

WINNING THE GOLD

HOW MILWAUKEE COUNTY PARKS MAXIMIZED THE EXPOSURE OF NPRA'S MOST PRESTIGIOUS AWARD



Milwaukee County Parks Director, Sue Black, presents the Gold Medal Award to the Milwaukee County Executive and Supervisors



MILWAUKEE COUNTY
PARKS
N · A · T · I · O · N · A · L
GOLD MEDAL WINNER

The Milwaukee County Park System was the proud recipient of the 2009 NRPA Gold Medal Award – an award for the best managed park system in the nation. The MCPS Department was vigilant in increasing awareness of the award’s importance to the community and in branding Milwaukee County Parks as a Gold Medal Winner.



As one of four finalists traveling to Salt Lake City, Utah, the MCPS Department prepared to get the word out in Milwaukee County.

At approximately 10:45 am MST, Milwaukee County Parks was declared the winner. At 1:00 pm CST County Executive Scott Walker held a press conference – attended by the four major TV stations – to announce the “good news.”



To see the video go to: <http://www.youtube.com/watch?v=7R-28hfwwJo>
(Call Jeff Baudry with any questions (414) 257-4575)



Twenty minutes after MCPS was awarded, thirteen electronic billboards sponsored by Clear Channel Outdoor immediately switched to “Milwaukee County Parks National Gold Medal Winner.” The message was displayed for two-weeks in the billboard rotation any time there was non-scheduled space.

Both U.S. Bank and the Milwaukee Journal Sentinel, great supporters of Milwaukee County Parks, took out an ad – nearly a half page – informing Southeast Wisconsin of the importance of the National Gold Medal Award.



Upon returning from Utah, the MCPS Department put a plan in place to brand the park system as the National Gold Medal Winner.

A new “Gold Medal Winner” Milwaukee County Parks logo was created and used in all identity materials and advertising.





Fox TV's "The Gus Tour" aired four live segments on the morning show at the Mitchell Park Domes, where Director Black thanked the people and partners of the Parks for making the gold-medal win possible.



A one night event celebration paid homage to the MCPS where over 1,500 people attended a free Music Under Glass concert at The Domes. During a break, concert-goers viewed the video of the Gold Medal Award ceremony.

The video of the award ceremony, declaring Milwaukee County Parks the winner, was placed on the Parks website and YouTube.

Go to: **countyparks.com** to view the video.

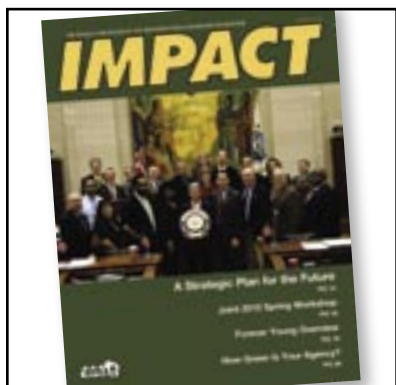
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Parks Director, Sue Black, was featured on the talk show, "The Morning Blend," displaying the award and instilling a sense of pride in residents of Milwaukee County.

Local radio station, "Smooth Jazz," put on a 30 second commercial congratulating Milwaukee County Parks on the Gold Medal Award.

Go to: **<http://www.youtube.com/watch?v=rNAoZT4J0dQ>** to hear the commercial. (Call Jeff Baudry with any questions (414) 257-4575)



The Wisconsin Park & Recreation Association featured MCPS on the cover of IMPACT magazine.



A partner of the Parks Department donated a trophy case to display the Gold Medal Award as it toured Milwaukee County's busiest facilities.

The Milwaukee County Parks Administration Building features a "Gold Medal Winner" Milwaukee County Parks logo rug to greet visitors.



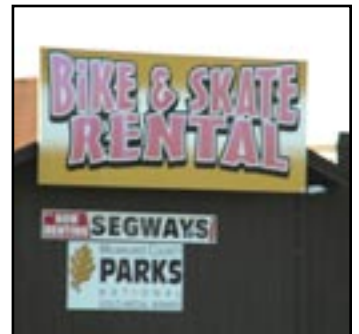
All employee uniforms have the new logo. All employees changed their voicemail message and phone answering etiquette to reflect the Gold Medal Message: "Thank you for calling your Gold Medal Winning Milwaukee County Parks, this is ___, how can I help you?"

Window clings with the new "Gold Medal Winner" Milwaukee County Parks logo were placed at strategic locations informing residents and visitors of the National Gold Medal Award.



Use of new "Gold Medal Winner" logo on balloons, flags, and tents at all ground-breaking and grand opening ceremonies.

The new "Gold Medal Winner" Milwaukee County Parks logo was distributed to event organizers to use in their promotions of special events and to demonstrate their partnership with the Parks.



Continued using the new "Gold Medal Winner" logo at the pools, tennis courts, and on the motorized carts at all golf courses.