



# Holler Park Easter Seals Building

April 12, 2024





# Overview



- Holler Park is a 16-acre park on the southside of the City of Milwaukee that was created in 1936
- From the creation of the park, this site has been used in partnership with other organizations, including the Milwaukee County Association for the Disabled, which opened a recreational day school in 1938 that was largely built by the National Youth Administration (NYA) program.
- This program eventually evolved into the Easter Seals Program, which assisted in the development of a swimming pool in 1962.















# Overview



- Easter Seals offered programming through 2015, at which time programming was shifted to the Wiloway Centers at Grant and Underwood Parks
- Since the departure of Easter Seals from Holler Park, Parks has been working to find another use for the building connected to the pool facility.
- Over the past year, Parks has worked with the Office of Emergency Management to open the building as an emergency shelter for displaced residents

# Overview

- The Red Cross operated this building to assist residents who needed shelter after a fire that occurred at senior apartment facilities in various parts of Milwaukee County.
- By establishing a long-term agreement between the two department, this partnership will better support Red Cross efforts to assisted displaced residents impacted by emergency events.

# Collaborating to Support Residents during Local Disasters







**FOX6**

FOX6NOW.COM THE 9-DAY GUN DEER SEASON RUNS SATURDAY NOVEMBER 18TH THROUGH SU | LOTTERY

*Displaced residents walk with belongings the front door of Holler Park.*







- January 16, 2024
  - Fire at low-income senior apartment building in Cudahy
  - Dangerously cold wind chill temperatures
  - Dozens displaced



