



# DOWNTOWN DOG PARK OVERVIEW & PARTNERSHIP OPPORTUNITIES

Toss Us A Bone & Donate Today!  
[www.MKEDogPark.com](http://www.MKEDogPark.com)

MATT DORNER

MILWAUKEE DOWNTOWN, BID #21

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HISTORIC THIRD WARD, BID #2

PROJECT  
LEADERSHIP:  
MILWAUKEE  
DOWNTOWN,  
BUSINESS  
IMPROVEMENT  
DISTRICT #21

&

HISTORIC THIRD  
WARD,  
BUSINESS  
IMPROVEMENT  
DISTRICT #2

## Our Commitment to Excellence

Downtown's first public dog park at 103 W. Clybourn Avenue along the Milwaukee River off the I-794 exit ramp at Plankinton Avenue is being led by a non-profit partnership between Milwaukee Downtown, Business Improvement District #21 and Historic Third Ward, Business Improvement District #2, the Downtown Neighbors Association, and other aligning organizations.

Established in 1998 and 1987 respectively, BID #21 and BID #2 are committed to improving the greater downtown Milwaukee area for workers, businesses, residents, and visitors alike. Through our core services, programming, marketing, economic development strategies, and signature events, the organizations lead and inspire believers in Milwaukee to engage in efforts, **like the new dog park project**, that are building the greater Downtown area as the sustainable, innovative, and vibrant heart of the region.



MILWAUKEE DOWNTOWN, BID #21 AREA

HISTORIC THIRD WARD, BID #2 AREA

# OVERVIEW OF UNDER I-794 PROJECTS

Strengthening Neighborhood Connectivity through Strategic Partnerships



## BUILDING ON UNDER I-794 PROJECT SUCCESSES

Milwaukee Downtown and Historic Third Ward have partnered on and built a track record by completing several successful under I-794 activation and placemaking projects.

'Brighten the Passage'  
won a 2021 International  
Downtown Association  
Award of Excellence.

"Brighten the Passage"



Pickleball at Riverwalk Commons

# BUILDING ON UNDER I-794 PROJECT SUCCESSSES CONT.

Riverwalk Commons was activated with the Historic Third Ward Harvest Fest & the *Dinky Rink*, reaffirming that areas under I-794 can be transformed into positive community assets



# UNDER I-794 FREEWAY IMPROVEMENT STRATEGY GOALS

# DIRECT POSITIVE IMPACTS OF THE DOG PARK ON THE COMMUNITY

## Direct Positive Impacts & Goals of under I-794 Improvements:

- Fulfill overdue **community amenity** needs
- **Strengthen neighborhood connectivity** under I-794
- **Enhance**, improve, and protect real estate property values surrounding the freeway corridor
- **Transform** underutilized space into **vibrant places**
- **Beautify** and improve a key gateway into Downtown Milwaukee
- **Improve** public safety, sociability, and walkability
- Deter nuisance behavior with more **positive** activation
- Aim to **increase business activity** and attract visitor and residential populations
- Support the **local economy**, including retail & **creative sector**
- **Catalyze** additional positive redevelopment and community-based activation projects
- **Implement** the Downtown Area Plan, BID #21 & #2 Strategic Plans, Community Intervention Team initiatives, and FHWA's Community Connections program goals

**In addition to meeting the community need for its first public dog park, this project accomplishes numerous goals**



STEPHEN  
PERRY  
SMITH  
ARCHITECTS, INC.

