



DOWNTOWN MILWAUKEE'S FUR-ST PUBLIC DOG PARK

Building Neighborhood Connectivity and Community Amenities



Downtown Milwaukee's first public dog exercise area may soon call an underutilized area along the Milwaukee River and beneath the I-794 overpass home.

www.MKEDogPark.com | Project is located at 103 W. Clybourn Street



ADDRESSING COMMUNITY NEEDS

Reimagining public spaces and enhancing their uses for the entire community, even those with four legs, is an ongoing goal for Milwaukee Downtown, BID #21 and Historic Third Ward, BID #2.

As downtown Milwaukee's residential population continues to grow and more workplaces and hotels become pet friendly, our goal is to provide a much-needed amenity for the expanding cohort of dog owners. The dog park will increase urban livability and be a key gateway that will connect downtown, transforming an underutilized parcel into a vibrant and inclusive community gathering space.

And while being open to the public like some other dog park facilities, this new public space would be managed by the BID non-profit consortium giving us greater flexibility in establishing amenities and programming.



BUILDING A MORE COMPETITIVE CITY

The downtown dog park addresses an issue where Milwaukee is outperformed by its peers. This much-needed community amenity will enhance quality of life and make downtown and the City of Milwaukee more attractive and livable.

INCLUSIVE COMMUNITY CONNECTIONS

Not only will the project and the new RiverWalk connection be open to the public, it will also offer countless opportunities to engage in partnerships and events with non-profits, community groups and other pet-focused organizations in ways that will further build community.

FUNDRAISING LAUNCHED & GAINING MOMENTUM

Following the commitment from the City of Milwaukee to fund the on-site public RiverWalk connections, the project team launched fundraising efforts to build downtown's first dog park and implement associated improvements. Fundraising is currently underway and building support from every type of stakeholder, from hundreds of individual citizen donors to non-profit partners to corporate sponsors. Various donation levels and sponsorship benefit packages are available at www.MKEDogPark.com.

By supporting downtown Milwaukee's first dog park, you are directly contributing to an enhanced quality of life for residents, employees and guests, as well as their four-legged friends. Plus, as a 501c(3), your donation may be tax deductible.



DID YOU KNOW???

According to a Milwaukee Downtown survey, **71 percent** of downtown resident respondents, who are dog owners, said adding dog-friendly amenities were "important" or "very important."

According to a recent study by Honest Paws, Milwaukee ranked low as a city to be a dog. **It's time to change this!**

10,000+ - Estimated number of dogs in greater downtown

3+ miles from downtown to nearest public dog park

19 - Number of area hotels that are dog friendly

50% - Estimated percentage of households that have at least one dog



TOSS US A BONE DONATE NOW

Check out our website for donor opportunities and additional ways to get involved.

www.MKEDogPark.com

PARK AMENITIES

The underutilized parcel will be transformed into a dynamic, 12,000-square-foot dog park that is envisioned to feature:

- Separated small and large dog areas
- Synthetic turf
- Fencing
- Agility and obstacle stations
- Shaded areas provided by overhead highway bridges
- Water stations
- Public art
- Access to the three+-mile Milwaukee RiverWalk system
- Prominent donor recognition opportunities
- Space for community programming



Conceptual Layout

NOTE: ADDITIONAL PET AMENITIES CAN BE ADDED AS THEY FIT THE DESIGN LAYOUT AND BUDGET PERMITS

DOWNTOWN

— Milwaukee Dog Park —



EXAMPLE OF UNIQUELY DESIGNED DONOR WALL



PLAQUE ON PARK BENCH EXAMPLE



CUSTOM LOGO ON FIRE HYDRANT PAINTED BY ARTIST



BRANDING ON OTHER ON-SITE ASSETS



DOG DEDICATION WALL EXAMPLE



BRANDING ON OTHER ON-SITE ASSETS

Sponsor Recognition Wall

MKE DOG PARK SPONSORS

Brought to you by _____
With support from these fellow sponsors:

- Best in Show Sponsors
- Top Dog Sponsors
- Woof Raiser Sponsors
- Big Dog Sponsors

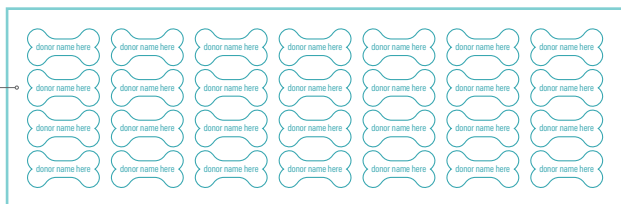
Scan below to support MKE Dog Park
and be a part of this special community!



Paws of Fame

Size of plaque determined by sponsorship level

Dog Dedication Wall



Dog names showcased for all \$1,000+ donors

Note: Images and drawings above are for representative purposes only. Actual features will be determined during final park design phase.

