

REGULAR MEETING

**Tourism Commission
December 15, 2021 - 9:00 AM
Community Room
933 Michigan Avenue, Stevens Point, WI**

OR

Zoom Teleconferencing

Meeting ID: 857 0542 4581 | Passcode:12345

By Computer: [Click to Connect](#)

By Phone: +1-312-626-6799 (US Chicago)

AGENDA

Discussion and Possible Action on:

1. Roll Call.
2. Approval of September 27, 2021 meeting minutes
3. Review of Tourism Commission financials
4. American Suzuki Institute Guest Artist Concerts application requesting up to \$5,000.
5. ArtVenture - pilot application requesting \$10,000.
6. Bukolt Park Improvement Project application requesting \$100,000.
7. Discover Downtown Stevens Point application requesting \$5,000 - \$8,000.
8. Dozynki Downtown application requesting \$1,850.
9. Emerson Park Revitalization Project application requesting \$10,000.
10. Landscape ARTichitatural application requesting \$2,500.
11. [StevensPointArea.com](#) Website Redesign application requesting \$36,675.
12. 2022 USA Softball of WI Coed Softball Tournament (3 Day Tournament) application requesting \$1,000.
13. Adjournment.

Meeting Rider

Any person who has special needs while attending this meeting or needing agenda materials for this meeting should contact the City Clerk as soon as possible to ensure a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569, TDD # 346-1556 or by mail at 1515 Strongs Ave., Stevens Point, WI 54481.

Copies of ordinances, resolutions, reports and minutes of the committee meetings are on file at the office of the City Clerk for inspection during normal business hours from 7:30 a.m. to 4:00p.m.

SPECIAL NOTICE

Please take notice that a quorum of the Common Council, City Boards/Commissions may attend this meeting.

REGULAR MEETING

Tourism Commission
September 27, 2021 - 10:00 AM

Community Room
933 Michigan Avenue, Stevens Point, WI

OR

[Zoom Teleconferencing](#)

Meeting ID: 817 6560 8498 | Passcode:12345

By Computer: [Click to Connect](#)

By Phone: +1-312-626-6799 (US Chicago)

MINUTES

Discussion and Possible Action on:

1. Roll Call.

Winn, Schrader, Okonek, Sedlak, and Disher

Also present were Comptroller Ladick, Director Kremer, Brad Duckworth, Kevin Quevillon, Kate Smallwood, Tim Schierl.

2. Approval of December 16, 2020 meeting minutes

Motion by Schrader to approve the meeting minutes for December 16, 2020; second by Disher. Motion passed unanimously.

3. Funding request for Community Stadium at Goerke Field

Presentation by Tim Schierl and Corey Ladick. Motion by Disher to approve \$200,000 over 10 years, second by Winn. Motion passed unanimously.

4. Adjournment.

Motion by Schrader to adjourn the meeting at 10:32 am; second by Winn. Motion passed unanimously.

**Tourism Commission Financial Update
December 2021**

2021 Financial Projections

Beginning Cash Balance 173,509
Receivable at Year End '20 23,682

Total Beginning Balance 197,191

Room Tax	2019	2020	2021	Percentage 2021 to 2019	2020
1st (Jan-Mar)	192,845	159,368	105,590	54.75%	82.64%
2nd (Apr-Jun)	253,558	85,972	172,074	67.86%	33.91%
3rd (Jul-Sep)	314,356	139,625	287,177	91.35%	44.42%
4th (Oct-Dec)	185,194	102,343	138,896	75.00% Projected	55.26%
Total	945,953	487,308	703,737		

Breakdown of Projected Revenue	Percentage of Total Collected	
Tourism Commission	162,845	23.14%
CVB	329,771	46.86%
General Fund	211,121	30.00%

Projected 2021 Expenses

Willet/Riverfront Arts 100,000
Miscellaneous 5,000
Athletic Field-Zenoff 10,000
Riverfront Rendezvous 35,000
PCYOI Zamboni 9,348
Fire Training Site 2,500
Total 161,848

Surplus 997

Projected Year-End Cash 164,054

Projected Receivable at YE 32,140

Total Year End '21 Balance 196,195

		Total Years	Years Paid	Years Remaining	Amount Per Year
Remaining Pledge Obligations at Year-End					
PCYOI Zamboni	18,696	5	3	2	9,348
Athletic Field Turf	60,000	10	4	6	10,000
Fire Training Site	7,500	4	1	3	2,500
Goerke Field Turf	200,000	10	0	10	20,000
Total Pledges	286,196			Total	41,848

**Tourism Commission Financial Update
December 2021**

2022 Financial Projections

Beginning Cash Balance	200,688
Receivable at Year End '20	32,140
Total Beginning Balance	232,828

Room Tax	2019	2020	2021	2022	Percentage 2022 to 2019
1st (Jan-Mar)	192,845	159,368	105,590	149,455	77.50%
2nd (Apr-Jun)	253,558	85,972	172,074	215,524	85.00%
3rd (Jul-Sep)	314,356	139,625	287,177	282,920	90.00%
4th (Oct-Dec)	185,194	102,343	138,896	157,415	85.00%
Total	945,953	487,308	703,737	805,314.48	

Breakdown of Projected Revenue	Percentage of Total Collected	
Tourism Commission	186,350	23.14%
CVB	377,370	46.86%
General Fund	241,594	30.00%

Projected 2022 Expenses

Willett/Riverfront Arts	100,000
Miscellaneous	5,000
Athletic Field-Zenoff	10,000
Riverfront Rendezvous	35,000
PCYOI Zamboni	9,348
Fire Training Site	2,500
Athletic Field-Goerke	20,000
Total	181,848
Surplus	4,502
Projected Year-End Cash	200,904
Projected Receivable at YE	36,426
Total Year End '21 Balance	237,330

	Total	Years	Years	Amount	
	Years	Paid	Remaining	Per Year	
Remaining Pledge Obligations at Year-End					
PCYOI Zamboni	18,696	5	4	1	9,348
Athletic Field Turf	60,000	10	5	5	10,000
Fire Training Site	7,500	4	2	2	2,500
Goerke Field Turf	200,000	10	1	9	20,000
Total Pledges	286,196			Total	41,848

2021 Room Tax Funding Proposal

Please complete this application and submit by November 12, 2021 at 3:30 pm. Applications will be reviewed by the Stevens Point Tourism Commission following the application deadline. All applicants will be notified of the December 2021 Tourism Commission meeting date in which grants awards will be announced.