# DOWNTOWN DOG PARK PLAN

View looking southeast over the dog park to the Milwaukee River

Note: Previous rendering prior to Foxtown Landing development

**DOG PARK  
SITE  
LOCATION:**

**ADJACENT TO  
PLANKINTON  
AVENUE I-794  
EXIT RAMP TO  
DOWNTOWN  
& HISTORIC  
THIRD WARD**



Transforming an underutilized site into a community asset





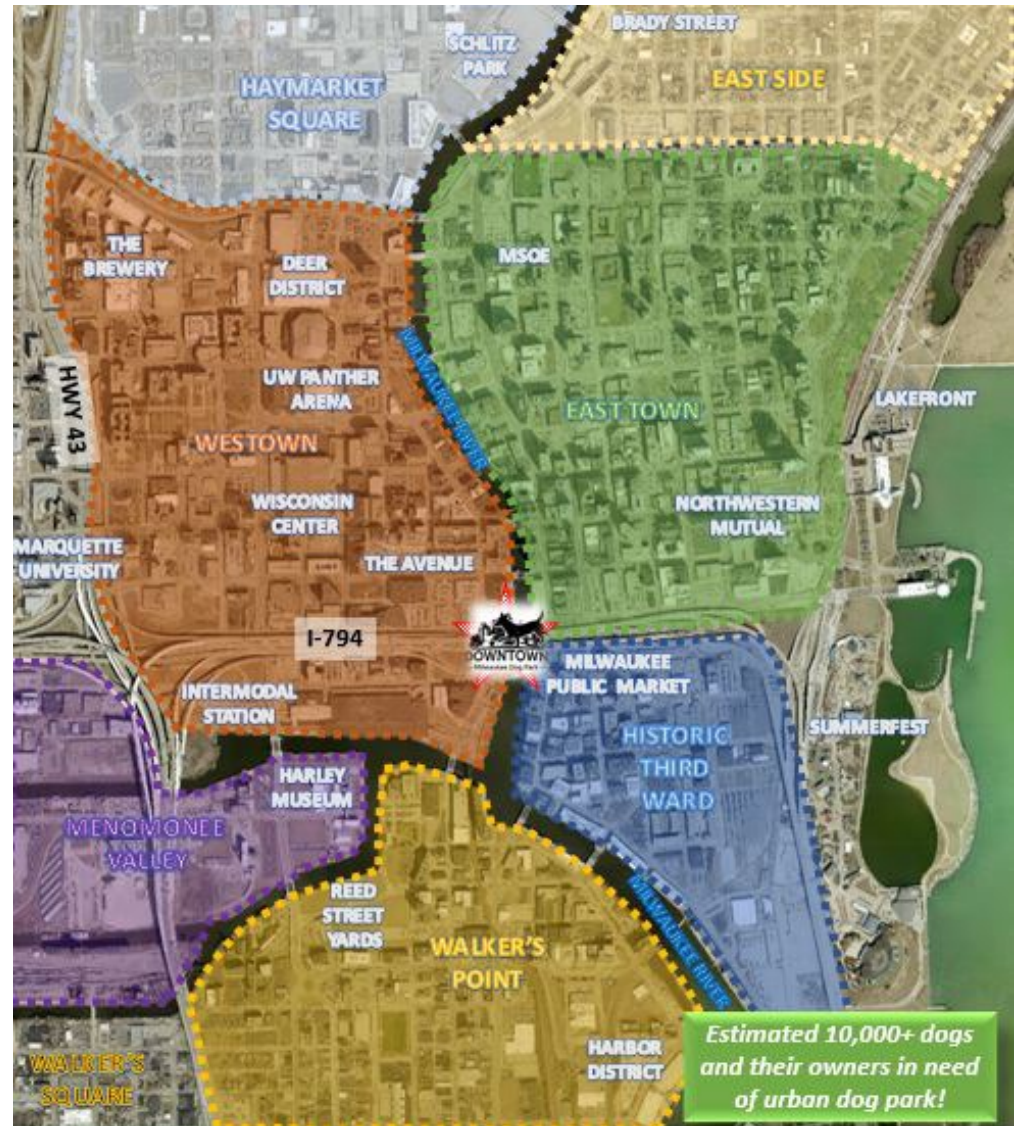
# DUE DILIGENCE

Research, Gap Analysis, and a Growing  
Demand for Increasing Dog Ownership

# DOG PARK AT THE NEXUS OF HISTORIC THIRD WARD, DOWNTOWN, AND WALKERS POINT

The Greater Downtown Area is in one of its strongest growth periods, adding record investment since 2010, & the Dog Park is at the *center* of it all:

- 21.2% population growth, up to 42,275+ residents
- 4.7+ million SF of new/renovated office space
- 11,500+ new housing units
  - 5,000+ unit pipeline
- 2,950+ new hotel rooms, (many are pet friend)
- 90,700+ estimated employees
- 2+ Million visitors to the Milwaukee Public Market



# Growing Population of Downtown Dog Owners

## DOWNTOWN'S DOG OWNER PROFILE & EXPECTED DOG PARK USER

- **50% of Downtown Milwaukee households are dog owners**, and it continues to grow at a fast rate as population continues to increase, ensuring sponsors have prime exposure to a highly desirable population
- Approx. **68% of Downtown residents are Millennial or Gen Z** (15-44 years of age), which tend to be of a higher educational attainment, earning significantly higher household incomes (nearly \$80,000)
  - Millennials and Gen Z is the fastest growing cohort of dog owners, which is the fastest growing group moving into thousands of new housing units
  - Downtown's media age is approx. 31 years
- **75% of Millennial and Gen Z dog owners** indicate that they will take their dog to a dog park on a regular basis
- The Downtown Dog Park will provide direct and regular exposure to the current and next generation of community and business leaders



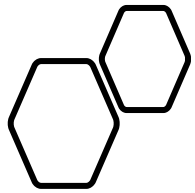
# PROJECT FUNDAMENTALS

Conceptual Designs, Ongoing Management,  
Maintenance, Operational Structure, and  
Associated Funding

# EXISTING SITES TO BE TRANSFORMED!



*Holistic revitalization of a long vacant site with a public amenity & adjacent development*



# DOG PARK ATTRACTS FOXTOWN LANDING

The exciting dog park project is now so much more with this new development!

Downtown's first dog park is now complemented by a 30,000 SF pet friendly restaurant, brewery, distillery, with event spaces, creating a district that will be a new social destination for the region

*View overlooking dog park from the second-floor balcony*





# DOG PARK & FOXTOWN LANDING CONCEPTUAL SITE PLAN

1.4-acre comprehensive redevelopment into new pet-friendly destination combining multiple uses and experiences

## ONGOING MANAGEMENT, AND OPERATION/ MAINTENANCE FUNDING STRUCTURE

**The Project Team is committed to excellence and has the ideal structure in place to construct, and operate/ maintain the new dog park for the long term:**

New Chapter 181 Nonstock Corporation with BID #21 and BID #2 as members entered into the following agreements:

- 20-year Use Agreement with the potential for two (2) 10-year extensions for Dog Park parcel.
- 20-year Lease Agreement with the potential two (2) 10-year extensions for parking lot that will provide parking and operating revenue for dog park.

Non-profit entity will manage dog park and operate the parking lot at 444 N. 2<sup>nd</sup> Street (1 blocks west of dog park), contributing parking lot revenue to pay operation and maintenance costs

- BID #21 and BID #2 to contribute staff resources and contract for all services as needed (i.e., onsite staff, pet waste removal, landscaping, snow removal, etc.)
- The project team will leverage the existing contracts and Milwaukee Downtown, Inc. 501c3 status for tax deductible sponsorships and donations.



# CAPITAL FUNDRAISING CAMPAIGN IS UNDERWAY

Project partners are capital fundraising to bring the greater downtown area its first dog park.

DOWNTOWN  
DOG RUN  
BROUGHT TO YOU BY K-VZ CO.



