

# THE PEAK INITIATIVE



Milwaukee County  
**PARKS**

Informational Update  
January, 2020



Our **MISSION** is to bring out the limitless potential in young leaders through extraordinary experiences & nurturing relationships.



Our **VISION** is that PEAK alumni shape their communities with poise, persistence, confidence & character & that the PEAK initiative is the recognized expert in preparing young people for a life of leadership & purpose.

## Our **HISTORY**

- 2003: Founded by Bill Kellogg (former Kohl's CEO) as Lake Valley Camp (LVC). LVC opened as a traditional overnight camp for MKE youth with economic barriers. LVC began serving youth from MKE at camp in Boscobel WI.
- 2009: LVC moved operations to Tiefenthaler Park Pavillion & soon after, expanded Milwaukee-based day camp offerings.
- 2019: Under a revitalized brand, PEAK's Milwaukee-based offerings continue to grow, offering year-round learning & leadership for hundreds of MKE youth.



PEAK is ...

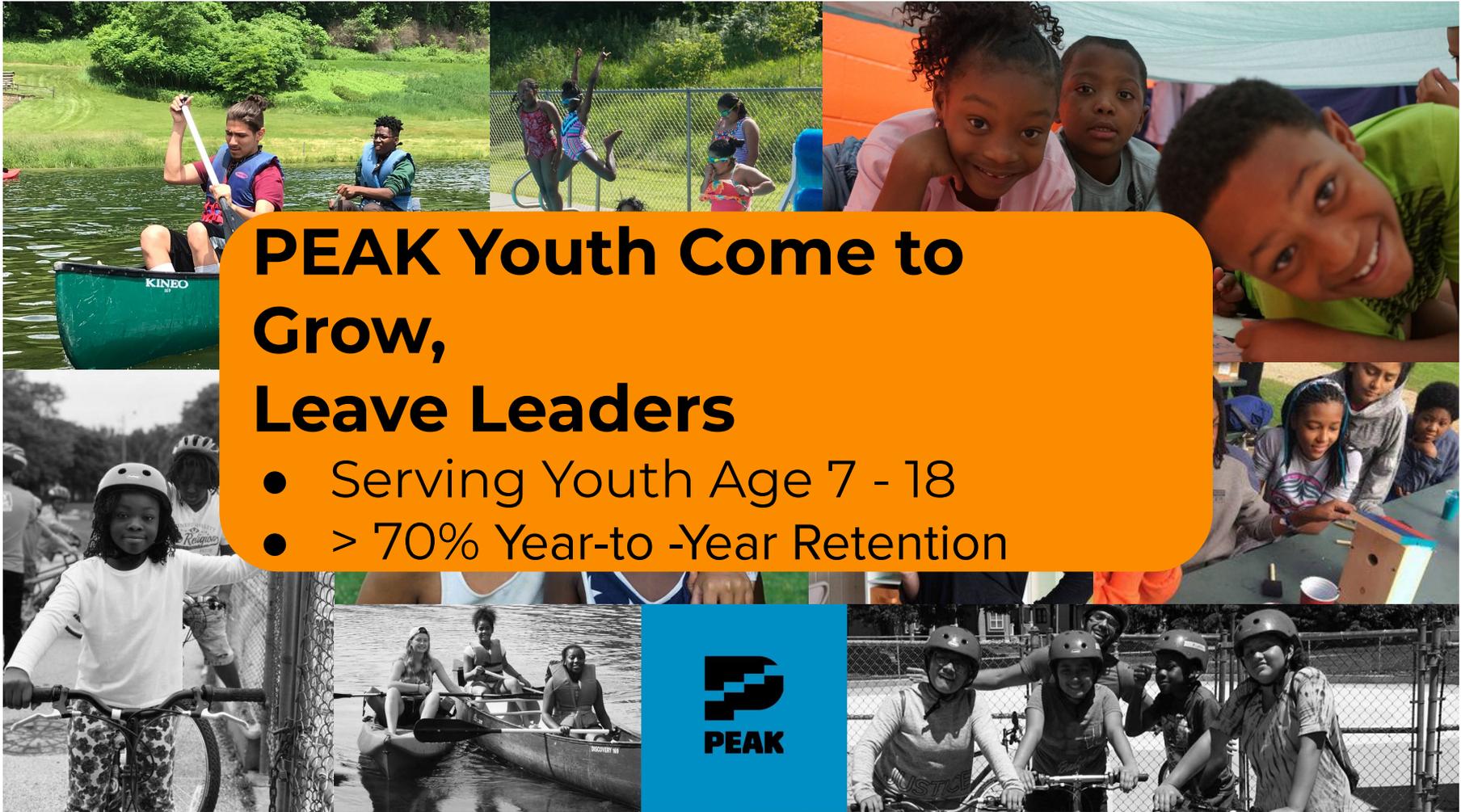
**550+ kids**

**350+ families**

**10+ schools**

working together to help youth  
grow and positively shape their  
communities.





