

**Milwaukee County Board of Supervisors
Parks and Environment Committee
July 16, 2019**



Who We Are



The Friends of Hoyt Park & Pool, Inc. (FOHPP) is a 501(c)3 nonprofit organization that operates TOSA Pool, The Landing, and the Grand Hall. FOHPP raised money to build the pool, which opened on May 28, 2011.

FOHPP has a 55-year lease with Milwaukee County and does not receive any taxpayer support.

The pool is named in honor of the project's lead donor: The TOSA Foundation.

Background

1939-2003

Milwaukee County operates the Hoyt Park Pool for the benefit of county residents.

2003

Milwaukee County closed Hoyt Pool citing severe structural problems causing water leaks that made operations too expensive.



2006

Friends of Hoyt Park & Pool, a grassroots group of volunteers, formed to revitalize the park and bring the 100-year swimming tradition back to our community.



2007-2008



Successful fundraisers were held with the support of many local businesses and community members: Hearts for Hoyt & II which featured auctions and live entertainment, a sporting goods resale, and an ice cream social at the pool bathhouse.

2009

Thanks to the generosity of the TOSA Foundation, other foundations and many community members, FOHPP raises enough money to begin construction of a new pool at Hoyt Park and to renovate the historic bathhouse.

SEPTEMBER, 2010

The FOHPP Ecology Committee works with The Park People to host 4 highly successful "Weed Outs" to begin the journey of eradicating invasive weeds and help beautify the 32-acre Hoyt Park while The TosaPOOLooza Benefit Concert rocks Milwaukee County's Historical Society, featuring surprise musical guest Willy Porter.

MAY 28, 2011

The TOSA Pool at Hoyt Park opens to the public.



Fiscally Sound



Since our \$6 million initial project investment in 2011 we have not only returned outdoor swimming to the communities surrounding Hoyt Park, but also enhanced community use of the park for events and celebrations.

FOHPP maintains a \$1 million endowment fund for major maintenance and operating shortfalls. This assures long-term continued operation of the TOSA Pool for community use without becoming a burden to Milwaukee County taxpayers.

Ongoing Capital Improvements

2012 – 2019 Pool improvements \$375,000

Additional seating areas, shade structures, in-water climbing wall, play structure and giant slide refurbishing, mechanical and electrical upgrades, maintenance and repairs.

In 2018, over 90,000 guests from across Milwaukee County and beyond visited TOSA Pool.

The pool is open to the public and offers programs for multiple segments of the community, including parents with small children, senior citizens, youth groups and athletic clubs.

We strive to be accessible and welcoming to everyone in greater Milwaukee County.



Ongoing Capital Improvements

2013 – 2018 The Landing Beer Garden and park improvements \$459,000

Concession kitchen installation and upgrades, outdoor seating, shade structures and landscaping. Parkside bathroom upgrades to fixtures and plumbing.

In 2013, the Friends of Hoyt Park & Pool opened a new seasonal beer garden, The Landing at Hoyt Park.

The Landing generates a supplementary revenue source for pool operations and creates a new space for fellowship that enriches the vibrancy of our community.

People of all ages come together and build the relationships that make our neighborhoods strong.



Ongoing Capital Improvements

2015 - 2018 Grand Hall upgrades and remodel \$195,000

Acoustic panels, furnishings, audio & visual equipment, plumbing and fireplace chimney liner.

In 2015, the historic Grand Hall was renovated to preserve and build on its 1930s-era craftsmanship and extend The Landing beer garden usage.

In addition to public gatherings, like Packers and Badgers viewing parties, the hall is available to rent for family celebrations, class reunions, birthday parties, business meetings, club banquets and weddings.



Customer & Community Focus

TOSA Pool at Hoyt Park offers affordable memberships for families and individuals with daily admission rates that welcome visitors from across Southeast Wisconsin.

In 2018, over 8500 members enjoyed the pool.

Our strong focus on health and wellness is enhanced by swim lessons for children and adult fitness classes provided by our partnership with the Wauwatosa Recreation Department.

In 2018:

- 600 children ages 8 months to 13 years participated in swim instruction classes
- 71 participants attended youth triathlon swim classes, synchronized swimming and diving classes
- 70 teen & adult participants attended aqua zumba, water-in-motion, tai chi and yoga
- 100 teen swim club members practice weekly
- 200 children ages 9-15 participated in the TOSA Youth Tri



Raising the Citizens of Tomorrow

FOHPP has provided hundreds of seasonal jobs for area youth, developing customer service training, and offering management and leadership experience.

In 2019, we have 115 employees:

- 48 Red Cross certified, FOHPP lifeguard crew
- 44 TOSA Pool admissions & concessions crew
- 17 Landing beer garden crew
- 6 year-round administrative management



Environmentally Responsible



Since our inception in 2006, FOHPP has partnered with local nonprofit organizations including The Park People of Milwaukee County and Milwaukee Riverkeeper.

Each April our river clean-up event draws hundreds of volunteers, assisting us in removing trash and debris along the banks of the Menomonee River and surrounding parkland.

With the help of hundreds of volunteers, we have completed over 20 'Weed-Out' events removing the invasive species Buckthorn from our park each year.

It is our goal to improve Hoyt Park, working with Milwaukee County Parks and their native species experts.



FOHPP Vision

We haven't lost sight of our core mission in our past eight years of operation, including six years operating The Landing outdoor beer garden.

In 2018, FOHPP embarked on a strategic planning process intended to guide the organization's future growth and improvement.

As part of that process, we redefined our vision for the organization: **“Friends of Hoyt Park & Pool is committed to a vibrant, inclusive and family-friendly experience.”**