GRāEF

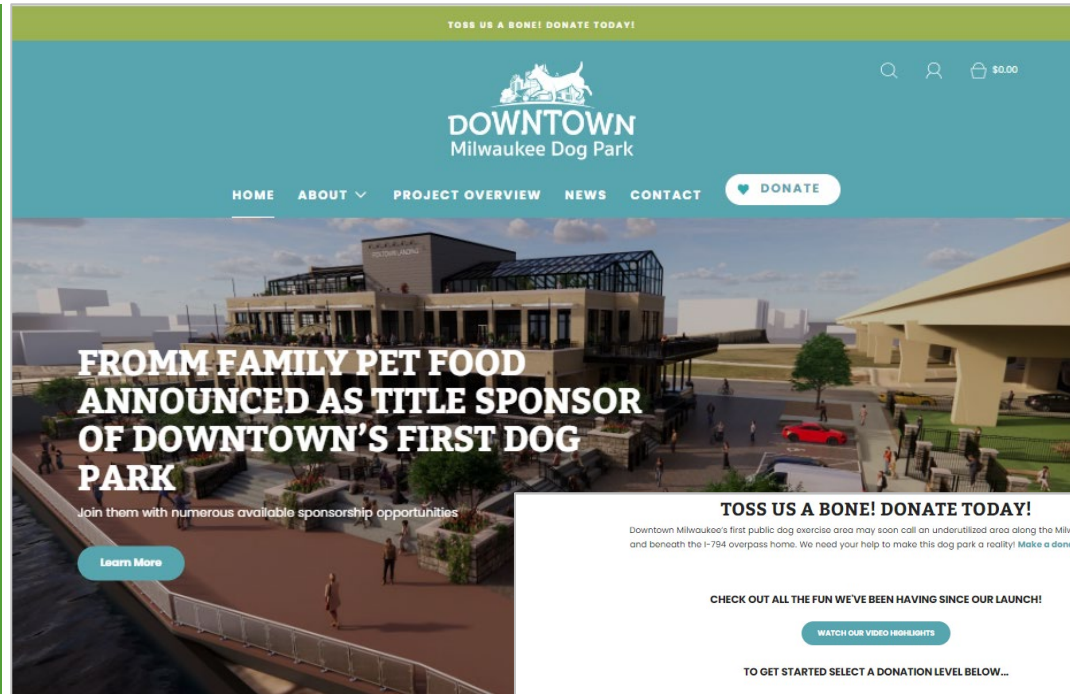
# PUBLIC LAUNCH & FUNDRAISING CAMPAIGN

Raising awareness and aligning supporters, including:

- Corporate sponsors
- Residents
- Foundations
- In-kind supporters
- Volunteers

Website launched with donation platform

Website Launched with Donation Portal:  
[www.MKEDogPark.com](http://www.MKEDogPark.com)











**TOSS US A BONE! DONATE TODAY!**

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. We need your help to make this dog park a reality! [Make a donation today!](#)

CHECK OUT ALL THE FUN WE'VE BEEN HAVING SINCE OUR LAUNCH!

[WATCH OUR VIDEO HIGHLIGHTS](#)

TO GET STARTED SELECT A DONATION LEVEL BELOW...

 <b>Bender Donation Level</b> <b>\$50.00</b> <a href="#">ADD TO CART</a>	 <b>Fido Donation Level</b> <b>\$100.00</b> <a href="#">VIEW OPTIONS</a>	 <b>Rover Donation Level</b> <b>\$250.00</b> <a href="#">VIEW OPTIONS</a>	 <b>Astro Donation Level</b> <b>\$500.00</b> <a href="#">VIEW OPTIONS</a>
 <b>Scruffy Donation Level</b> <b>\$750.00</b>	 <b>Clifford Donation Level</b> <b>\$1,000.00</b>	 <b>Beethoven Donation Level</b> <b>\$2,500.00</b>	 <b>Benji Donation Level</b> <b>from \$10.00</b>

SIGNIFICANT  
 MEDIA AND  
 POSITIVE  
 PUBLIC  
 SUPPORT FOR  
 THE PROJECT  
 & GROWING!

