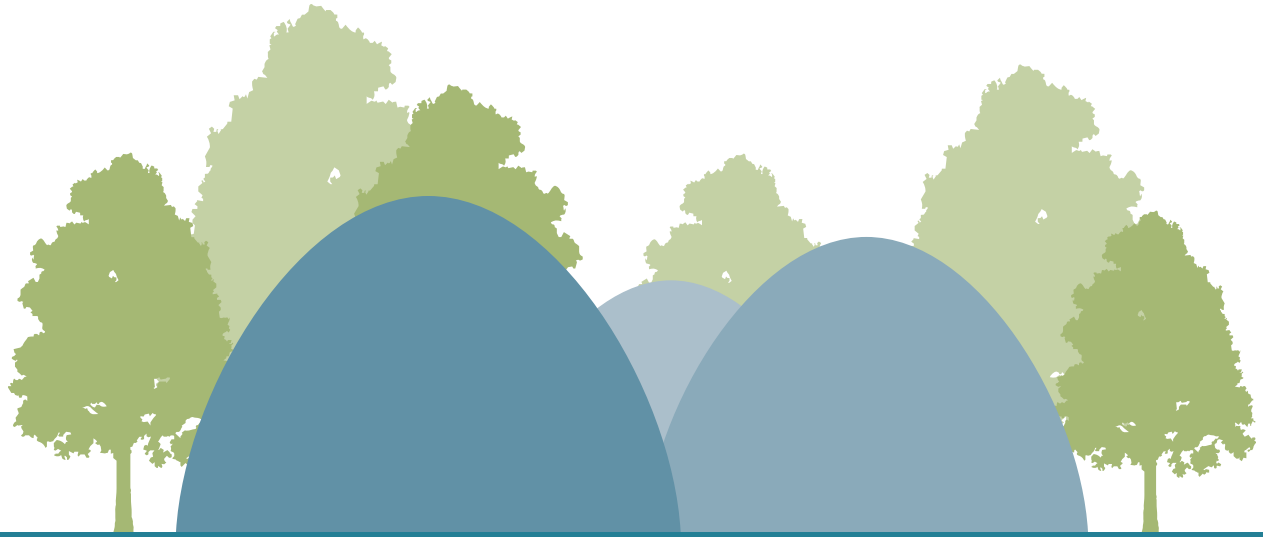
THE MITCHELL PARK HORTICULTURAL CONSERVATORY

Future Path and Feasibility Study Phase 2 Report



Prepared by Quorum Architects, Inc.

FINAL July 27, 2018

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EXECUTIVE SUMMARY 1

The Mitchell Park Horticultural Conservatory building complex includes three display Domes that are over 50 years old, a greenhouse and annex complex added in 2014, as well as supplemental support and educational structures. The three display "Domes" are in need of extensive rehabilitation. Repairs and updates are also needed for many support spaces to accommodate program uses and provide for accessibility. Here at a crossroad, there is an opportunity to review the services that the Conservatory provides to the community, offering sustainable facilities and an appropriate operating model. Through community engagement and expert analyses of conditions, constraints, and opportunities, The Milwaukee County Task Force on the Mitchell Park Conservatory Domes (Domes Task Force) is evaluating long-term options for the future of the Conservatory and its associated uses, activities, costs, and benefits. At the conclusion of the overall study, the Task Force will recommend a course of action to the Milwaukee County Executive and County Board.

The Mitchell Park Horticultural Conservatory Future Path and Feasibility Study Phase 1, through their consultant team led by HGA Architects, Milwaukee, and prime subconsultant, ConsultEcon, studied national precedents in horticultural conservatories and suggested six options (two with alternates A and B) that could be economically viable. Phase 2 was commissioned to present these options to the public and receive public comment on the six options with alternates prepared in Phase 1. The purpose of Phase 2 was the receive public comments and confirm the appropriateness of the options, giving the Domes Task Force the needed insight to select options to move into a Phase 3, which would program and design these options in greater detail. The HGA consultant team with primary subconsultant Quorum Architects, Inc. developed a public outreach plan for the project. The six options with alternates were presented to the public through focus groups, a public meeting and a website. Over 2,400 responses were received. Preferred options and comments from the focus groups, public meeting and the website were compiled and reviewed by Quorum and the consultant team. While a selected option did not emerge as a distinct "favorite", based on the feedback an overall preferred approach was made clear. The public input suggested a combination of the options to initially address deferred maintenance, rehabilitate, and consider future expansion of the facilities and programming to improve the Mitchell Park Domes for another 50 years. In addition, the public suggested that park and site improvements should be incorporated to proposed Phase 3 planning to complement the enhanced building programming.

PROCESS 2

The HGA/Quorum Architects consultant team and the Mitchell Domes Core Team developed an outreach approach to review the Phase 1 outcomes, educate the public on the eight (8) options that were developed in Phase 1, and receive public feedback on the appropriateness of these options for future study by the architectural team in Phase 3. Five (5) Focus Groups were created to consider different perspectives for the project. These Focus Groups consisted of:

Adjacent Neighborhood Groups

- 16th Street Community Health Centers
- Cesar Chavez Business Improvement District
- Clarke Square Neighborhood Initiative
- Journey House
- Layton Boulevard West Neighbors & Silver City District
- Menomonee Valley Partners
- Near West Side Partners
- Sixteenth Street Community Health Centers
- Southside Organizing Committee
- Walker's Point Youth & Family Center
- Walker's Point Association
- Walkers Square Neighborhood Association
- Urban Ecology Center

Preservation Groups

- Historic Milwaukee, Inc.
- Milwaukee County Historical Society
- Milwaukee Preservation Alliance
- Marquette University – History Department
- National Trust for Historic Preservation
- Preserve our Parks
- Wisconsin Historical Society

Similar Cultural Groups

- Boerner Botanical Gardens
- Discovery World
- Friends of Boerner Botanical Gardens
- Friends of the Domes
- Milwaukee Art Museum
- Milwaukee Public Museum
- Zoological Society of Milwaukee

Horticulture & Education Groups

- Chicago Botanical Gardens
- Como Park MSP
- Conservatory of Chicago Parks
- Garfield Park Conservatory
- Lincoln Park Conservatory
- MATC – Horticulture Program
- Marquette University
- Milwaukee Grows/Groundwork Milwaukee
- Olbrich Botanical Gardens
- Schlitz Audubon
- Urban Ecology Center
- UW-Extension Master Gardeners
- UW-Milwaukee
- Wehr Nature Center