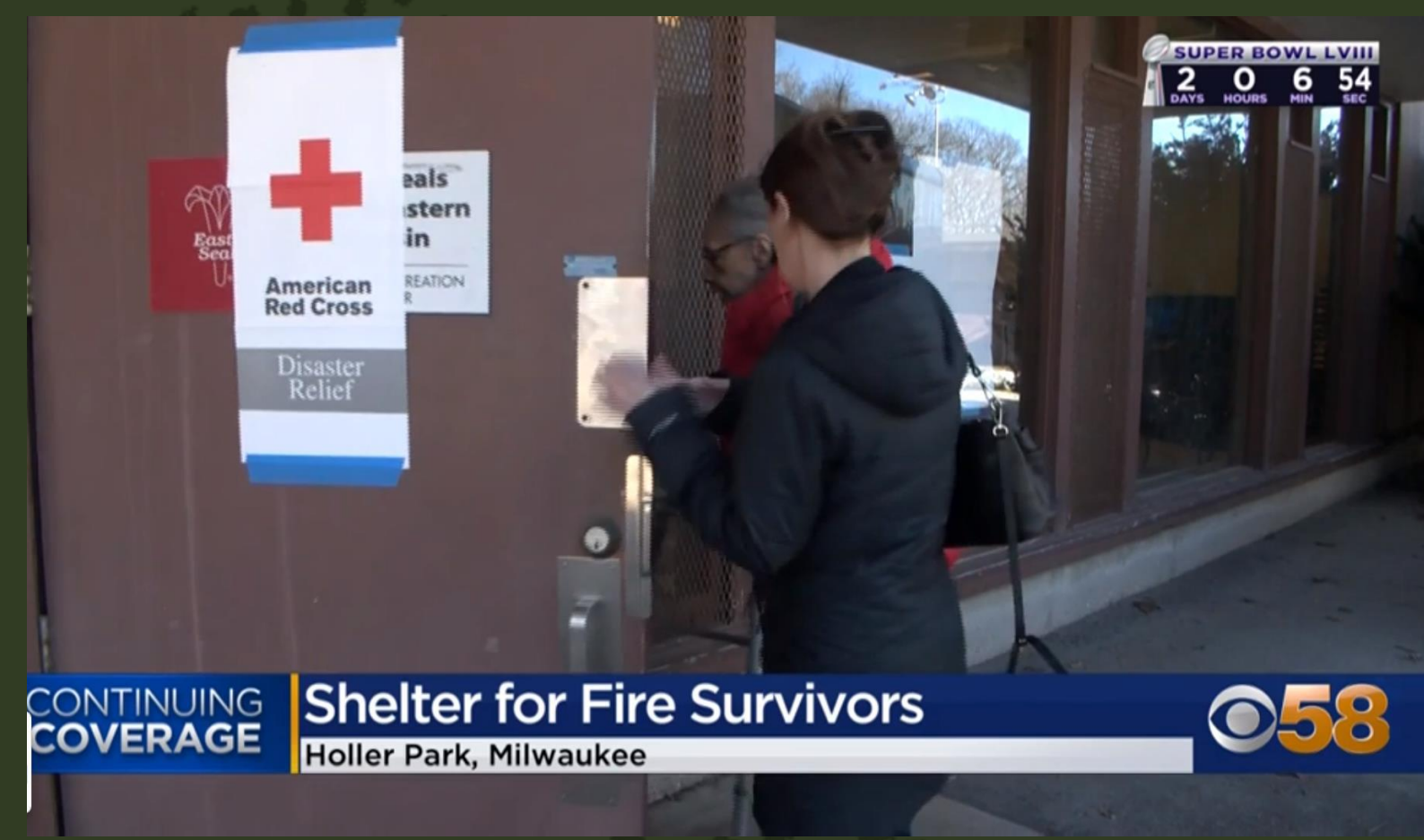
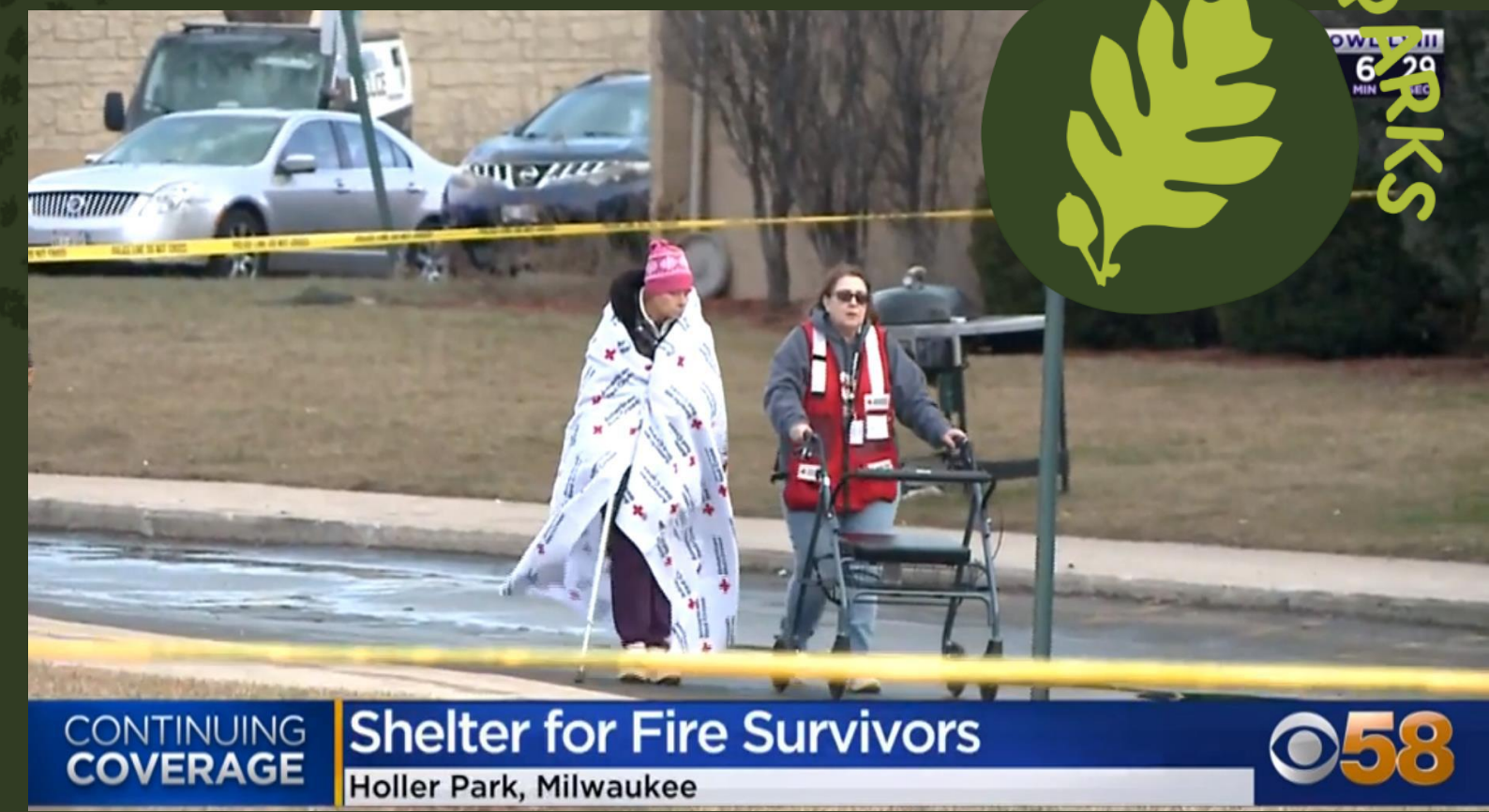


- January 16, 2024
  - After evacuating to a nearby laundromat, and then the Cudahy library, residents were bussed to Holler Park where many stayed for several weeks until they could secure new housing.
  - In total, the shelter remained open from January 16 to February 2



