

# Park District 2007 Project

## History

- First heard about concept for Milwaukee County Parks System in 2002
- Legislation was introduced for the rest of the state (failed to pass)
- County Executive included park district in county budget, then called for vote for district
- Draft legislation was prepared but was not introduced as a bill

Nearly five years has past and we are not much closer to getting a Park District. Now is the time to commence with a time-specific, marketing/lobbying and public relations plan.

## Time Line

- *Prepare information on successful Park Districts. [done]*
- *Secure legislative champion. [done]*
- *Forward details for draft of legislation to Senator. [done]*
- Agree on leader of project (oversees lobbying and public relations strategy).
- Pursue investors to fund costs of plan.
- Implement components of plan.
- Secure passage of legislation and see that it is signed into law.
- Celebrate passage of referendum by voters in April general election.
- Begin transition process from county to Park District.
- Hold elections for 9 Park District Commissioners.
- Start new Park District on January 1, 2008.

## Reasons to Act Now (less than 7 months before referendum vote)

- County budget challenges do not get much better in near future.
- Members of State Legislature less interested in late 2007 and early 2008.
- Natural pressure to pass legislation in time for April referendum vote is advantage.