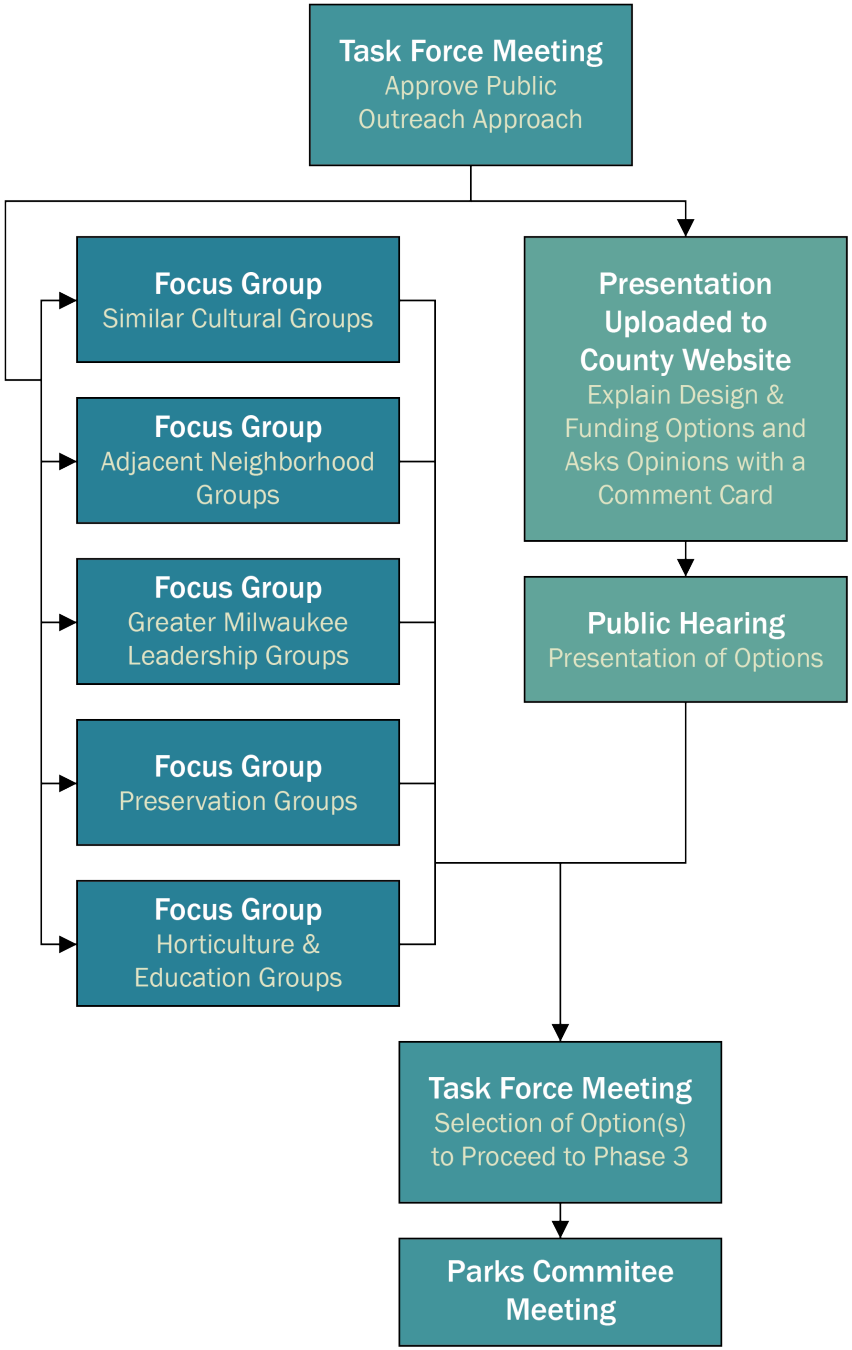
Greater Milwaukee Leadership Group

- Greater Milwaukee Committee
- Greater Milwaukee Foundation
- Greater Milwaukee Committee
- Local First
- MMAC
- Milwaukee Rotary
- NEWaukee
- Potawatomi Foundation
- The African American Chamber of Commerce
- The Water Council
- Visit Milwaukee
- Zilber Family Foundation

PUBLIC OUTREACH PROCESS

Each Focus Group was comprised of local and regional organizations, businesses and companies. Individuals from each were cordially invited to attend each specific Focus Group. Communication was done through initial phone calls, emails and follow-up emails. Quorum Architects, Inc. then emailed Focus Group meeting reminders to attendees a day or two before the meeting. Mitchell Domes Task Force Committee members were notified of the Focus Group meetings and encouraged to attend to observe and hear the feedback directly from the attendees. Quorum Architects, Inc. presented the six options with alternates to the group and administered an open discussion to receive feedback from the attendees. All discussions were transcribed by Quorum. Comment cards were distributed and collected to gain additional feedback and preference of the options. The Focus Group meetings were held during June 2018 at the Mitchell Park Horticultural Conservatory Education Center.

A Public Meeting was also held during the schedule of the Focus Group meetings. The meeting was publicized through Milwaukee County; advertised at the Focus Group meetings; listed on the Mitchell Domes website; invited through email, word of mouth and other social media by Quorum, task force members and other interested groups. For consistency, Quorum Architects, Inc. presented the six options with alternates to the public using the same presentation that was used in the Focus Groups and on the Website. After the presentation, each member of the public was given a two-minute comment period to voice their opinions and give feedback. Milwaukee County recorded the proceedings of the public meeting. Again, all discussions were transcribed by Quorum. Comment cards were distributed and collected to gain additional feedback and preference of the options. Presentation boards of each option were displayed for the public to review and comment. The public could use “Post-It” notes to write comments and place on the option boards. Photos of the option presentation boards with the public comment were taken as well as transcribed. The Public Meeting was held on June 26, 2018 at the Mitchell Park Horticultural Conservatory Lobby.



Milwaukee County Parks, with the assistance of Quorum Architects, Inc., developed a website for the project: www.mitchelldomes.org. The website included the presentation of the proposed options that was presented at both the Focus Group meetings and Public Meeting. A survey similar to the Comment Cards was available for individuals viewing the website to select a preferred option and leave comments about the project. The website was available June 15 through July 9, 2018. A data report of the feedback was issued by Milwaukee County to Quorum when the website was closed.

