

Gregory T. Holding



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Office of Eleventh District Alderman

August 15, 2007

Honorable Gary Becker, Mayor
Members of the Common Council
City of Racine
730 Washington Avenue
Racine, WI 53403

Dear Mayor Becker and Members of the Common Council:

My family and I are frequent visitors to Johnson Dog Park. In my opinion, the signage at the park is inadequate. Visitors have to work hard to see this is a City Park. Here are two pictures of the signage I took at a recent visit:



When I talk with other pet owners at the park, I find a lot of them come from outside of Racine or Racine County. I take no issue with this, as Racine receives a large portion of our funding from State income tax revenues. What I do see, however, is a missed opportunity to market our city to these visitors. It is safe to say that people who drive 20-30 minutes in an SUV to walk their dog would probably be in a good advertising demographic. I am envisioning a 3' x 5' billboard type sign at the entrance to the park. The front side could welcome visitors and inform them of the rules and hours while displaying "loud and proud" that this park is provided by the City of Racine. The rear of the sign could thank visitors for coming let them know they are "only X miles from Downtown Racine and fabulous North Beach, Wisconsin's only Blue Wave certified clean beach" or something to that effect. Perhaps a small map highlighting some Racine attractions would fit as well.

I spoke to Devin Sutherland of the DRC about sponsoring a large sign at the entrance to the park and he was receptive to the idea. I would like the Board of PRCS to direct staff to work with DRC to come up with a plan and timetable for implementation.

Respectfully,

A handwritten signature in black ink, appearing to read 'Greg T. Holding'.

Gregory T. Holding
Alderman of the 11th District