

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: April 10, 2023
To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors
From: Guy Smith, Executive Director, Milwaukee County Parks
Subject: Highland Park – Harley Davidson Foundation Investment and Renaming
File Type: Action Report

REQUEST

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”.

POLICY

Wisconsin State Statutes:	
Milwaukee County Code of General Ordinances:	47.37
Specific Adopted Budget:	
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	WP072801

BACKGROUND

Related File No's:	21-922; 22-785
Associated File No's (Including Transfer Packets):	
Previous Action Date(s):	

Milwaukee County Parks owns and maintains Highland Park (3800 W Highland Blvd, Milwaukee, WI) which is outlined in the image below. Highland Park is a small (3.4 acre) park containing a forested hillside, walking path, and formerly a play structure. Parks has collaborated with community groups and neighboring institutions Miller Coors and Harley Davidson to plan for future improvements to the park. In the 2021 Capital Budget, Parks was awarded Capital Project WP072801 which funded the removal of a derelict playground in the park and allocated funding for future improvements to the site. Since that time, Harley Davidson through its non-profit foundation the Harley Davidson Foundation (“HDF”) has publicly announced plans for “The Hub” a redevelopment of their existing surface parking lots to a community-oriented park that is immediately adjacent to Highland Park. The Hub is located east of N 38th Street between W Juneau and W Highland in the image below.



HDF has offered to fund improvements to Highland Park and commit to maintaining the park for a 10-year period in exchange for Milwaukee County granting naming rights. The request is to rename “Highland Park” to “Harley Park” to acknowledge a gift of \$250,000 in capital improvements and \$100,000 for maintenance for \$350,000 in total over this 10-year period (2023-2033).

Milwaukee County Parks has conducted initial planning of the park to determine what capital improvements would be appropriate for a park of this size and in this service area. Further design is needed but the initial scope of improvements would be to improve what is already there including a cleanup of the forested area, invasive species removal, construction of a shade structure such as a picnic shelter for community gathering, and improvements to pathways and lighting. The design of park improvements will be coordinated with HDF so that there is consistency to the overall park including Harley’s Hub. The play structure that was removed from Highland Park will be replaced with play structures in the Hub, any and all improvements on land owned by Harley will be their responsibility and in no part of this proposal would Milwaukee County commit to improving or maintaining Harley property.

Under the terms of this proposal, the newly renamed Harley Park would remain public land that is owned and controlled by Milwaukee County as it is today.

HDF would make payments to the Milwaukee Parks Foundation who would be able to hold and disburse funds over the 10-year maintenance period and also disburse funds for capital improvements based upon the existing agreement between the County and the Foundation.

Parks is recommending approval of this item so that the funds allocated in the existing capital project (\$146,447) can leverage an additional \$350,000 from HDF and the

burden of maintaining the park will be relieved by HDF for a 10-year period.

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the strategic plan:

- 1A: Reflect the full diversity of the County at every level of County government
- 1B: Create and nurture an inclusive culture across County government
- 1C: Increase the number of County contracts awarded to minority and women-owned businesses
- 2A: Determine what, where, and how we deliver services to advance health equity
- 2B: Break down silos across County government to maximize access to and quality of services offered
- 2C: Apply a racial equity lens to all decisions
- 3A: Invest “upstream” to address root causes of health disparities
- 3B: Enhance the County’s fiscal health and sustainability – this proposal leverages \$350,000 for a \$147,000 County capital project and ensures 10 years of maintenance funded by HDF.
- 3C: Dismantle barriers to diverse and inclusive communities

FISCAL EFFECT

This proposal would increase capital funding by \$250,000 and operating funding by \$10,000 per year for a 10-year period totaling a \$100,000 benefit to the Parks’ operating budget.

TERMS

10 years from the date of approval with no extensions

VIRTUAL MEETING INVITES

Harley Davidson Foundation Staff (TBD)

PREPARED BY:

Jim Tarantino, Deputy Director, Milwaukee County Parks

APPROVED BY:

Guy Smith, Executive Director Milwaukee County Parks



ATTACHMENTS:

- Term Sheet
- Resolution
- Fiscal Note

CC:

- David Crowley, County Executive
- Mary Jo Meyers, Chief of Staff, County Executive’s Office
- Sheldon Wasserman, Supervisor District 3, PEEC Chair

Steven Shea, Supervisor District 8, PEEC Vice Chair
Felicia Martin, Supervisor District 7, PEEC Member
Juan Miguel Martinez, Supervisor District 12, PEEC Member
Steve Taylor, Supervisor District 17, PEEC Member
Peter Burgelis, Supervisor District 15
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Mgr, Office of the County Clerk
Aaron Hertzberg, Director, Department of Administrative Services
Joseph Lamers, Fiscal & Budget Director, DAS
Vince Masterson, Fiscal & Strategic Asset Coordinator, DAS
Pamela Bryant, Capital Finance Manager, Comptroller's Office
Justin Rodriguez, Capital Finance Analyst, Comptroller's Office
Kelsey Evans, Committee Coordinator, Office of the County Clerk
Ciara Miller, Research & Policy Analyst, Office of the Comptroller
Anthony Rux, Budget & Management Analyst, DAS-PSB