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## May Board Cycle

## Milwaukee County Parks

9480 Watertown Plank Rd.

Wauwatosa, WI 53226

(414) 257-PARK

Date: April 16, 2020  
To: Chairperson, County Board of Supervisors  
From: Jen Francis, Interim Executive Director, Milwaukee County Parks  
Subject: **Spring 2020 sPark Request (ACTION)**

### Issue

Approval of sPark Matching Fund Spring 2020 request from Imagine MKE in the amount of \$12,195 to support the Tay Remembrance Mural installation in Moody Park.

### Background

The sPark Matching Fund is a program created to assist Milwaukee County Parks' partners with projects to improve amenities throughout the parks system. Applications for these funds are reviewed by Parks staff biannually in conjunction with the Community Project Request-Parks Improvement Projects process. According to Milwaukee County Board of Supervisors Resolution 16-444, all projects recommended for a grant award through the sPark Matching Fund program must be approved by the Milwaukee County Board of Supervisors prior to the authorization of funding. Criteria for projects to receive sPark funding include:

- Consistency with Milwaukee County Parks' Master Plan;
- Ability to maintain or enhance core services;
- Ability to bring a return on investment;
- Potential for budgetary savings or increase County revenues; and
- Consideration of capital costs, long-term maintenance, and replacement expenses.

Over the course of 2019, Parks engaged diverse communities to ensure that sPark funds were distributed equitably throughout the system. Parks staff worked with friends groups, neighborhood associations, community organizations, and the Office of African American Affairs to increase neighborhood participation. Parks plans to continue outreach and workshops to encourage the participation of racially and economically disadvantaged communities in this opportunity.



Imagine MKE requests \$12,195 through the sPark Matching Fund to support the Tay Remembrance Mural installation in Moody Park. In cooperation with several partners, including the City of Milwaukee Violence Prevention Program, COA Youth and Family Centers, Activate MKE, and local residents and community leaders, Imagine MKE is facilitating an effort to bring a community-designed remembrance mural to the basketball courts in Moody Park to honor the life of Quanita “Tay” Jackson. Jackson was a victim of gun violence near Moody Park in August 2019, a day after hosting a community basketball tournament. The project will support residents in the Amani neighborhood. Youth will be meaningfully engaged throughout the process and have the opportunity to work directly with local artists. The estimated total project cost is \$24,390.

After the Milwaukee County Board of Supervisors’ passing of resolution 20-128, the 2020 available balance of the sPark Matching Fund is \$100,000. Contingent on approval of funding for this project totaling \$12,195, the remaining balance in the sPARK program will be \$87,805. The community’s submittal deadline for the next round of review is August 10, 2020.

### **Recommendation**

Parks’ Interim Executive Director recommends approval of the Spring 2020 sPark Matching Fund award in the amount of \$12,195 to Imagine MKE to support the Tay Remembrance Mural installation at Moody Park.

Prepared By: Jay Burseth, Fund Development Manager, Milwaukee County Parks

Approved By: Jen Francis, Interim Executive Director, Milwaukee County Parks



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### **Attachments**

- Attachment 1 – Resolution
- Attachment 2 – Fiscal Note
- Attachment 3 – Imagine MKE Community Project Request Application
- Attachment 4 – Imagine MKE sPark Matching Fund Application
- Attachment 5 – Imagine MKE Budget Proposal

### **Copy**

- David Crowley, County Executive Elect
- Chris Abele, County Executive
- Raisa Koltun, Chief of Staff, County Executive’s Office
- Parks, Energy & Environment Chair
- Parks, Energy & Environment Committee Members



- Chief of Staff, County Board of Supervisors
- Fiscal Mgt. Analyst, Admin & Fiscal Affairs/DAS
- Kelsey Evans, Committee Coordinator, Office of the County Clerk
- Emily Peterson, Research & Policy Analyst, Office of the Comptroller

