



"It should be well thought of that a park exercises a very different and much greater influence upon the progress of a city in its general structure than any other ordinary public work."

– Frederick Law Olmsted



Veterans Park Lagoon

Photo By: Jake Rostermundt

These are Your Milwaukee County Parks:

A Rich History, a Strong Heritage, and a
Bright Future



Mission

To sustain the legacy of our world-class park system by managing and conserving natural, cultural and recreational resources for the benefit of the community.

Vision

To inspire passion for parks as a part of people's lives, encouraging participation, learning and stewardship.

Values

1. Our committed stewardship
2. Our strong community
3. Our quality
4. Our parks
5. Our dedicated workforce

Areas of Investment

People – Our 200 full-time and 1,000 part time and seasonal employees who make up our dedicated and passionate workforce.

Parks – Our 15,316 acres of 156 parks and parkways across 19 municipalities in Milwaukee County that offer a diverse inventory of amenities, programs and natural capital.

Processes – Our fiscal and management practices to ensure the long-term viability and sustainability of our park system.

Partners – Our community of committed volunteers, advocates, business partners, donors, non-profit and government agencies that we collaborate with to provide service to the public.

Goals and Objectives

- **Create a culture of creativity, collaboration and empowerment among our diverse workforce**
 - Invest in, support and develop our highly skilled, quality and dedicated workforce
 - Improve internal structures of communication within the organization and foster a positive work environment
 - Create the most appropriate organizational structure for the Parks
- **Broaden and strengthen park stewardship**
 - Conserve, preserve and protect our natural resources and parklands in a healthy condition
 - Optimize use of our parks
 - Maintain and update our aging facilities and equipment to best serve the public
- **Maintain excellence in public and fiscal management**
 - Diversify and stabilize our funding sources
 - Improve cost recovery
 - Develop consistent, logical and relevant policies and procedures
 - Develop effective performance measures and evaluation processes
 - Communicate our public value
- **Strengthen partnerships to become more responsible to community needs**
 - Engage, leverage and develop community and corporate partners to optimize and broaden programs and services
 - Establish investment priorities for diverse community needs and quality of life initiatives