File No. 12-227

(ITEM ) A resolution by Supervisors Haas and Dimitrijevic creating a taskforce to develop a pilot program for a “Super Pass” to allow Milwaukee County residents to access various Milwaukee County and non-County owned and operated attractions and facilities with the purchase of one card, by recommending adoption of the following:

**A RESOLUTION**

WHEREAS, Milwaukee County serves as a venue for many local attractions, festivals, and events that attract many visitors from all over Wisconsin; and

WHEREAS, Milwaukee County owns and operates many recreational and cultural facilities that draw thousands of visitors each year; and

WHEREAS, most of these facilities and activities offer annual passes that allow purchasers unlimited admittance to the facility throughout the year; examples include, but are not limited to:

* Zoological Gardens
* Milwaukee Public Museum
* Betty Brinn Children’s Museum
* Charles Allis and Villa Terrace Art Museums
* Mitchell Park Horticultural Conservatory (“The Domes”)
* Boerner Botanical Gardens
* Wehr Nature Center
* Water Parks and Pools

; and

WHEREAS, other attractions, festivals, and events that are controlled by non-County agencies also bring a wide range of Milwaukee County residents and revenue to the area; examples include, but are not limited to:

* Harley-Davidson Museum
* Eisner American Museum of Advertising & Design
* Wisconsin State Fair
* Schlitz Audobon Nature Center
* All festivals held on the Henry Maier Festival Grounds

; and

 WHEREAS, the concept of a “Super Pass” that would allow purchasers an opportunity to visit any or all of these local attractions has tremendous appeal to many local residents; and

 WHEREAS, a “Super Pass” may encourage people to visit a Milwaukee County attraction that they may have otherwise not visited without the “one price” for all opportunity; and

 WHEREAS, issues including the complexity of which attractions to include, when and how many times they could be visited, concerns about reducing the facilities’ existing customer base as well as the proper distribution of the revenue from the sale of the pass require further examination; and

 WHEREAS, research would be required to investigate if and how negotiations could potentially be made with non-County facilities and events in order to include them in the “Super Pass” admission; and

 WHEREAS, a taskforce comprised of representatives of various recreational and cultural facilities may be able to develop a pilot program to create a “Super Pass” (or other recommended name) that can be embraced by the participating entities and approved by policymakers; now, therefore,

 BE IT RESOLVED, that the Milwaukee County Board of Supervisors does hereby create a taskforce to develop a pilot program whereby Milwaukee County residents will be able to purchase a single pass that would provide them access to County and non-County attractions, festivals and events; and

 BE IT FURTHER RESOLVED, that the Executive Director of VISIT Milwaukee is hereby authorized and requested to convene a taskforce comprised of members from the following organizations/agencies as follows:

* Representatives of various County and non-County recreational and cultural facilities, including:
* (1) A representative of the Milwaukee Art Museum
* (2) A representative of the Betty Brinn Children’s Museum
* (3) A representative of the Milwaukee Public Museum
* (4) A representative of the Charles Allis and Villa Terrace Decorative Arts Museum
* (5) A representative of Discovery World
* (6) A representative of the Milwaukee County Department of Economic Development
* (7) A representative of the Department of Parks, Recreation and Culture
* (8) A representative of the Zoo
* (9) A representative of Summerfest

To be broken down into subcommittees representing the Milwaukee County facilities, other local public attractions, festival events, and privately held attractions and institutions; and

 BE IT FURTHER RESOLVED, that the taskforce shall issue a report and recommendation to the Committee on Parks, Energy, and Environment in the November Board Cycle, with the hope that a pilot program could be implemented in 2013; and

 BE IT FURTHER RESOLVED, that all appointments to the taskforce are respectfully requested within 30 days of adoption of the resolution and the Executive Director of VISIT Milwaukee, shall serve as the committee chairperson and has the appointing authority over members of the taskforce.

jmj

05/09/12

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