# PEAK Youth Come to Grow, Leave Leaders

- Serving Youth Age 7 - 18
- > 70% Year-to -Year Retention





# Tiefenthaler Current State





# Tiefenthaler Current State





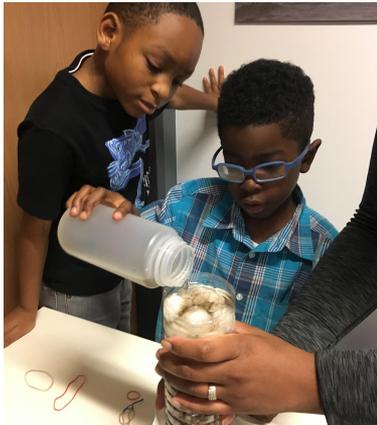
# PEAK Invests in Tiefertenthaler





## PEAK Activates Tiefenthaler





# PEAK Programs Year-Round



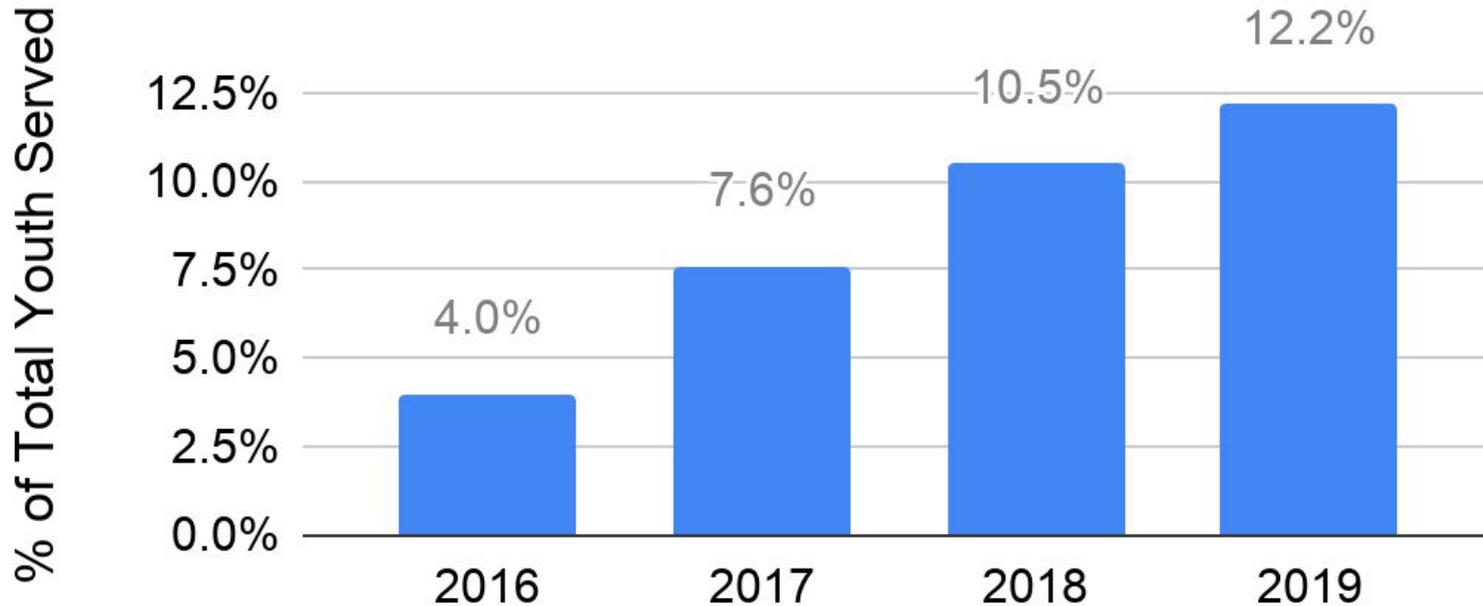


# PEAK Programs for MidTown

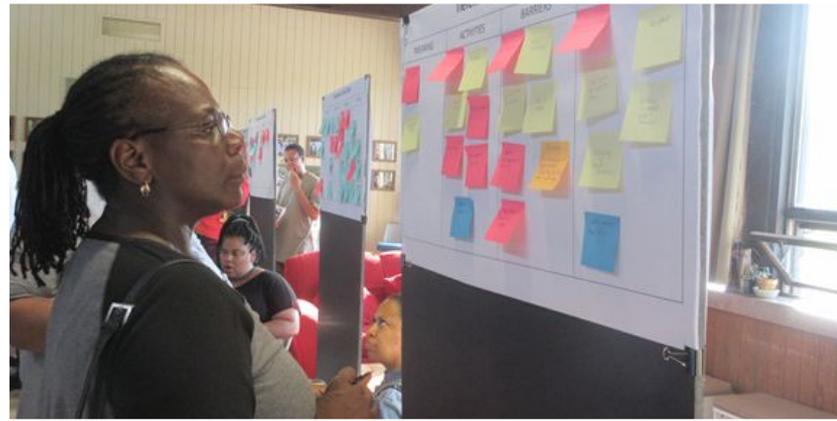