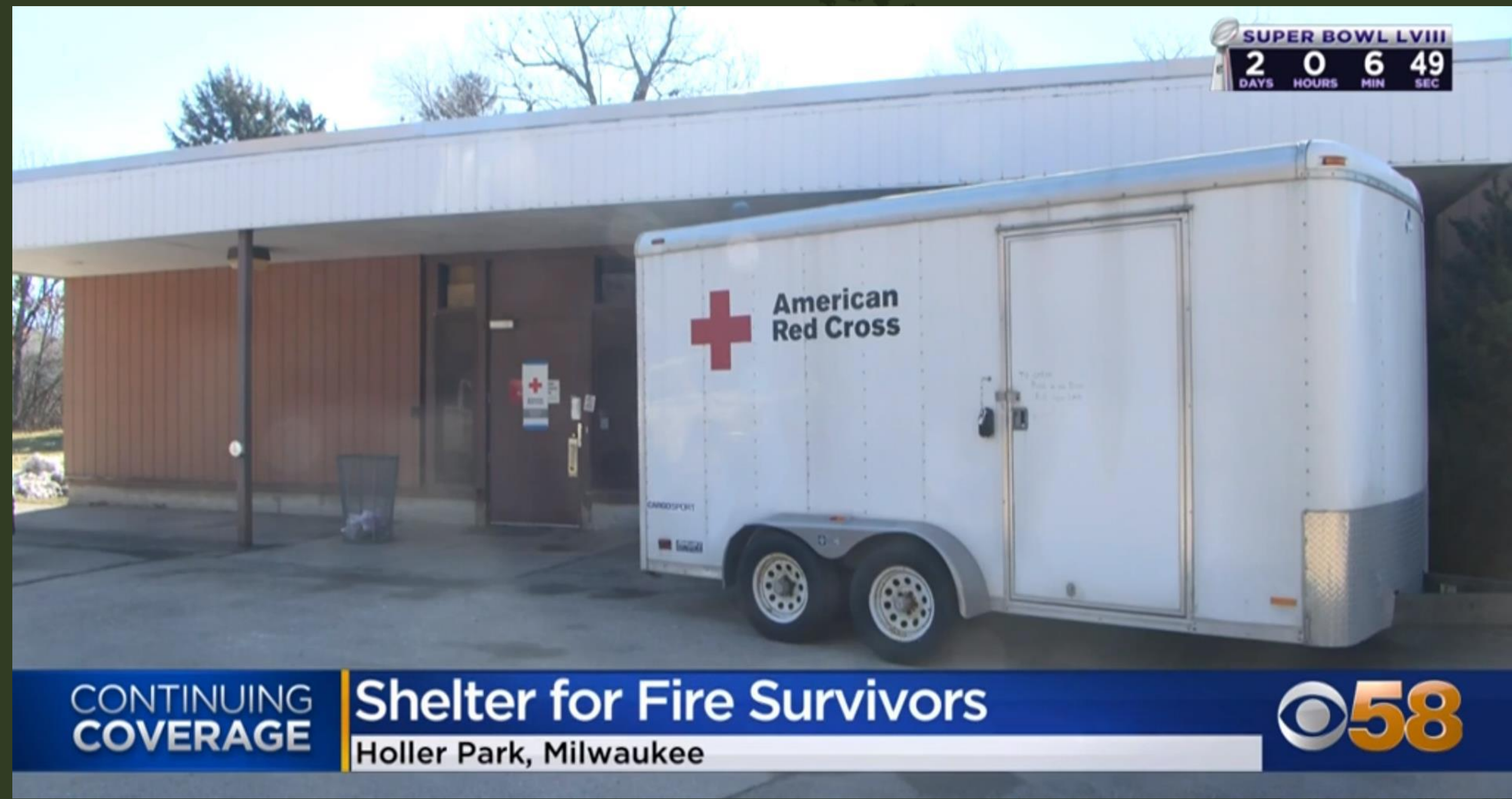


- February 8, 2024
  - Layton Gardens Senior Apartment Building Fire
  - More than 40 residents displaced
  - Red Cross operates shelter in coordination with Milwaukee County Parks, Office of Emergency Management, MCTS, and other partner agencies to support seniors displaced





- Holler Park provide shelter for survivors of the Layton Gardens Apartments fire for eight days





**American Red Cross of Wisconsin**  
February 8 · 🌐

UPDATE: The Red Cross has opened a shelter at Holler Park - 5151 S. 6th St. on Milwaukee's south side. Anyone displaced by this fire is welcome to join us, as we're providing comfort, care, food, power & more. If you need assistance call 1-800-RED CROSS.

The American Red Cross of Wisconsin is responding to a fire at an apartment building on W. Layton Ave. in Milwaukee. More updates here as they're available. Thank you volunteers and first responders!



**American Red Cross of Wisconsin**  
@RedCrossWIS

UPDATE: 4 residents from the apartment building on Chambers St., stayed at a shelter that is set up at Holler Park on S. 6th St. in MKE. We're providing food, water, comfort, & care to impacted residents. If you've been affected by this fire, call 1-800 RED CROSS for assistance.



8:35 AM · Jan 26, 2024 · 89 Views



# Next Steps at Holler Park

- To expand this partnership, Parks is looking to support additional efforts to improve Holler Park. These efforts include:
  - Repaving the existing parking lot to ensure improved accessibility to various facilities in the park
  - Removing the non-functioning pool by converting it to greenspace to provide additional tree canopy and recreational activation
  - Replace the existing benches within the park to provide additional respite areas for park users













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