



March Board Cycle

Milwaukee County Parks

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Date: February 6, 2019
To: Theodore Lipscomb, Sr., Chairman, County Board of Supervisors
From: Guy Smith, CPRP, Parks Director
Subject: Milwaukee Public Museum Taskforce Update (Information)

Issue

Amendment (1A003) to the 2019 Milwaukee County Recommended Budget created a taskforce to evaluate the possibility of collocating the Milwaukee Public Museum and the Mitchell Park Horticultural Conservatory (the “Domes”) at Mitchell Park. The Milwaukee Public Museum taskforce was to explore opportunities to streamline governance, marketing, rentals, educational programs, and other functions that can be combined between the two organizations.

Background

The Milwaukee Public Museum taskforce has been formed and has conducted multiple meetings to date. In mid-January, the Milwaukee Public Museum taskforce jointly held a meeting with the Milwaukee County Taskforce on the Mitchell Parks Conservatory, with at least one additional joint meeting occurring in the near future. Additionally, on December 21, 2018, Milwaukee County entered into a professional services contract with Gallagher & Associates, per the recommendation of the Milwaukee Public Museum taskforce. Gallagher & Associates is charged with development of a concept brief and feasibility study, including the following deliverables that will serve as a guide and overarching framework for the future Mitchell Park Milwaukee Public Museum/Mitchell Park Conservatory study in Milwaukee:

- Deliverables:
 - Feasibility Study document including:
 - Project implementation schedule
 - Size/program for building(s)
 - Site program and stacking plans
 - Rough order of magnitude project capital cost estimates
 - Rough order of magnitude 5 year operating pro forma
 - Market analysis
 - Site analysis



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- Analysis of the resident market area
- Estimation of potential tourist support
- Evaluation of comparable and competitive projects
- Determination of market potential
- Estimation of attendance

Recommendation

Milwaukee County budget Amendment (1A003) states that the Milwaukee Public Museum taskforce shall provide a report to the Parks, Energy, and Environment and Finance and Audit committees for the March 2019 cycle. Providing updates on progress of the Milwaukee Public Museum Taskforce will include reporting from the Parks Department and Gallagher & Associates.

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Approved By: Guy Smith, CPRP, Parks Director



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- Chris Abele, County Executive
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- Kelsey Evans, Committee Coordinator, Office of the County Clerk
- Emily Peterson, Research & Policy Analyst, Office of the Comptroller
- Jeremy Lucas, Fiscal Mgt. Analyst, Admin & Fiscal Affairs/DAS



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