# Neighborhood Investment

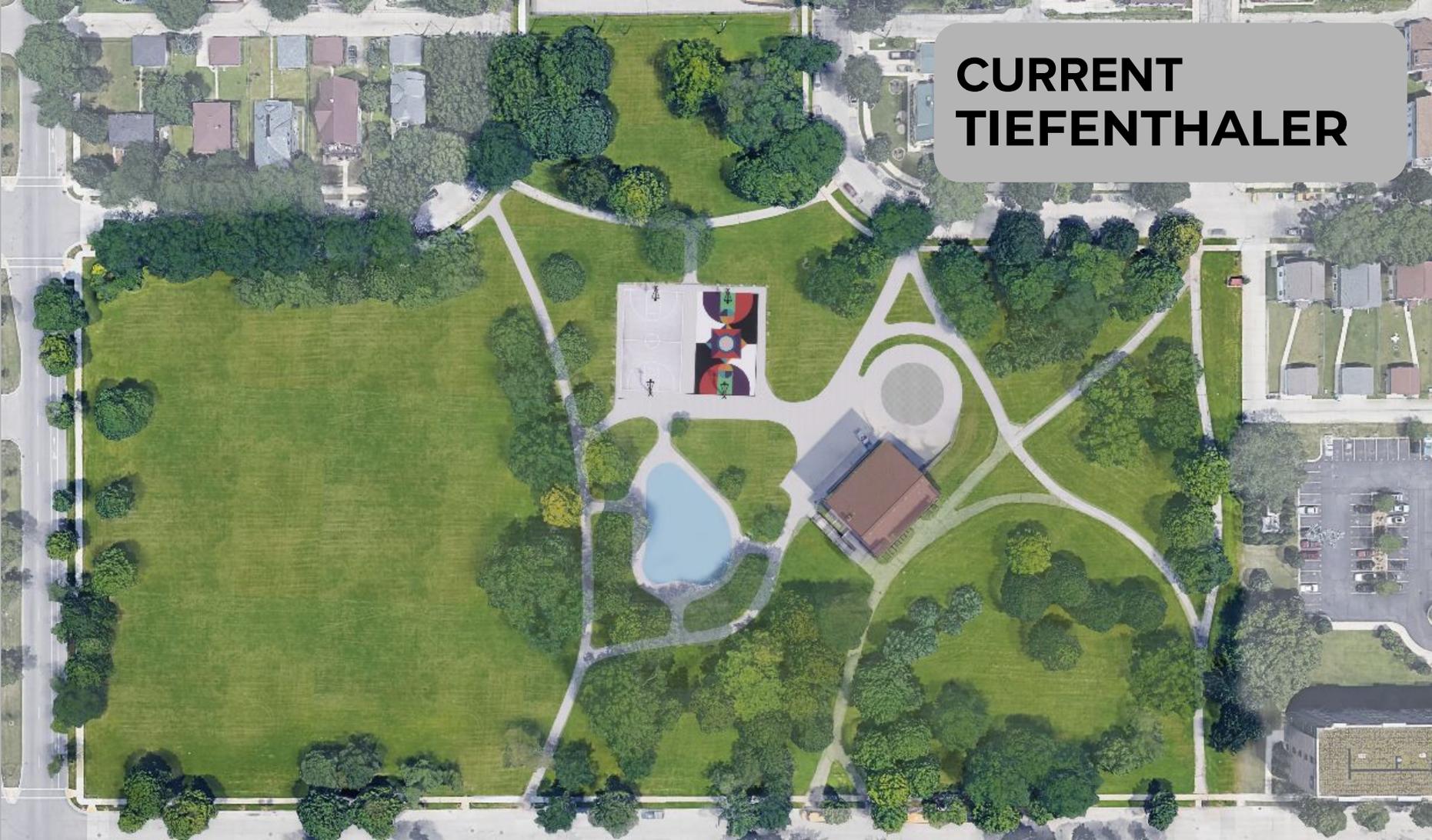
## Midtown Youth (53205) Served by PEAK



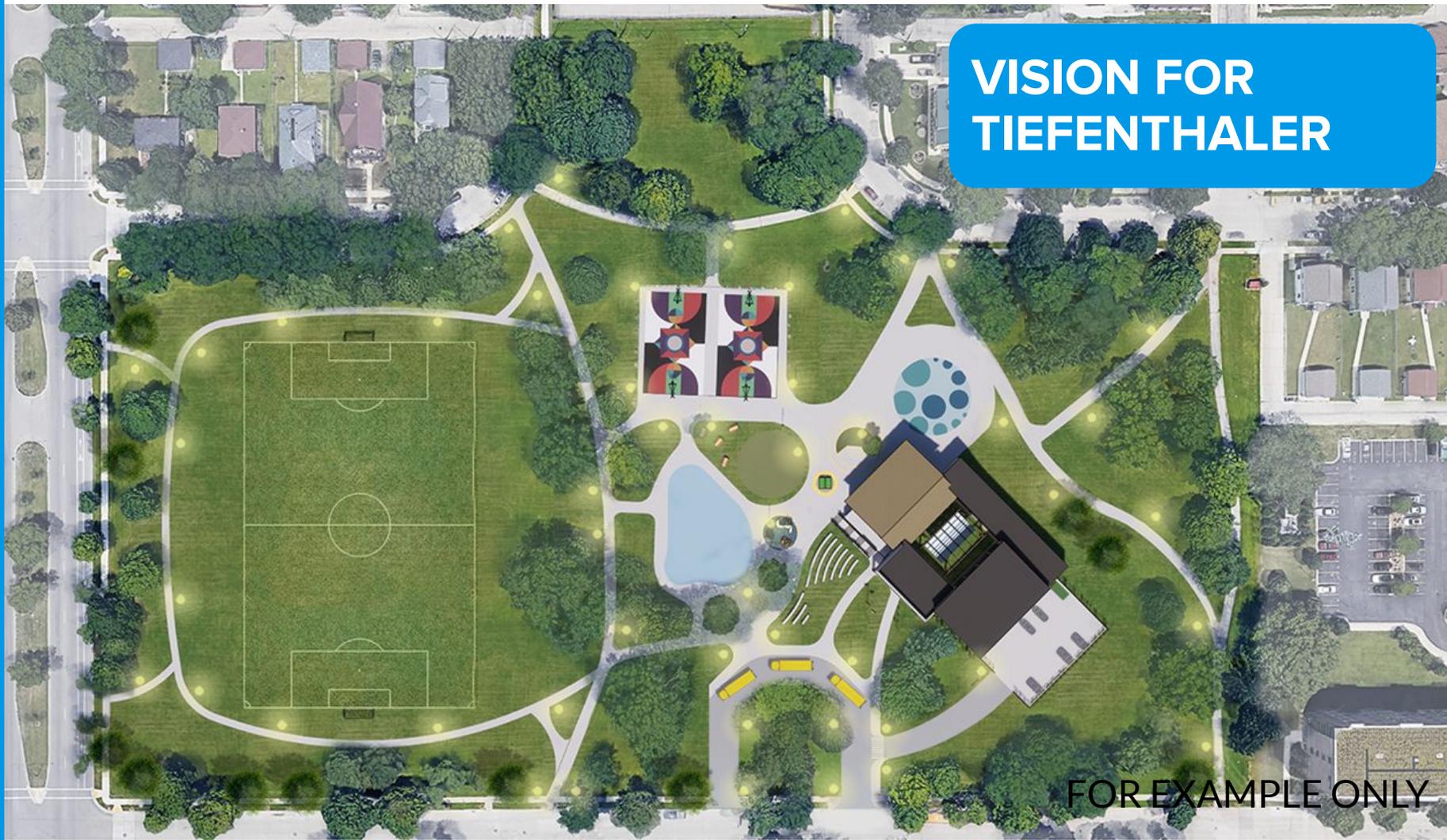
# Making Tiefenthaler Home. A multifaceted, multi-year stakeholder engaged process



