



STATEWIDE IMPACT OF DOMES REIMAGINED

REIMAGINING A CHERISHED WISCONSIN ICON

✓ Mitchell Park Horticultural Conservatory (the Domes) are a vital **cultural, economic, educational and environmental resource** that benefits residents across Wisconsin.

✓ The Domes are more than a local treasure, they are a statewide asset driving economic growth, tourism, education, environmental justice and community engagement.

State funding — alongside private contributions and other revenue sources — will ensure that Wisconsinites benefit from this vital institution for generations to come.

✓ The Domes are an architectural marvel and vital resource for education, environmental awareness and community connections, inspiring thousands of visitors annually with immersive natural environments and unique programs.

✓ The Friends of the Domes is seeking statewide support for the Domes Reimagined plan.

This visionary plan will restore the Domes, enhance the visitor experience and establish a sustainable business model. This is a once-in-a-generation opportunity to reimagine the Domes.

STATEWIDE REACH AND ECONOMIC IMPACT

Investments in the Domes directly benefit the state's economy through increasing tax revenue and boosting tourism dollars.

DIVERSE MEMBERSHIP BASE

The Friends of the Domes organization has **4,500 members**.

✓ **29% of members** come from outside Milwaukee County, showing strong support from across Wisconsin.

✓ **20% of members** are from out of state.

CREATING JOBS

Construction of green infrastructure and the LEED-certified Center will employ dozens of trades and construction workers who will be trained in sustainable practices.

Post-restoration, the Domes will contribute:

\$78,000 ANNUALLY



in payroll taxes to the State of Wisconsin, representing a

21% INCREASE

from what is currently being generated.



Projected to attract

261,000 VISITORS ANNUALLY

from outside Milwaukee County

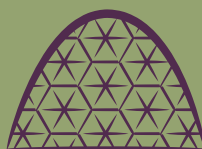
If just **100,000** visitors travel to Milwaukee for the Domes, this will result in

\$13.9 MILLION



in tourism spending, contributing **\$695,000** in state sales tax revenue.

Domes' gift shop and concessions are expected to generate **\$75,000** annually in sales tax revenue – a **375%** increase from today.



The Domes are also frequently listed in the **top must-see attractions** (and are often listed in the top 5 children-friendly attractions).



ENVIRONMENTAL AND COMMUNITY HEALTH

The Domes' revitalization plan includes native plantings, rain gardens and new tree canopies that will improve air quality, manage stormwater and reduce urban heat island effects. These green infrastructure projects will help **sequester carbon, reduce pollution and provide cleaner air throughout the area**, demonstrating the state's leadership in green infrastructure and climate resilience initiatives. Furthermore, research has linked increased time spent with nature with a wide range of health benefits, including increased vitamin D levels and improved mental and physical health.

The LEED-certified Environmental Equity and Learning Center will help address climate challenges:

- ✦ The new Environmental Equity and Learning Center will serve as a hub for environmental education, air quality monitoring and community action.
- ✦ Programs at the Environmental Equity and Learning Center will tackle **pollution, high asthma rates and climate-driven health risks** affecting neighboring South Side Milwaukee neighborhoods.

LOCAL BIPARTISAN SUPPORT

The Milwaukee County Board of Supervisors unanimously voted in support of the Domes Reimagined plan and a \$30 million commitment from Milwaukee County to fund a portion of the \$134 million total project costs.

This level of bipartisan support underscores the critical importance of this project to our community and our state.

CRIME REDUCTION

The Domes Reimagined plan includes significant investments in park infrastructure and programming. Research shows that these types of investments result in both a safer, more well-used park — as well as reduced crime in the surrounding neighborhood.

NATIONALLY KNOWN

In 2016, the National Trust for Historic Preservation added The Domes to the **National Trust's 11 Most Endangered Historic Places**, putting them on the national stage and encouraging interest and engagement from across the country.

THE ASK

We request \$10 million in state support. These funds, paired with other funding sources, will ensure that Wisconsinites benefit from this vital institution for generations to come.

————— **TO LEARN MORE, PLEASE VISIT: MILWAUKEEDOMES.ORG** —————