



MILWAUKEE COUNTY BOARD OF SUPERVISORS

Supervisor Peter Burgelis - District 15

FOR PLANNING PURPOSES: Thursday, April 20, 2023

Contact: Eddie Cullen, 414-793-0347

Harley-Davidson Foundation's \$350,000 Investment, Highland Park Renaming Approved by Board

MILWAUKEE – Today, the Milwaukee County Board of Supervisors adopted a [resolution](#) [15-2] to accept funding from the Harley-Davidson Foundation in the amount of \$350,000 in exchange for issuing naming rights and renaming “Highland Park” to “Harley Park.” The agreement provides \$250,000 for park improvements with an additional \$100,000 earmarked for maintenance over the next decade. County Board Supervisor Peter Burgelis, County Parks Executive Director Guy Smith, and Harley-Davidson Foundation President Tori Termaat made the following statements.

“I’m grateful for the Harley-Davidson Foundation’s support in recognizing the pressing need for investment in our underfunded parks,” said Supervisor Burgelis. “Their generosity combined with the input and feedback from neighbors is invaluable. This highlights the power of collaboration and partnership in driving positive change and creates a brighter future for our community.”

“Celebrating this momentous partnership with the Harley-Davidson Foundation fills our department with great enthusiasm,” said Director Smith. “This investment in our community is a testament to what collective efforts between local government and businesses can achieve. We look forward to working closely with the Harley Davidson Foundation to bring this vision to life and create a park that will be a source of pride and enjoyment for our community for years to come.”

“We’re excited to partner with Milwaukee County and invest in developing this area, especially given Harley-Davidson’s historic connection to Milwaukee,” said President of the Harley-Davidson Foundation Tori Termaat. “We look forward to creating a lasting positive impact and a space that brings joy and pride to the community.”

Highland Park is just over 3 acres of green space located between Harley-Davidson’s campus and Molson-Coors. It is adjacent to several surface parking lots which the Harley-Davidson Foundation is redeveloping into “The Hub” a community park and multi-use event space.

While ownership and control of Highland Park will remain with Milwaukee County Parks, the Harley-Davidson Foundation's investment provides for infrastructure improvements that Milwaukee County Parks otherwise could not afford.

For more information, please contact Supervisor Burgelis' office at (414) 278-4255 or Peter.Burgelis@milwaukeecountywi.gov.

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