Additional feedback was received by the public and members of the Focus Groups through email. The information received from the Focus Group meetings, Public Meeting, Website, and additional feedback was compiled and reviewed by Quorum Architects, Inc. This report embodies the feedback received from the public through the overall outreach process.

CALENDER OF EVENTS

June 2018

June 2018

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

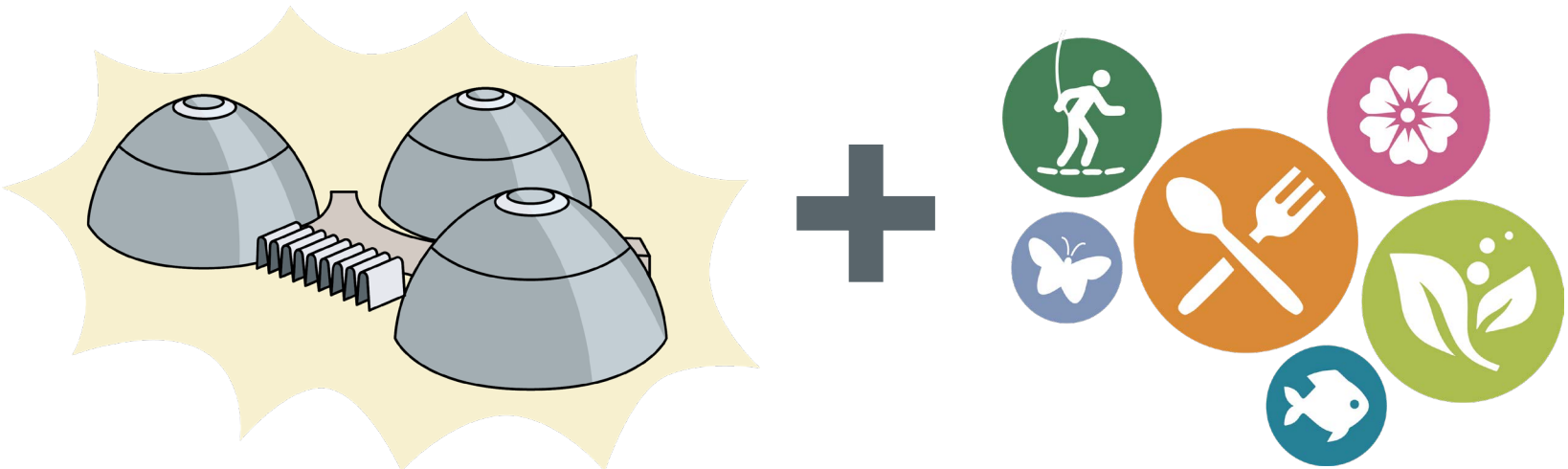
July 2018

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
May 27	28	29	30	31	Jun 1	2
3	4	5	6	7	8	9
10	11	12 FOCUS GROUP #1: Adjacent Neighborhood Groups 4:00 - 5:30 pm	13	14 FOCUS GROUP #2: Preservation Groups 3:00 - 4:30 pm	15	16
17	18	19 FOCUS GROUP #3: Similar Cultural Groups 4:00 - 5:30 pm	20	21 FOCUS GROUP #4: Horticulture & Education Groups 4:00 - 5:30 pm	22	23
24	25	26 PUBLIC MEETING: Present Options 6:00 - 7:30 pm	27	28 FOCUS GROUP #5: Greater Milwaukee Leadership Groups 4:00 - 5:30 pm	29	30

DATA COLLECTION SUMMARIES 3

Following are the summaries of the discussions, results and findings from the five (5) Focus Group Meetings, the Public Meeting, and the Informational Website. Each of the meetings facilitated different types of discussions about the Domes and their future. More information, as well as raw data, from each of the meetings can be found in the Appendix (Page 25).



ADJACENT NEIGHBORHOOD GROUPS FOCUS GROUP

June 12, 2018
Mitchell Park Horticultural Conservatory Education Center
4:00 – 5:30 pm

Attendees

Focus Group Attendees

- Ian Bautista – Clarke Square Neighborhood Initiative/Domes Task Force Member
- Leo Gomez – Cesar Chavez Business Improvement District/General Manager of El Ray
- Barb Scotty – Near West Side Partners

Domes Task Force Members

- Bill Lynch
- Dawn McCarthy

Milwaukee County

- Julie Bastin Project Engineer/Manager

Consultant Team

- Allyson Nemec – Quorum Architects, Inc.
- Natalie Strohm – Quorum Architects, Inc.
- Jim Shields – HGA

Discussion Summary

Overall discussion focused on involving the community and surrounding neighborhoods in the improvements to the Domes. The diversity of the community should be reflected in the modifications to the Domes and assist in bringing neighbors and residents together. The site could be improved to incorporate an outdoor music area to host diverse concerts for all ages and ethnicities to enjoy. Possibly include local food vendors or food trucks to these events. Some of the residents visit the Domes because the different types of Domes remind them of their "home" climate environment (Desert Dome, Tropical Dome). Residents state they "live by the Domes" and prefer to preserve the existing Domes to retain the iconic structures in their neighborhood.

"Let go of the past and what the Domes used to be."

Points of Discussion

- Improve and/or add existing programming to enhance the Domes experience. Could take aspects from both the EcoDome Destination and the Adventure Dome Destination to create a new and improved destination.
- Retain the Domes, increase program and improve the park and site. Improvements should attract children and adults. Local restaurant or café is preferred versus a themed restaurant.
- Bridge the diversity of the neighborhood and the Domes. Possibly have a concert series in the park to attract the diversity of the neighborhood. Opportunity for vendors from the neighborhood to participate to offer local food and beverages.
- Community may contribute and/or support more if the improvements increased the appeal to the neighborhood. For example, the cost for renting spaces is prohibitive for community groups. Possibly give discounts to local community groups so that they could promote the Domes by hosting events. Also include Spanish versions of materials and exhibits.
- Enjoy the winter farmer's market and the Show Dome changing exhibits. Continue with these programs but enhance by offering cross market to enter the Domes.
- Funding the project and maintaining the improvements are a concern. There needs to be a private partnership to assist in implementing the improvements. Planning should also include operational and maintenance costs.

Comment Card Option Tally

Comment cards were available, but none were completed or collected at this Focus Group meeting.

