live music, food trucks, and camaraderie.


50,000
veterans rely on
WMC each year



140,000
people annually
attend WMC events



2,080
students reached
with new educational
programming in 2017



Together, we will inspire patriotism in our youth. We will make sure every veteran knows their service is appreciated. We will never forget the price of freedom.



War Memorial Center Donors

We are grateful for the support of our programs and operations in 2017 from the following donors:

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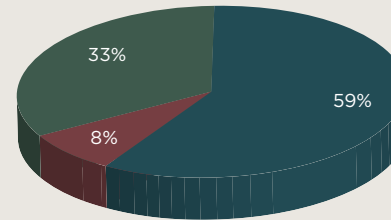
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Financial Statements (Operating Fund Only)

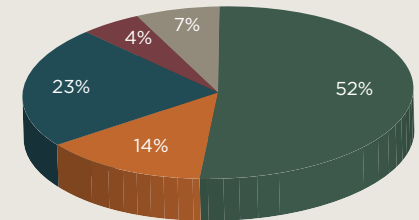
Revenue \$1,851,888*



- Earned Revenue – \$1,100,897
- Donations & Grants – \$139,991
- County Support – \$611,000

*Does not reflect \$756,476 in special projects and capital contributions or \$11,400,000 in building acquisition

Expenses \$1,552,491*

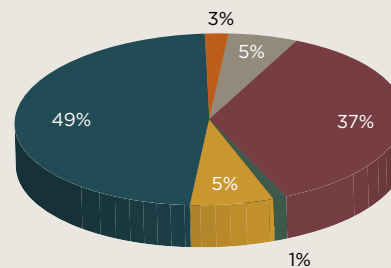


- Personnel – \$812,736
- Professional Fees – \$216,383
- Facility – \$350,573
- Advertising & Promotion – \$70,353
- Administrative & Event – \$102,446

*Does not reflect \$545,023 in special projects and capital expenses

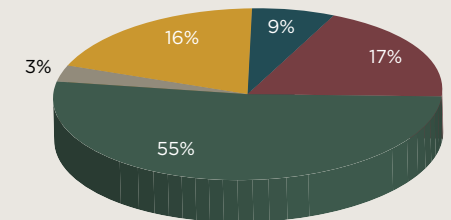
Statistics

Attendance 139,740



- War Memorial & Education – 4,647
- Veteran – 7,183
- Nonprofit – 50,824
- Corporate – 1,251
- Private – 6,935
- General Public – 68,900

Number of Events 843



- War Memorial & Education – 76
- Veteran – 145
- Nonprofit – 465
- Corporate – 21
- Private – 136

Space provided at no charge to veterans and active military organizations totals \$120,000.

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CELEBRATE SERVICE ★ WAR MEMORIAL CENTER

at the War Memorial Center

Thursday, August 9, 2018



Join us as we celebrate 60 years of honoring veterans
at the War Memorial Center.

- Live Music on Fitch Plaza
- Mess Hall Food
- Food Trucks



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