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From the Executive Director of Milwaukee County Parks, requesting authorization to accept funding from the Harley Davidson Foundation in the amount of \$350,000 including a 10-year commitment to park maintenance to benefit Highland Park in exchange for issuing naming rights and renaming “Highland Park” to “Harley Park”, by recommending adoption of the following:

A RESOLUTION

WHEREAS, the Department of Parks, Recreation, and Culture (DPRC) owns and maintains Highland Park (3800 West Highland Boulevard, Milwaukee, Wisconsin) (the Park), which is a 3.4 acre neighborhood park that borders the Harley Davidson corporate campus on Milwaukee’s Near West Side; and

WHEREAS, DPRC was awarded Capital Project WP072801 in the 2021 Adopted Budget, which funded the removal of a derelict playground in the Park and allocated funding for future improvements to the site; and

WHEREAS, Harley Davidson, through its non-profit foundation the Harley Davidson Foundation (HDF), has begun planning for the creation of a new, publicly-accessible park on the land adjacent to the Park, known as The Hub; and

WHEREAS, through the planning of the HDF-funded park, and in recognition of the capital funding awarded to improve the Park, Milwaukee County (the County) and HDF have a mutual interest in improving the Park to design a broader public amenity that leverages planned new investment in both adjacent properties; and

WHEREAS, HDF proposes to grant \$250,000 to support capital improvements to the Park, and \$100,000 for the maintenance of the Park over a 10-year term, for a total investment of \$350,000; and

WHEREAS, in exchange for their contribution to the capital and maintenance needs of the Park, HDF requests that the name of the Park be changed from Highland Park to Harley Park; and

WHEREAS, this contemplated renaming and contribution in no way restricts access to the Park, changes ownership or control of the Park, or alters the public ownership of the Park; and

WHEREAS, the contribution of \$350,000 from HDF will be granted to the Milwaukee Parks Foundation (MPF) for the benefit of DPRC, and will be restricted to support the renaming and investment described in this resolution; and

WHEREAS, funds received by MPF will be disbursed to the County based upon the terms of the existing Agreement between the County and MPF; and

48 WHEREAS, the Committee on Finance, at its meeting of April 13, 2023,
49 recommended adoption of File No. 23-491 (vote 7-0); and

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51 WHEREAS, the Committee on Parks and Culture, at its special, virtual meeting
52 of April 13, 2023, recommended adoption of File No. 23-491 (vote 5-0); now, therefore,
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54 BE IT RESOLVED, the Department of Parks, Recreation, and Culture (DPRC) is
55 hereby authorized to rename Highland Park (the Park) to Harley Park for a period of 10
56 years; and

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58 BE IT FURTHER RESOLVED, DPRC is hereby authorized to accept an
59 investment including \$250,000 for capital improvements, and \$100,000 for ongoing
60 maintenance of the Park; and

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62 BE IT FURTHER RESOLVED, the Office of the Comptroller, Department of
63 Administrative Services, and any other department necessary, are authorized to transfer
64 the remaining funds in WP072801- Highland Park Playground Removal and Restoration
65 to WPXXX- Harley Park Community Pavilion.

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kae
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