"The Winter Market... bridges the neighborhood divide"

PRESERVATION GROUPS FOCUS GROUP

June 14, 2018
Mitchell Park Horticultural Conservatory Education Center
3:00 – 4:30 pm

Attendees

Focus Group Attendees

- Mame Croze McCully – Milwaukee County Historical Society
- Lori Gensch – Milwaukee Preservation Alliance
- Dawn McCarthy – Milwaukee Preservation Alliance/Domes Task Force Member
- Patrick Mullins – Marquette University History Department
- Daina Penkiunas – Wisconsin Historical Society
- Grant Stevens – National Trust for Historic Preservation
- Stacy Swadish – Historic Milwaukee, Inc.

Domes Task Force Members

- Bill Lynch

Milwaukee County

- Julie Bastin - Project Engineer/Manager

Consultant Team

- Allyson Nemec – Quorum Architects, Inc.
- Natalie Strohm – Quorum Architects, Inc.
- Jim Shields – HGA

Discussion Summary

The attendees discussed preserving the Domes while improving programming and considering possible future additions. The Domes are iconic to Milwaukee and unique examples of Mid-Century architecture. Possible funding sources could include State and Federal Historic Tax Credits. The Focus Group also suggested to consider a Fundraising Feasibility Study. Attendees urged to incorporate programming to attract the diversity of the surrounding neighborhoods while preserving the Domes. Decisions need to be made as to what the Domes wants to portray. Could be a phased process starting with Option 3 through Option 5. They suggested having a non-profit organization govern and manage the Domes. Options 1 and 2 are not viable options in their opinion.

"The Mitchell Park Domes looms large in the collective memory and local identity of Milwaukeeans."

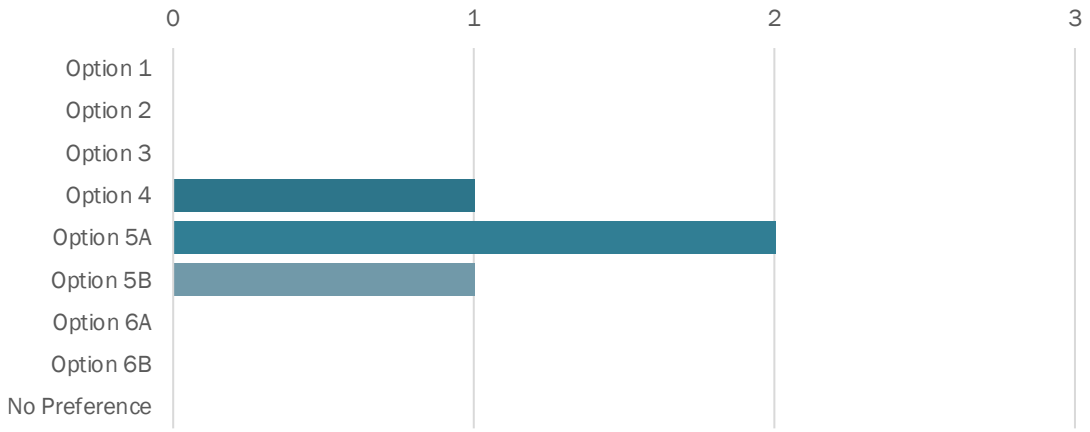
Points of Discussion

- The Domes should not be demolished.
- The Domes are unique, Mid-Century Modern architecture. They should be preserved and promoted for their iconic shape. Attendees discussed that they may be eligible for National Historic tax credits.
- What is the Domes? What does it offer? A branding campaign should be developed to encourage visitation.
- The improved Domes should provide unique programming that is not available or similar to other cultural organizations. Programming should coincide with the Domes mission.
- The project could be done in phases (Option 3, Option 4 and Option 5). Small changes results in capacity proving for future enhancements.
- A non-profit organization should maintain the governance and management of the Domes. Possibly Friends of Domes could take this responsibility.
- Concerned about funding, operational and maintenance costs.
- Should have a Fundraising Study done to determine how to fund and maintain the Domes.

Comment Card Option Tally

0	Option 1: Do Nothing
0	Option 2: Demolish Domes
0	Option 3: Address Deferred Maintenance
1	Option 4: Targeted Investments
2	Option 5A: EcoDome Destination Attraction
1	Option 5B: Adventure Dome Destination Attraction
0	Option 6A: Hybrid Redevelopment EcoDome Destination Attraction
0	Option 6B: Hybrid Redevelopment Adventure Dome Destination Attraction
0	No preference

Comment Card Option Graph



"Mid-Century Modern is popular right now. PLAY THIS UP!"

SIMILAR CULTURAL GROUPS FOCUS GROUP

June 19, 2018
Mitchell Park Horticultural Conservatory Education Center
4:00 – 5:30 pm

Attendees

Focus Group Attendees

- Ellen Censky – Milwaukee Public Museum
- John Emmerich – Discovery World
- Mary Gaub – Wehr Nature Center
- Sally Sullivan – Friends of the Domes
- Shirely Walczak– Boerner Botanical Gardens
- Chuck Wikenhauser– Milwaukee County Zoo

Domes Task Force Members

- Bill Lynch
- Roger Krawiecki
- Dawn McCarthy

Milwaukee County

- Sarah Toomsen – Interim Chief of Planning & Development

Consultant Team

- Allyson Nemec – Quorum Architects, Inc.
- Natalie Strohm – Quorum Architects, Inc.
- Jim Shields – HGA

Discussion Summary

The general discussion focused on the operational costs of the Domes and staffing required to support new or increased programming. Appropriate funding for staff based on enhanced programming needs to be budgeted. There is competition throughout Milwaukee attractions and cultural groups to receive funding or donations. Attendees stated repeating programs or exhibits that are available at other cultural venues (i.e. butterfly vivarium, animals, aquariums) would add success to the Domes; the programming for the Domes must be unique. If additional programming is incorporated, may be advantageous to have a 3rd party (i.e. restaurant, activity company for zipline) manage these activities or programs. A Fundraising Feasibility Study may be beneficial. The attendees did not have a preferred option, but agreed that horticultural conservatory should be maintained within the cultural portfolio of Milwaukee County.

"If you want to sustain you must do [Options] 4-6. 1-3 are a Band-aid... We don't want to be back here in 25 years."