# CURRENT TIEFENTHALER



# VISION FOR TIEFENTHALER

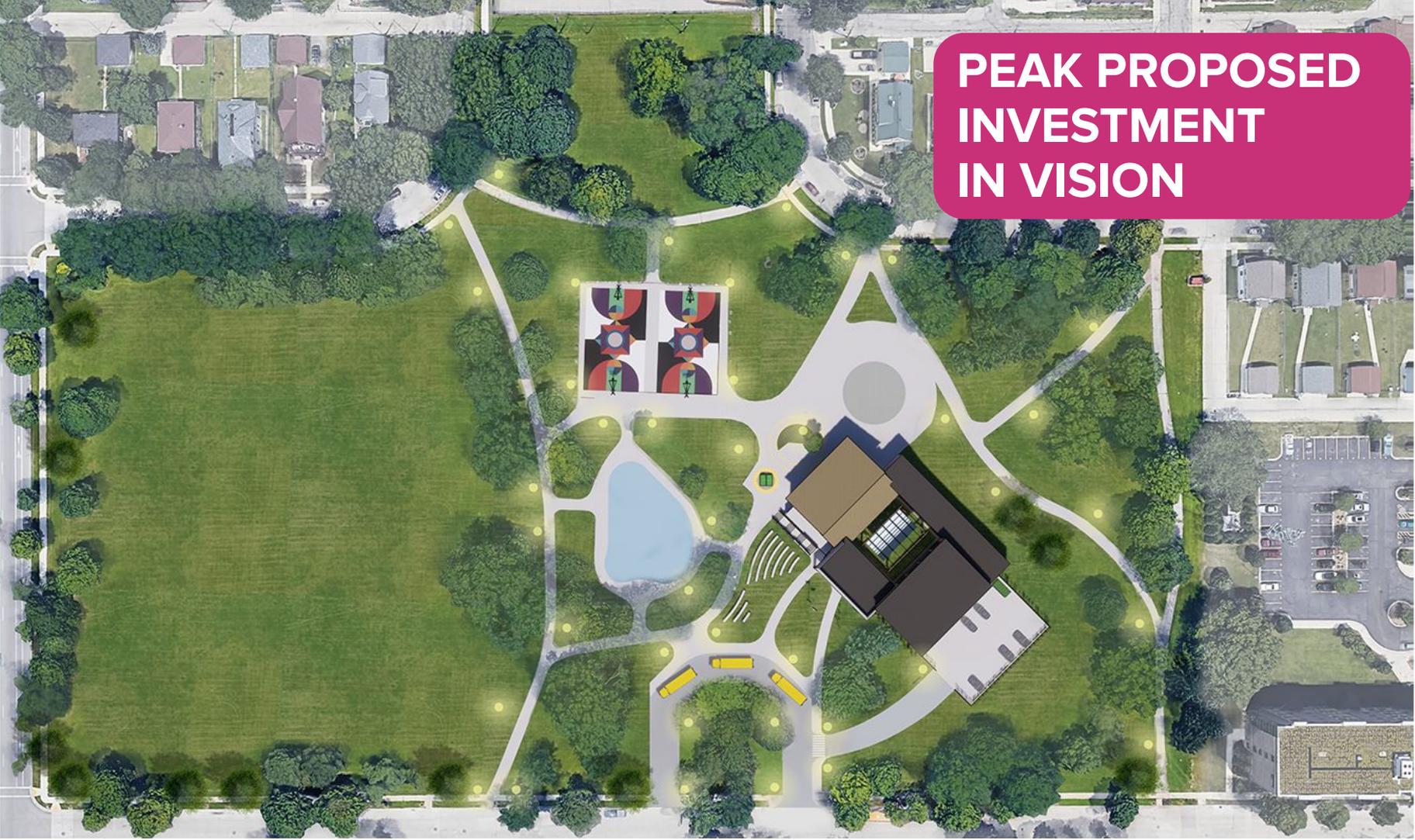


FOR EXAMPLE ONLY



# SITE DESIGN

**PEAK PROPOSED  
INVESTMENT  
IN VISION**



# ENHANCED SITE LIGHTING



FOR EXAMPLE ONLY



Spark Lighting LLC

# OUTDOOR CLASSROOM/AMPHITHEATRE SEATING



FOR EXAMPLE ONLY

An aerial photograph of a park layout. The park features several circular green spaces of varying sizes, some containing trees. A network of paved walkways connects these areas. In the lower-left, there is a circular paved area with a blue and yellow design, containing three yellow chairs and a bench. In the upper-right, a larger green area contains several yellow chairs and a bench. A central paved area has a semi-circular lawn section. At the bottom, a curved wooden fence separates a series of horizontal concrete walkways from a green lawn area. The text "ADDITIONAL ACTIVITY AREA" is overlaid at the top, and "FOR EXAMPLE ONLY" is overlaid at the bottom right.