SPONSORSHIP OPPORTUNITIES

BEST IN SHOW

(\$50,000)

- Membership on MKE Dog Park Advisory Committee
- Company branded, artist painted decommissioned fire hydrant installed on-site
- Large representation on Sponsor Recognition Wall in MKE Dog Park
- Plaque on one bench in MKE Dog Park
- Name of select dog on Dog Dedication Wall in MKE Dog Park
- Logo representation and link to company website on "Partners" page of www.MKEDogPark.com
- Logo representation in MKE Dog Park monthly e-newsletter
- Logo representation on MKE Dog Park merchandise
- Standing invitation to participate in on-site activations and programming at MKE Dog Park
- VIP invitation to groundbreaking and opening events
- Logo placement on construction fencing signage

TOP DOG

(\$25,000)

- Large representation on Sponsorship Recognition Wall in MKE Dog Park
- Plaque on one bench in MKE Dog Park
- Name of select dog on Dog Dedication Wall in MKE Dog Park
- Logo representation and link to company website on "Partners" page of www.MKEDogPark.com
- Logo representation in MKE Dog Park monthly e-newsletter
- Logo representation on MKE Dog Park merchandise
- Standing invitation to participate in on-site activations and programming at MKE Dog Park
- VIP invitation to groundbreaking and opening events
- Logo placement on construction fencing signage

WOOF RAISER

(\$10,000)

- Mid-size representation on Sponsorship Recognition Wall in MKE Dog Park
- Name of select dog on Dog Dedication Wall in MKE Dog Park
- Logo representation and link to company website on "Partners" page of www.MKEDogPark.com
- Logo representation in MKE Dog Park monthly e-newsletter
- Standing invitation to participate in on-site activations and programming at MKE Dog Park
- VIP invitation to groundbreaking and opening events
- Logo placement on construction fencing signage

BIG DOG

(\$5,000)

- Representation on Sponsorship Recognition Wall in MKE Dog Park
- Name of select dog on Dog Dedication Wall in MKE Dog Park
- Logo representation and link to company website on "Partners" page of www.MKEDogPark.com
- Logo representation in MKE Dog Park monthly e-newsletter
- Invitation to participate in on-site activations and programming at MKE Dog Park
- Invitation to groundbreaking and opening events
- Logo placement on construction fencing signage

FUR-ST MATE

(\$1,000)

- Name of select dog on Dog Dedication Wall in MKE Dog Park
- Logo representation and link to company website on "Partners" page of www.MKEDogPark.com
- Invitation to groundbreaking and opening events
- MKE Dog Park t-shirt, can koozie, and bandana package

OTHER DONATION AMOUNTS & SPONSORSHIP RECOGNITION AVAILABLE AT WWW.MKEDOGPARK.COM

In addition, sponsors of \$5,000 or more that commit prior to December 31, 2022, will be recognized on-site in perpetuity as a key supporter in helping make MKE Dog Park a reality.

Please consider making a donation today!



By supporting downtown Milwaukee's first dog park, you are directly contributing to an enhanced quality of life for residents, employees, and guests, as well as their four-legged friends. Plus, as a 501c(3), your donation may be tax deductible.

STEP 1: COMPLETE CONTACT INFORMATION

ORGANIZATION, COMPANY, OR DONOR NAME _____

CONTACT NAME (IF DIFFERENT FROM ABOVE) _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL ADDRESS _____ PHONE _____

STEP 2: SELECT DONATION LEVEL

- BEST IN SHOW (\$50,000)
- WOOF RAISER (\$10,000)
- FUR-ST MATE (\$1,000)
- TOP DOG (\$25,000)
- BIG DOG (\$5,000)
- \$ _____ OTHER DONATION

PLEASE NOTE: We will contact you to confirm sponsor and dog dedication wall listing and plaque inscription, if applicable.

STEP 3: REVIEW AND SUBMIT PAYMENT TERMS

If you are making your donation via a method other than the options below, please contact us at dogrun@milwaueedowntown.com to arrange payment.

PAYMENT WILL BE MADE TO MILWAUKEE DOWNTOWN, INC. IN THE AMOUNT OF \$ _____

PLEASE SUBMIT PAYMENT TO: MILWAUKEE DOWNTOWN, INC., 301 W. WISCONSIN AVENUE, SUITE 106, MILWAUKEE, WI 53203

IF YOU WISH TO PAY BY CREDIT CARD, PLEASE PROVIDE YOUR EMAIL ADDRESS WHERE WE CAN SEND THE INVOICE AND INSTRUCTIONS.

EMAIL ADDRESS: _____

- ENCLOSED IS MY CHECK FOR \$ _____ PAYABLE TO: "MILWAUKEE DOWNTOWN, INC."
Please add "MKE Dog Park" to the memo line of the check.

DONATION WILL BE MATCHED BY (COMPANY, FAMILY, FOUNDATION, OR OTHER) _____

- MATCHING DONATION INCLUDED
- MATCHING DONATION WILL BE SENT SEPARATELY

AGREED TO BY

MKE DOG PARK REPRESENTATIVE

PRINTED NAME _____

SIGNATURE _____ DATE _____

MKE DOG PARK DONOR

PRINTED NAME _____

SIGNATURE _____ DATE _____

I (WE) WISH TO HAVE OUR DONATION REMAIN ANONYMOUS





JOIN OUR GROWING LIST OF PARTNERS

We are grateful for the generous support and expertise from corporations, government entities and partners that have been instrumental in our progress. See www.MKEDogPark.com for a list of our partners, and how you can join our growing list of supporters.

DISCLAIMER

The project team is committed to making every reasonable effort to ensure the project is successful. If the fundraising goal is not met and the project is unable to come to fruition, all pledged donations will be gifted to initiatives that align with the intent of this project.

GRAEF renderings are concept drawings only.



**WILL YOU JOIN US
IN SUPPORTING
THIS PAW-JECT?**




www.MKEDogPark.com