Points of Discussion

- Request a study option for Demo/Replacement of Domes with a state of the art, sustainable, and energy efficient new facility.
- Consider operation and maintenance costs with the future improvements.
- Changing exhibits with combination of Dome's Mission a key for the success of the Domes.
- Must include dynamic programming. Do not duplicate existing Milwaukee programming.
- Suggest including recreation activities because these seem to increase attendance and funding.
- Ecology and Ecological issues are popular now. Incorporating this with the existing horticultural collection may assist in the improvements.
- Consider traveling exhibits to draw attendance to the Domes with the existing programs scheduled for the Show Dome.
- Fundraising feasibility must be analyzed as well. There is a lot of competition with other non-profit organizations vying for funding (Milwaukee Symphony, Marcus Center for the Performing Arts, etc.).
- Governance must be changed. Consider non-profit (i.e. Friends of the Domes).
- Consider marketing with other Milwaukee cultural centers (Milwaukee Public Museum, Boerner Botanical Gardens, etc.)

Comment Card Option Tally

Comment cards were available, but none were completed or collected at this Focus Group meeting.

"No static exhibits... Always 'What's Next?'"

HORTICULTURE & EDUCATION GROUPS FOCUS GROUP

June 21, 2018
Mitchell Park Horticultural Conservatory Education Center & Teleconference
4:00 – 5:30 pm

Attendees

Focus Group Attendees

- Tina Dombrowski – COMO Park MSP (via teleconference)
- Mary Eysenbach – Conservatory of Chicago Parks (via teleconference)
- Tome Finley – Schlitz Audubon
- Gieena Holstein – Urban Ecology Center
- Dennis Lukaszewski – UW Extension
- Debbie McRae – Wehr Nature Center
- Jacqueline Schram – Marquette University
- Roberta Stadky – Olbrich Gardens
- Fred Spicer – Chicago Botanical Gardens (via teleconference)
- Sally Sullivan – Friends of the Domes

Domes Task Force Members

- Roger Krawiecki
- Bill Lynch
- Dawn McCarthy

Milwaukee County

- Sarah Toomsen – Interim Chief of Planning & Development

Consultant Team

- Natalie Strohm – Quorum Architects, Inc.
- Jim Shields – HGA

Discussion Summary

The discussion included improvements done should support the mission of the Domes and sustain the conservatory. Possibly more focus on enhancing the existing horticulture. It was suggested that the governance should be managed by another entity, perhaps the Friends of the Domes or another non-profit organization. Enhanced programming or added attractions should be supported by qualified staff to encourage more attendance or revisits. Additional operating and maintenance costs should be allocated appropriately for future phases. The site should support programming in the facility, and be considered in the improvements planned. Whichever Option is planned for the future of the Domes, attendees stressed to ensure improvements last longer than 50 years. There was no preference for preserving/enhancing the existing Domes or rebuilding a new, state of the art horticultural conservatory.

"There is a severe isolation from the community. Giving an option that will create enthusiasm for the site. A welcoming presence?"

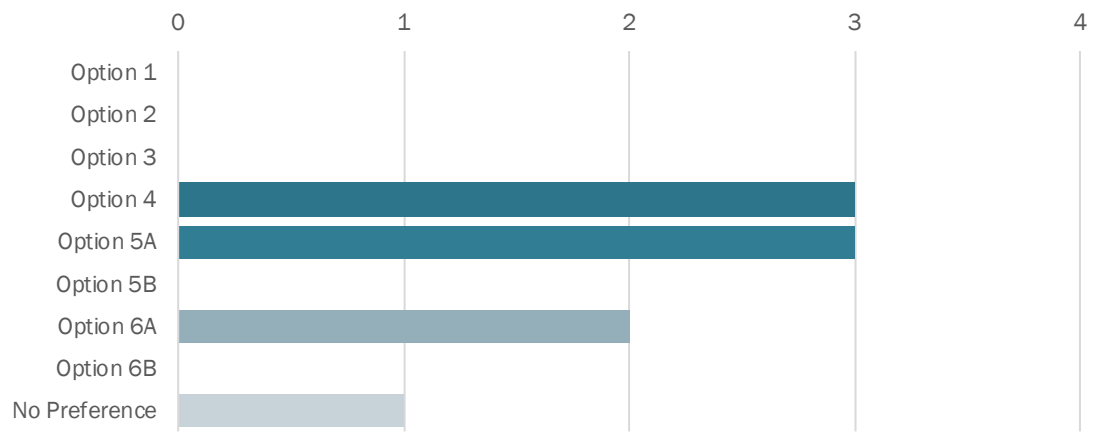
Points of Discussion

- Support education programs w/ fundraising and grants.
- Knowledgeable and effective staff will improve programs and attract visitors. Some visitors may return because of the informative staff.
- Focus on the education of horticulture of the Domes. Collaborative relationships with local universities for ecological study, offer classes focusing on plants, and STEM programming and research.
- Be true to the Mission of the Domes in the development of the project.
- Partnerships with local organizations (ex. Urban Ecology Center).
- Improvements to the Domes should include the site and park.
- Changes in governance should be considered with the improvements.
- Non-profit should manage gift shop, restaurant and/or other activities available.
- Incorporate music/entertainment opportunities in the improvements. Both inside the facility and in the park.
- Do not overbuild. Maintain reasonable programs and improvements that are supported by funding.

Comment Card Option Tally

0	Option 1: Do Nothing
0	Option 2: Demolish Domes
0	Option 3: Address Deferred Maintenance
3	Option 4: Targeted Investments
3	Option 5A: EcoDome Destination Attraction
0	Option 5B: Adventure Dome Destination Attraction
2	Option 6A: Hybrid Redevelopment EcoDome Destination Attraction
0	Option 6B: Hybrid Redevelopment Adventure Dome Destination Attraction
1	No preference

Comment Card Option Graph



"After Option 4, the collections seem to take a back seat. If that is OK, then just be clear that thinking about the collections as mere backdrop will lead to programmatic conflicts."

GREATER MILWAUKEE COMMUNITY GROUPS FOCUS GROUP

June 28, 2018
Mitchell Park Horticultural Conservatory Education Center
4:00 – 5:30 pm

Attendees

Focus Group Attendees

- Mary McCormick – Milwaukee Rotary
- Megan Suardini – Visit Milwaukee

Domes Task Force Members

- Roger Krawiecki
- Bill Lynch
- Dawn McCarthy
- Guy Smith

Milwaukee County

- Julie Bastin – Project Engineer/Manager

Consultant Team

- Allyson Nemec – Quorum Architects, Inc.
- Natalie Strohm – Quorum Architects, Inc.