ADDITIONAL ACTIVITY AREA

FOR EXAMPLE ONLY



# BUILDING DESIGN



STAFF AREA

LABS

ENTRY

MULTIPURPOSE



PEAK

K

WE CAN ONLY GROW IF WE ARE HONEST

Everyone Contributes

FOR EXAMPLE ONLY



FOR EXAMPLE ONLY



FOR EXAMPLE ONLY



FOR EXAMPLE ONLY



FOR EXAMPLE ONLY



FOR EXAMPLE ONLY

# STREET VIEWS



VIEW FROM THE NORTHWEST CORNER  
(27<sup>TH</sup> & GALENA)

FOR EXAMPLE ONLY

# STREET VIEWS

VIEW FROM THE SOUTHWEST CORNER  
(27<sup>TH</sup> & CHERRY)

FOR EXAMPLE ONLY

# STREET VIEWS



VIEW FROM CHERRY AT 26TH

FOR EXAMPLE ONLY

# STREET VIEWS



VIEW FROM CHERRY, NEAR 25TH

FOR EXAMPLE ONLY

# STREET VIEWS



VIEW FROM CHERRY AT 24TH

FOR EXAMPLE ONLY

# STREET VIEWS



VIEW FROM BEND AT GALENA/25TH

FOR EXAMPLE ONLY

Thank You!



FOR EXAMPLE ONLY

