



Aquatics Proposal Based on Extensive Master Plan Study  
October 7, 2009

The proposed 2010 budget for the Parks System includes provisions recommended in the past by the aquatics master plan. The plan came from a group that looked at the number of people using pools throughout the system, the trends across the country in aquatics and the options available to the county, and then they made a series of recommendations for the county.

Aquatic centers and splash pads are the wave of the future. Families are drawn to the attractions while traditional deep-well pools have seen a dramatic decline in attendance - here and across the country. Aquatic centers and splash pads are interactive and fun.

In addition, aquatic centers actually generate revenue while the deep-well pools cost the county a great deal of money. Splash pads are also very cost effective replacements for deep-well pools and they are very attractive for families. Gordon Park and Madison Park are two recent examples where the community loves the splash pad because it is more fun, easier to access, does not have a fee and costs the county less because it does not require continual staffing.

In addition, members of the County Board want to keep the two indoor pools that cost the county more than \$6 per visit for every swimmer on average. The Parks Department did a survey and found that there are at least 22 different schools, community centers, clubs and other venues across the county that have indoor pools with open swim time within Milwaukee County. In other words, there are viable alternatives other than the county running two indoor sites that cost county taxpayers more than \$600,000 annually to operate.

Our 2010 county budget invests \$38 million into our award winning parks system. With these improvements, we move towards more cost neutral or revenue generating venues so we can afford to maintain a world-class parks system into the future.

Scott Walker  
Milwaukee County Executive