ZILLI
HOSPITALITY GROUP

Sue,

For nearly two decades O'Donnell Park has been positioned in Milwaukee as the gathering place for Milwaukeeans. Some gathered for lunch over sunny afternoons. Some gathered to watch a parade. Some gathered simply to take in the beautiful lakefront. Many gathered in the form of a wedding reception, fundraiser or family gathering taking advantage of Coast, Miller Room or Harbor Lights Room. Still others appreciated the access through the park to the Milwaukee Art Museum, Discovery World and Summerfest. Families gathered at Betty Brinn. Then, there were those who simply recognized O'Donnell Park for its utilitarian purpose and parked there every day.

Whatever the reason for the visit, O'Donnell Park has indeed served as a gathering place. That is, of course, until the tragedy that jolted the Milwaukee community and ultimately closed O'Donnell Park.
Since then, business has been compromised severely. Revenue for the County has been significantly impacted. Revenue for Zilli Hospitality Group has dropped to perilous levels.

Zilli Hospitality Group has been a solid partner to Milwaukee County for many, many years. Over the course of those years, ZHG has consistently promoted O'Donnell Park, investing over $1 million in advertising, marketing, communications, infrastructure, repairs, cleaning, planting, renovations and more. This investment has come from ZHG because we recognize the value of marketing. We know that how a business is positioned in this community matters. We have seen the results our marketing communications efforts have generated.

From print ads to outdoor boards and from e-newsletters to our website, we have promoted O'Donnell Park for weddings, family reunions, corporate events, birthday parties, meetings and special occasions such as Mother's Day and Easter. However, our success has been compromised and the image of O'Donnell Park has been severely damaged in the wake of last summer's tragedy.

In addition ZHG has spent $41,687.59 in professional services related to this specific issue, a break down can be provide on further request.

Jim

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