

7 THINGS TO KNOW ABOUT O'DONNELL PARK'S FUTURE

SEPT. 4, 2014



1. Northwestern Mutual will make immediate upgrades and improvements to the parking structure and public spaces on top of the structure. Without a change, O'Donnell Park will be "status quo" for decades to come.
2. Parking structure and open spaces will remain open for public use.
3. "Selling the O'Donnell Park parking structure to Northwestern Mutual Life Insurance Co. for \$14 million has the most financial advantages among three options for Milwaukee County, according to a county work group that was asked to perform a cost-benefit analysis of the proposal." – *Milwaukee Journal Sentinel* story on Milwaukee County Fiscal Report, Aug. 25, 2014
4. Saves taxpayers money: Creates a \$5 million gain for the county, which would be set aside for parks improvements throughout the county.
5. Puts O'Donnell on the tax roll: property tax revenue from private ownership will help the county, city of Milwaukee, Milwaukee Public Schools and others.
6. Northwestern Mutual will acquire the land with strong park district zoning in place. The community will continue to determine how the land is used.
7. Neighbors and tenants support the sale: Betty Brinn Children's Museum, Summerfest, Zilli, the Milwaukee Art Museum and Discovery World.

More information: [Enhancing O'Donnell Park](#)