



CHRIS ABELE, MILWAUKEE COUNTY EXECUTIVE
JOHN DARGLE, JR., DIRECTOR OF PARKS, RECREATION AND CULTURE

August 16, 2016

Mr. John V. Hanke
Chief Executive Officer, Niantic, Inc.
2 Bryant St.
San Francisco, CA 94105

Re: Pokémon-Go in Lake Park, Milwaukee, Wisconsin

Dear Mr. Hanke:

The Pokémon GO phenomenon is on full display at Milwaukee County's parks, most notably at its beloved and historic Lake Park (National Register of Historic Places #93000339). Indeed, this park is a national treasure, designed by the renowned Frederick Law Olmstead, who once described his park work as a "democratic development of the highest significance". See http://www.nytimes.com/2011/09/04/travel/jewels-of-olmsteds-unspoiled-midwest.html?_r=0 Lake Park has quickly become known as one of the most active Pokémon Go areas in the Midwest.

The Pokémon phenomenon has introduced hundreds, if not thousands, of individuals to our park system and doubtless has resulted in many new positive recreation experiences. The Milwaukee County Parks, Recreation and Culture Department applauds those outcomes. However, there have been other unanticipated and negative consequences from Pokémon-related activities which have caused significant disruption both within Lake Park and in adjacent neighborhoods. These include daily traffic congestion, parking issues, littering, compacted and damaged turf, risks to sensitive flora and fauna habitats, and noncompliance with park system operational hours.

This letter is provided to notify you of the Milwaukee County parks' policy related to virtual geocaches and to require your immediate compliance with that policy, which includes prior written permission before placement of a virtual geocache in any Milwaukee County park. Niantic, Inc. must complete a separate notification placement form for each intended Pokémon GO site within the Milwaukee County parks' system. That link can be found at: <http://county.milwaukee.gov/ImageLibrary/Groups/cntyParks/permits/GeocacheForm>, and sent to parks@milwcnty.com. The Parks' geocaching guidelines' link is attached here for your convenience: <http://county.milwaukee.gov/Geocaching21582.htm>. As noted, should Niantic, Inc. be granted permission to place Pokémon Go sites within any Milwaukee County park, it will thereafter be responsible for regularly monitoring each cache (4 times per year is recommended) and reporting vandalism or deterioration of property.

ADDRESS
9480 Watertown Plank Road
Wauwatosa, WI 53226-3560

PHONE/FAX
ph: 414 / 257 PARK (7275)
fax: 414 / 257 6466

EMAIL
parks@milwcnty.com

WEBSITE
countyparks.com

August 16, 2016
Mr. Hanke
page 2 of 2

Be advised that until such approval is obtained, Niantic, Inc. must deactivate and remove all Pokémon GO sites, including Poke stops and Gyms within Milwaukee County parks, including, but not limited to Lake Park, located between 2900 North Lake Drive and 2800 East Kenwood Drive, Milwaukee, Wisconsin. (In particular, the following coordinates are from the overlook path of the Lake Park waterfall ravine: 43°04'01.75" N, 87°52'13.17" W.)

Please contact us at john.dargle@milwaukeecountywi.gov / (414) 257-4774 and colleen.foley@milwaukeecountywi.gov / (414) 278-4268 at your earliest convenience so that we may work together to ensure a swift resolution. Thank you for your prompt attention to this matter.

Sincerely,



John Dargle, Jr., CPRP
Director

Sincerely,



Colleen Foley
Interim Corporation Counsel

Copy: Chris Abele, Milwaukee County Executive
Sheldon Wasserman, Milwaukee County Board Supervisor, District 3
Susie Devcich, Chief of Business Development