Discussion Summary

The general discussion included increasing attendance to the Domes and retaining visitors throughout the year as a result of improvements to the Domes. The group discussed how the Domes are currently being promoted for tourism through Visit Milwaukee and how they can be promoted once improvements are done. Discussions also included suggestions not to duplicate the same exhibits as other cultural centers in Milwaukee (i.e. butterfly vivarium, etc.); the Domes are unique and should be promoted as a distinctive venue for visiting guests. Branding the newly improved Domes could assist in promotion. Discussion also included performing a Funding Feasibility Study and include operation and maintenance costs. The attendees did not have a preference of an option but did state that retaining the original Domes could be a better branding opportunity.

"Adventure Dome [is] different from anything in Chicago/Madison."

Points of Discussion

- The Domes could provide a unique off-site venue for corporate events. Either the EcoDome Destination or Adventure Dome Destination could attract businesses for large events.
- A funding feasibility report should be done to understand the capabilities of the Domes.
- Larger catering kitchen and restaurant could benefit the Domes and provide more attendance and rental opportunities.
- Domes are a significant asset to the neighborhood and community. The iconic structures market themselves. Prefer to maintain the existing Domes.
- Focus on both children and adults when programming for improvements.
- Concerns for operational and maintenance funding. These need to be considered in planning.
- Changes in governance will assist in maintaining the Domes. Consider a non-profit.
- The Domes are being marketed through Visit Milwaukee. A branding or marketing plan should be incorporated in the planning for improvements.

Comment Card Option Tally

Comment cards were available, but none were completed or collected at this Focus Group meeting.

"We [should] renovate & maintain the historic; not all new; have a mix of New & Old"

3B PUBLIC MEETING

June 26, 2018
Mitchell Park Horticultural Conservatory Lobby
6:00 – 7:30 pm

Discussion Summary

The public meeting held at the Domes in the Lobby and was attended by approximately 100 public participants. The options were presented to the group as well as option boards were displayed during the meeting. The public had the opportunity to comment on the options. A majority of the participants expressed their interest in preserving the Domes and improving them with additional programming. There were a few attendees who discussed demolishing the Domes and building a new, state of the art horticultural conservatory. Several attendees commented about their personal history with the Domes, some stating their fathers or grandfathers were part of the construction of the Domes. It was also mentioned that the Domes are an ideal venue for elderly, disabled, and also youth – especially in winter months. Again, it was mentioned that park improvements should be planned to support Domes programming. A preferred option was not selected but a majority of participants stated that the Domes should remain with improvements in facilities and programming.

"Whether from a cultural, historical, or ecological standpoint the Domes should be preserved in their current form."

Points of Discussion

- Maintain and preserve the iconic Domes. The Domes represent Milwaukee.
- Phasing the improvements could assist in funding and the success of the Domes.
- More educational programs for the Domes.
- Incorporate both children and adults in programming the Domes.
- Maintain the horticulture mission of the Domes.
- The Domes provides a tranquil, meditative environment for visitors, especially during the winter months. Try to retain the serenity.

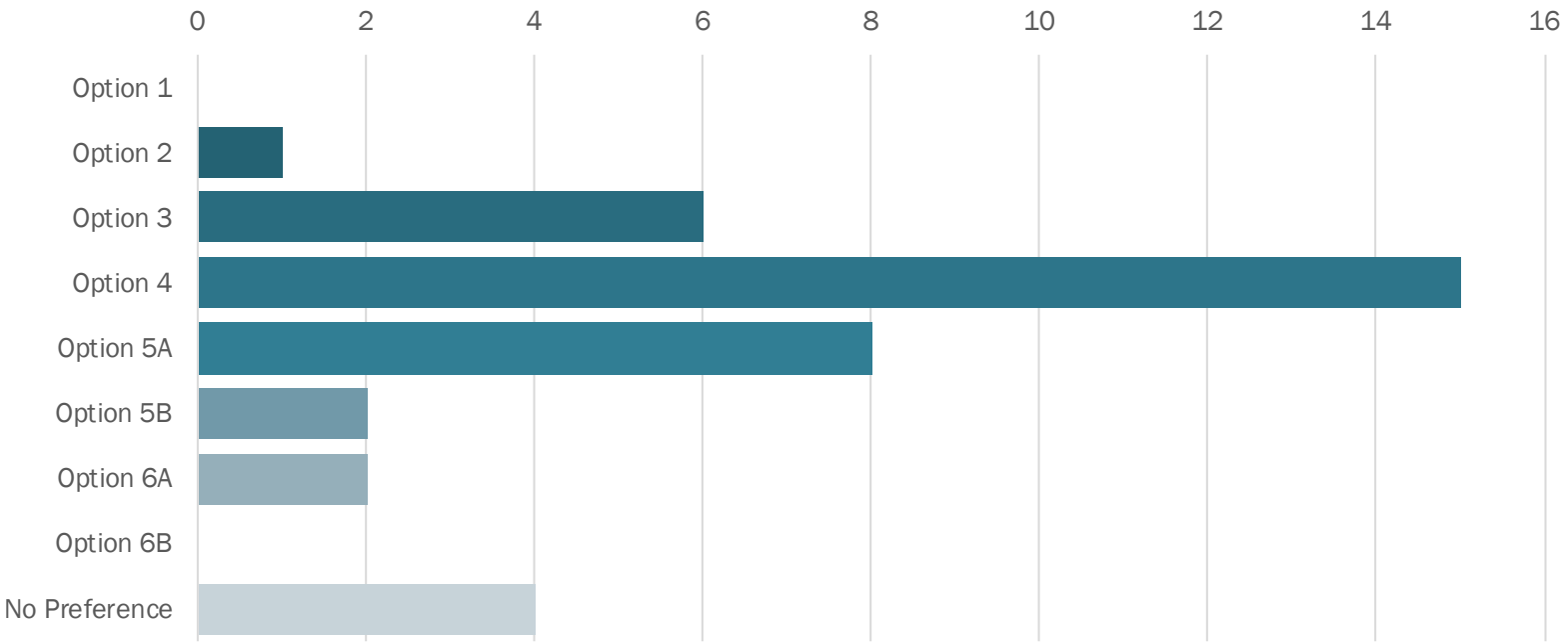
"This seems like a good starting point. I think the Domes must be restored. I think the additional elements beyond preservation can be in phases."