MILWAUKEE COUNTY

## A dog run is planned for under I-794 downtown and it could use your help securing funds

**Christian Robles** Milwaukee Journal Sentinel  
 Published 4:47 p.m. CT Aug. 4, 2021 | Updated 5:00 p.m. CT Aug. 4, 2021

View Comments



A site rendering by GR&EF, a Milwaukee-based engineering consulting firm, shows a planned dog run under Interstate 794 on the west side of downtown Milwaukee. *GR&EF*

## Milwaukee's downtown dog park project wins \$25,000 PetSafe grant

Email Share LinkedIn Twitter Facebook Print Order Reprints



A rendering of the dog park proposed underneath Interstate 794 on the west side of the Milwaukee River drive.

By Sean Ryan - Reporter, Milwaukee Business Journal  
 26 minutes ago



## Downtown Dog Park Fundraiser Launched

Crowdfunding campaign offers perks for you and your dog.

By Jeramey Jannene - Aug 18th, 2021 04:48 pm

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## Potential downtown Milwaukee dog park would be 1st of its kind

By Christine Van Zelst | Published 1 day ago | News | FOX6 News Milwaukee

Ads Stop Why



### Downtown Milwaukee dog park push

A new dog park could soon come to downtown Milwaukee and it would be the first of its kind in the area. You can help the city win grant money to construct it.



Since launching in Fall 2021, over 10+ million free earned media impressions and growing!

# 2023 MILWAUKEE BUSINESS JOURNAL REAL ESTATE AWARD WINNER

MILWAUKEE  
BUSINESS JOURNAL

2023

# Real Estate Awards

Event Date: May 11, 2023

Publication Date: May 12, 2023

Reservation Date: April 25, 2023

Materials Deadline: April 26, 2023



Location: TBD

Time: 11:30am-1:30pm



**2023 Winner**  
**Foxtown Brewing Downtown Dog Park**

# MKE DOG PARK SPONSORS & PARTNERS

OnMilwaukee  dining, bars, summer, bucks, etc.   
 dining, movies, bars, urb



THIRD WARD

## Fromm buys Downtown dog park naming rights and announces riverfront taproom

Milwaukee Admirals named signature sponsor of downtown dog park

Professional hockey team follows title sponsor Fromm Family Pet Foods with significant donation

By Cara Spoto - Apr 6, 2023 9:13 pm

 Share     




**DOWNTOWN**  
Milwaukee Dog Park

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## SPONSORS, DONORS, AND PARTNERS

THANK YOU TO OUR GENEROUS SPONSORS!

See how you can join our growing group of corporate and philanthropic sponsors [here!](#)

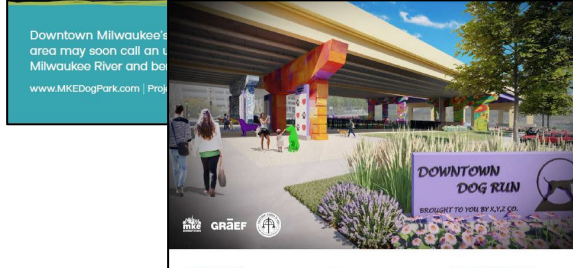
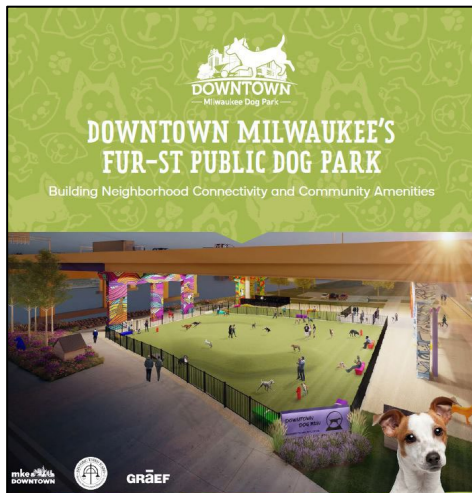


Dog park project attracted a Title and several other Sponsors of various sizes and a significant adjacent development that will create a new destination for dogs, their owners, and more!

