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## January Board Cycle

**Milwaukee County Parks**

9480 Watertown Plank Rd.

Wauwatosa, WI 53226

(414) 257-PARK

Date: December 19, 2019

To: Theodore Lipscomb, Sr., Chairman, County Board of Supervisors

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: **Providing an informational report regarding the PEAK Initiative in Tiefenthaler Park and potential expansion (informational)**

### Issue

Milwaukee County Parks leases space to and partners with the Kellogg PEAK Initiative in Tiefenthaler Park to promote youth leadership development through day camps, teen leadership, and afterschool programs. In advance of the expiration of PEAK's lease, the County and PEAK have engaged in discussions related to long-term planning and investments in the park. This is an informational update to the County Board in anticipation of a future action item.

### Background

In 2009, Milwaukee County entered into a 5-year lease with renewal extensions up to 20 years for the pavilion in Tiefenthaler Park with the Lake Valley Camp non-profit organization. Lake Valley Camp rebranded in 2018 as the Kellogg PEAK Initiative (PEAK) and but for the name change is the same organization. Their mission is "to bring out the limitless potential in young leaders through extraordinary experiences and nurturing relationships." PEAK serves about 500 youth each year at their location in Tiefenthaler Park and at their resident camp in Boscobel, WI. Their organization has been successful in its mission and has outgrown their current facility in the park.

Over the last few years, leadership from PEAK and Milwaukee County Parks have met to discuss the long-term future for PEAK in Tiefenthaler Park. In addition to the renovation of the pavilion, PEAK has invested in improvements in the park including to help coordinate the installation of peace posts and the basketball court revitalization in 2018. It is the desire of Parks to keep PEAK in their current location as they grow due to the positive after-school and summer programming that they provide, the "safe space" that the Tiefenthaler pavilion has become in the park, and the overall investment that PEAK continues to make despite Milwaukee County's financial challenges.

Early in discussions, Milwaukee County staff advised PEAK that a long-term plan for the park should be developed with significant and meaningful public engagement to understand what the Midtown community would like to see in their park. To accomplish this, PEAK hired HGA architects to develop a master plan that was created with input from more



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than 50 residents at 4 public meetings, 3 public events, and several other small-group input sessions. One of the primary concerns from residents was the need to improve safety in the park through lighting enhancements, improving line of sight from the surrounding roads into the park, and creating safe walkable areas. Another common theme was the need for more activities for younger children as from time to time teenagers tend to take over certain areas of the park dedicated to younger kids. Activating the currently unprogrammed athletic field along N 27<sup>th</sup> St was also mentioned as a desired improvement. The master plan that was created reflects all of these community desires along with an expansion of PEAK's presence through a renovated building. The combination of creating new public park improvements along with the expansion of youth engagement and programming through PEAK creates great potential for Tiefenthaler Park to become an important community center in the Midtown neighborhood.



PEAK wishes to invest an estimated \$5 million into a renovated and expanded pavilion to house their activities, improve certain areas of the park outside of the building, and partner with other non-profit organizations that are focused in the Midtown neighborhood to bring further investments to the park. In order to provide the certainty that is needed for such a large investment, PEAK would enter into a long-term lease agreement to remain in the park. If fully realized, this

project could result in a complete transformation of the park that has not seen significant investment in decades and strengthen the long-term programming partnership that has been built to provide positive activities for youth in Milwaukee.

**Recommendation**

There is no recommendation at this time, this report is for informational purposes.

Prepared By: Jim Tarantino, Director of Recreation and Business Services

Approved By: Guy Smith, CPRP, Parks Director



**Attachments**

- PowerPoint – PEAK program overview
- Annual Report

**Copy**

- Chris Abele, County Executive
- Raisa Koltun, Chief of Staff, County Executive’s Office
- Jason Haas, Parks, Energy & Environment Chair, Supervisor District 14
- Sheldon Wasserman, Parks, Energy & Environment Vice-Chair, Supervisor District 3
- Marcella Nicholson, Parks, Energy & Environment Committee Member, Supervisor District 5
- Felesia Martin, Parks, Energy & Environment Committee Member, Supervisor District 7
- Steven Shea, Parks, Energy & Environment Committee Member, Supervisor District 8
- Supreme Moore-Omokunde, Supervisor District 10
- Kelly Bablitch, Chief of Staff, County Board of Supervisors
- Kelsey Evans, Committee Coordinator, Office of the County Clerk
- Emily Peterson, Research & Policy Analyst, Office of the Comptroller
- Pam Mathews, Budget & Management Analyst, DAS -Office of Performance, Strategy & Budget



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