Comment Card Option Tally

0	Option 1: Do Nothing
1	Option 2: Demolish Domes
6	Option 3: Address Deferred Maintenance
15	Option 4: Targeted Investments
8	Option 5A: EcoDome Destination Attraction
2	Option 5B: Adventure Dome Destination Attraction
2	Option 6A: Hybrid Redevelopment EcoDome Destination Attraction
0	Option 6B: Hybrid Redevelopment Adventure Dome Destination Attraction
4	No preference

"Please please save the Domes! Keep the iconic look, do not turn into the Dells – No zip line!"

Comment Card Option Graph



3C INFORMATIONAL WEBSITE

www.MitchellDomes.org
June 15 – July 9, 2018

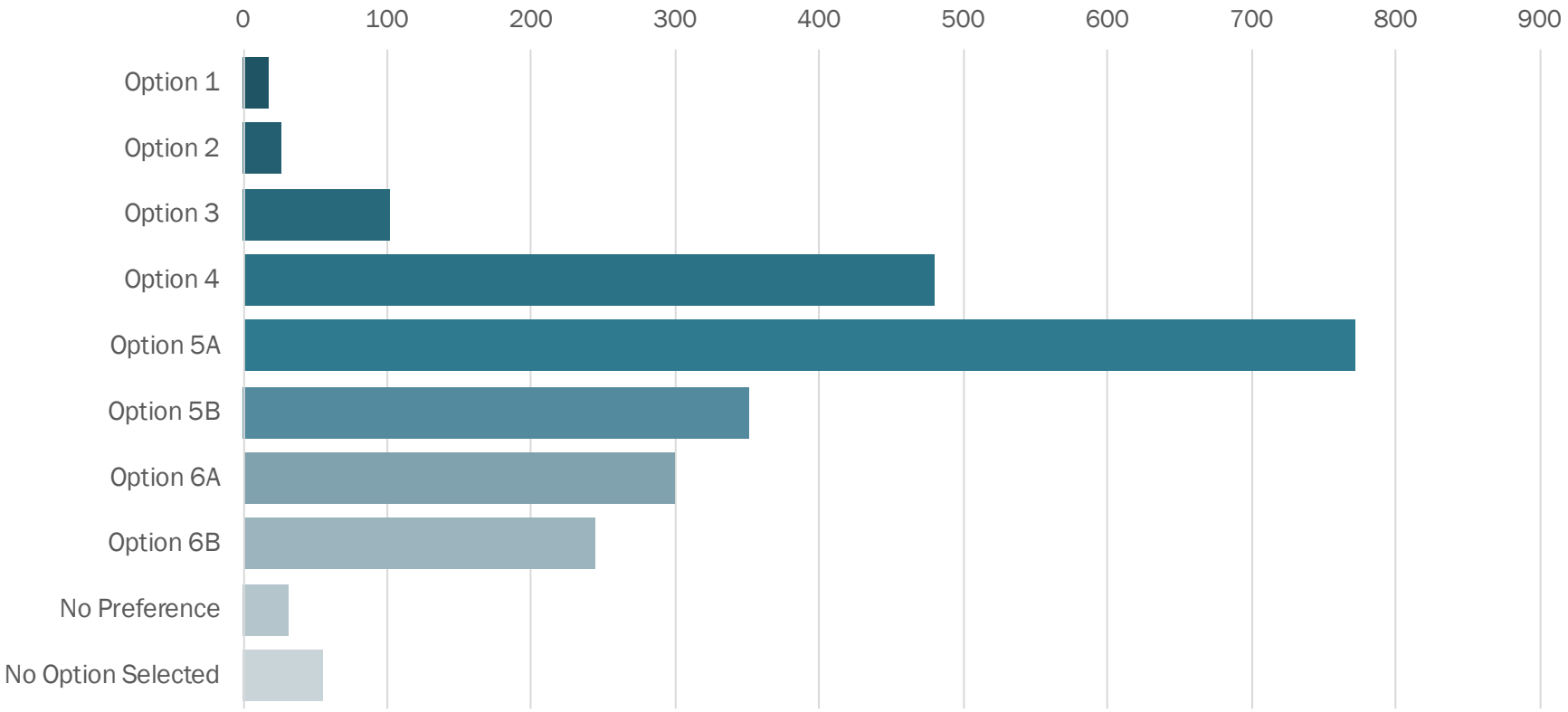
Summary of Results

The Mitchell Domes website included the presentation of the proposed options that were presented at both the Focus Group meetings and Public Meeting, gave viewers an opportunity to select a preferred option and to comment on these options. Over 2,300 responses were received on the website. Although preferred options were selected, many participants commented that other options could be considered or a combination of aspects from the options could be incorporated in the option they selected. The overall sentiment was to maintain the original Domes and add programming to assist in attracting more attendance and improve the economic vitality of the Horticultural Conservatory.

Comment Card Option Tally

18	Option 1: Do Nothing
27	Option 2: Demolish Domes
108	Option 3: Address Deferred Maintenance
498	Option 4: Targeted Investments
784	**Option 5A: EcoDome Destination Attraction**
354	Option 5B: Adventure Dome Destination Attraction
303	Option 6A: Hybrid Redevelopment EcoDome Destination Attraction
244	Option 6B: Hybrid Redevelopment Adventure Dome Destination Attraction
36	No preference
55	No selection

Informational Website Preferred Option Tally



4 CONCLUSION

SUMMARY OF FINDINGS

Based on the total public feedback received, over 70% of participants are interested in Milwaukee County to lead a process toward restoring, redeveloping and improving the Mitchell Park Horticultural Conservatory into a destination attraction for Milwaukee County for generations to come.

Combined the options to make the Domes a much greater destination 5A, 5B, 6A, and 6B were the top choices for approximately 70% of all respondents. Options 5 (Option 5A: EcoDome Destination and Option 5B: Adventure Dome Destination) had the combined highest percentage of all votes, with ecological attractions outweighing activity focus in both options 5 and options 6. Option 6A: Hybrid Redevelopment EcoDome Destination Attraction and Option 6B: Hybrid Redevelopment Adventure Dome Destination Attraction combined were also popular amongst the public. The proposed improvements could then potentially consist of a combination of some of the EcoDome Destination and Adventure Dome Destination options, with more focus on ecological education, plant research and the horticultural collection. A few adventure activities could be integrated into the program to attract children and youth, and consideration should continue to be given for programs for the elderly and disabled.