# DOG PARK FUNDRAISING CONTINUES

Sponsorship packages include a wide variety of customizable benefits that include:

- ❑ Onsite, highly visible name placement on dog park features
- ❑ Digital communications, social media, website, newsletters, and more that include sponsor name placement
- ❑ Programming, activations, and event opportunities to participate
- ❑ Tax deductible donation & More!



Downtown Milwaukee's area may soon call an Milwaukee River and be

New brochure and sponsorship levels now available [here!](#)

**FUNDRAISINGS LAUNCHED & GAINING MOMENTUM**

Following the commitment from the City of Milwaukee to fund the public park, 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 donor: from hundreds of individuals (often donors to non-profit partners to corporate sponsors). Various donation levels and sponsorship benefit packages are available at [www.MKEDogPark.com](http://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 501(c)(3), your donation may be tax deductible.



**DID YOU KNOW???**

According to a Milwaukee County survey, 71 percent of downtown business owners who are dog owners, will admit dog-friendly environments were "important" or "very important."

According to a recent survey by the City of Milwaukee, 85 percent of people in a city to be a dog owner, as it is to be a dog owner.

**PARK AMENITIES**

- The underutilized parcel will be transformed into a dynamic, 12,000-square-foot dog park that is envisioned to feature:
- Supervised 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
  - Enhanced owner recognition opportunities
  - Space for community programming

# Wide Variety of Sponsorship Recognition Benefits

- ❖ **Naming Rights of Dog Park & Specific Areas:** The dog park project has naming right sponsorship opportunities the Park Title Sponsor
- ❖ **Advisory Board Representation:** Sponsorship of certain levels allows for representation on the future Dog Park Plan Advisory Board.
- ❖ **Onsite Assets:** The Project Team will incorporate prominent physical onsite branded assets that provide appropriate sponsorship recognition at various levels of support. Sponsorable elements may include branded monument signage, donor walls, art installations, benches and other onsite amenities & installations.
- ❖ **Digital & Print Communication Assets and Media & Positive Public Relations Opportunities:** The Project Team will incorporate sponsors in the digital and electronic communications including press releases, media advisories, website presence, social media, promotional videos, and more. This will also leverage the brands of the Project Team organizations.
- ❖ **Events, Experiences, and Programming Assets:** The Project Team is committed to working with sponsors for regular onsite events, activations, and programming that aligns with the dog park and sponsoring brands. The events could include affiliated retailers, food and beverage experiences, pet service providers, educational opportunities, and more.
- ❖ **Merchandise Recognition:** The Project Team will work with sponsors of certain levels on the creation of new merchandise incorporating sponsor branding as appropriate.
- ❖ **Tax Benefit:** Donations to the 501c3 non-profit may be tax deductible.
- ❖ **Legacy/Founding Member Status:** In perpetuity, sponsors signed prior to construction start will be memorialized in some fashion on the dog park site for their contribution and believe in the early stages of the project.

***The Project Team is excited to partner with directly with sponsors to modify and develop other unique opportunities to provide recognition as appropriate***



## Examples of Onsite Sponsorable Elements

Onsite Assets including signage, benches, donor wall, water fountains, waste containers, agility stations, pavers, art installations, etc.

*For Illustrative Purposes Only*





STEPHEN  
PERRY  
SMITH  
ARCHITECTS, INC.

*For illustrative purposes only*

**PLEASE JOIN IN SUPPORTING THIS IMPORTANT COMMUNITY PROJECT!**

**THANK YOU!**

**FOLLOW US @MKEDOGPARK**

**[www.MKEDOGPARK.COM](http://www.MKEDOGPARK.COM)**