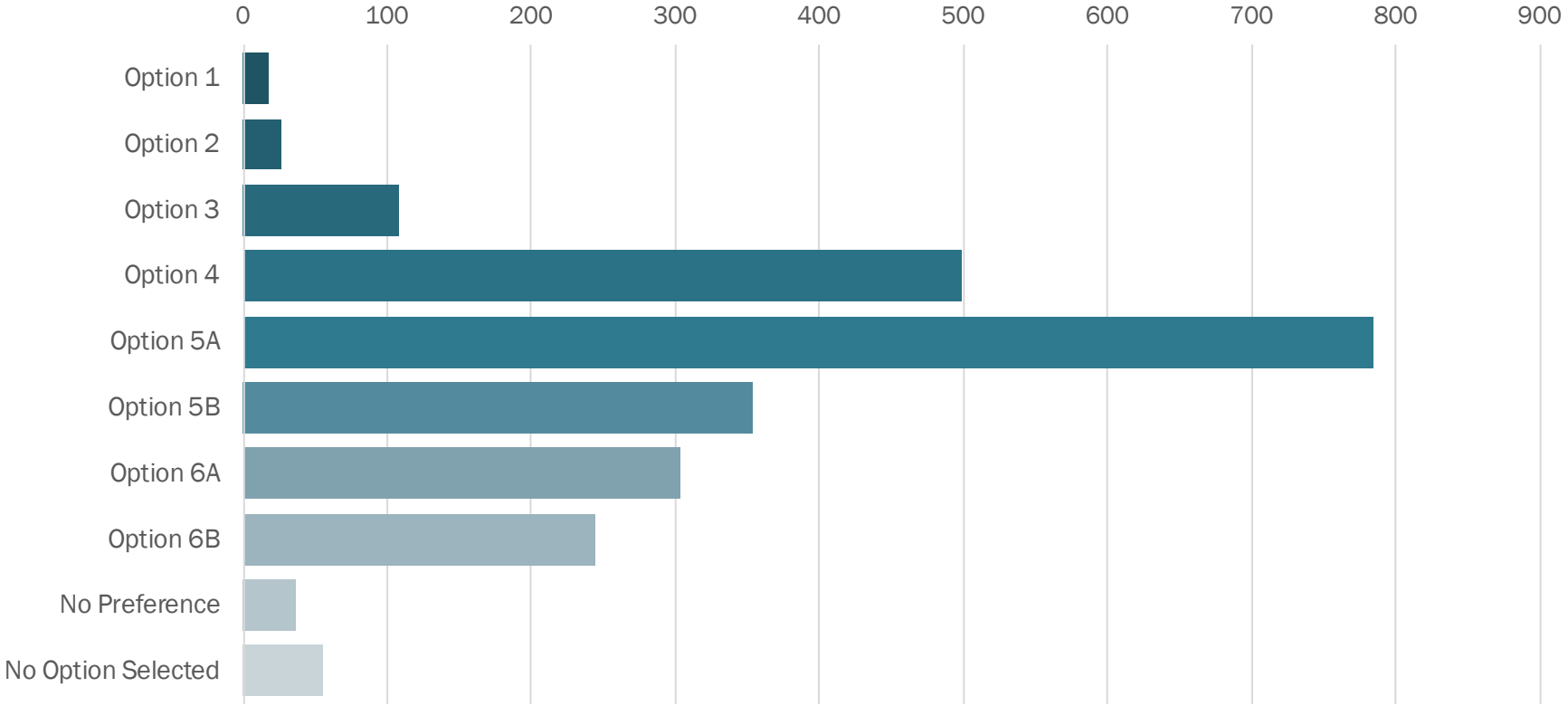
At minimum, approximately 21% of the public expressed much interest in Option 4: Targeted Investments to improve the Domes. Option 4 could improve the existing Domes deferred maintenance issues while adding more programming and supportive spaces to the conservatory. Results further suggest that starting with Option 4 could also phase into improving the Domes into a destination venue, potentially proceeding with Option 5 as funding becomes more certain. This could also assist in funding the overall phased project into a destination attraction over a period of time.

KEY FINDINGS FROM PUBLIC FEEDBACK

The following are frequent comments gathered from the public during the outreach process:

- Focus on the Mission of the Domes and the horticulture collection.
- Most participants prefer to preserve the Domes and improve them by incorporating additional programming that integrates with the iconic Domes.
- Participants prefer the EcoDome but would like to include some activities from the Adventure Dome incorporated with the improvements.
- Including a dining venue was favored but a local restaurant or café versus a themed restaurant is preferred.
- The improvements should attract the diverse community, elderly, disabled, and also youth – especially in winter months.
- The gift shop should be larger and offer more items that focus on the horticultural collection and ecological destination.
- The improvements could be phased starting with Option 3 and/or Option 4 through Option 5. This could assist in funding the project
- Funding could be a public/private collaboration due to Milwaukee County Parks budget constraint.
- Maintain existing programming for Show Dome and Annex but add to it by including other local businesses or vendors in planning.
- Incorporate the diversity of the neighborhood in future planning. Hold free events so that neighborhood and community can participate (music in the park, food vendors, etc.).
- Incorporate the site/ park in the improvements and extend some of the programming to the site/park.
- A new branding or marketing campaign should be included in future planning for the Domes.
- Change in governance was suggested. Examples of a non-profit organization managing the improved Domes were given during discussions.
- Operational and maintenance costs should be considered in future planning.
- A fundraising/financing study should be done to understand the capabilities of the Domes.
- While the vast majority of participants want to retain the Domes, approximately 4% of participants stated they preferred to demolish the Domes and build a new, state of the art facility.

FINAL TALLY RESULTS FROM FOCUS GROUPS, PUBLIC MEETINGS AND INFORMATIONAL WEBSITE

18/ 1%	Option 1: Do Nothing
27 / 1%	Option 2: Demolish Domes
108 / 4%	Option 3: Address Deferred Maintenance
498 / 21%	Option 4: Targeted Investments
784 / 32%	**Option 5A: EcoDome Destination Attraction**
354 / 15%	Option 5B: Adventure Dome Destination Attraction
303 / 12%	Option 6A: Hybrid Redevelopment EcoDome Destination Attraction
244 / 10%	Option 6B: Hybrid Redevelopment Adventure Dome Destination Attraction
36 / 1%	No preference
55 / 2%	No selection

Total Responses: 2,427