Date *

MM DD YYYY

07 / 18 / 2022

Title of Proposal *

American Suzuki Institute Guest Artist Concerts

Requested on Behalf of what Group/Organization *

Aber Suzuki Center

Mission of the Organization or Group *

"...to nurture, educate and inspire students, parents and teachers to incorporate the philosophical principles and music education methods of Dr. Shinichi Suzuki into their lives."

First and Last Name *

Ann Marie Novak

Email Address *

anovak@uwsp.edu

Phone Number *

7153464889

Street Address *

1800 Portage St.

City, State, Zip Code

Stevens Point, WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

Federal Registration No. 39-73-1021-K. State No. ES 40706.

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

American Suzuki Institute Guest Artist Concert will be free and open to the public. Our goal this year is to bring in a major artist, which in turn, will attract more attendees to the Institute.

2. Explain how the program will impact our community's ability to attract visitors. *

The American Suzuki Institute (ASI) typically attracts over 1,000 people to the Stevens Point area for two weeks each summer. People arrive from all over the world to attend this program, which was the first of its kind outside of Japan. Please see our Program Booklet from last year. The file is too large for this form, so please use the link to access:[https://urldefense.com/v3/__https://r20.rs6.net/tn.jsp?f=001vt0xMRXhl6eLb-NOVTycezvcFgOwwQSPizepf_N7dG-DVjgDWopkQwteYcCO2kN1e8Zttj69ytWIT-m_9Dy4Bjlkqjgt1YXF_jZyuWbtwW94Q2B0deG6ONAszXMoBqxN_Toltow5MObw8mBhmFZ8hbsXRUoLGV9UgAWd6u18kMjcdnoUtzRBTMJ5qVe1gdDr5WuP9xB5WABElmhSKaVO9EV4J9p5IRgcOKGThLdl8ntto-klTgwf3ukDtiDdPqmH&c=DPYWY65J7kgPwKkvdHphFd3YPshUKyGa0c0IFy4ke8bKGf8ULZNQ==&ch=cdq_rBwiKhNR6wkdw0W8e0fbDKSxY-uGMIN-5FNcIVYCWrg9av6w==__;!!OgRYtnnXsQ!Yp4MYfOGh6xu2er5PC0D6__Lyx6b4XZjtIP5qZkq7MA899qeJ1s4vp-p-OGP9hTo\\$](https://urldefense.com/v3/__https://r20.rs6.net/tn.jsp?f=001vt0xMRXhl6eLb-NOVTycezvcFgOwwQSPizepf_N7dG-DVjgDWopkQwteYcCO2kN1e8Zttj69ytWIT-m_9Dy4Bjlkqjgt1YXF_jZyuWbtwW94Q2B0deG6ONAszXMoBqxN_Toltow5MObw8mBhmFZ8hbsXRUoLGV9UgAWd6u18kMjcdnoUtzRBTMJ5qVe1gdDr5WuP9xB5WABElmhSKaVO9EV4J9p5IRgcOKGThLdl8ntto-klTgwf3ukDtiDdPqmH&c=DPYWY65J7kgPwKkvdHphFd3YPshUKyGa0c0IFy4ke8bKGf8ULZNQ==&ch=cdq_rBwiKhNR6wkdw0W8e0fbDKSxY-uGMIN-5FNcIVYCWrg9av6w==__;!!OgRYtnnXsQ!Yp4MYfOGh6xu2er5PC0D6__Lyx6b4XZjtIP5qZkq7MA899qeJ1s4vp-p-OGP9hTo$)

3. Please estimate the number of room nights that will be generated. *

The Institutes generates 17 room nights

4. Describe how the quality of life in our community will be enhanced by completing this program. *

The arts are a vital part of this community. Teaching children in the arts is essential to carrying forward our humanity and culture. The depth, breadth and level of excellence at the Institute is an important part of the culture of Stevens Point.

5. Estimate how many people and what market segments will be served by this program. *

We attract over 1,000 people to the City annually. We are child-centered, but also reach deeply into the Arts community in the area.

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

Yes. The Aber Suzuki Center/American Suzuki Institute generates revenue, but we do not charge admission to the concerts. We believe that they should be accessible to anyone who wishes to attend.. Any profit margin from the Institute (should there be any) will go toward enhancing the program in the following year.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

Director of Suzuki Programs - Ann Marie Novak. Ongoing staff of 14, and a teaching staff of approximately 45 during ASI

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

N/A

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)

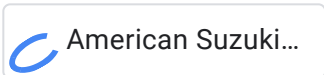
Tuition from the families who enroll, Dean's Fund, Business Sponsors

10. Please provide the dollar amount of room tax grant funding you are requesting.

A high-profile guest artist can cost as much as \$5,000. Anything up to that amount would help us to attract a high-profile artist.

Budget Information

11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *



12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

13. Please include additional information, renderings or supporting materials.

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Google Forms



American Suzuki Institute 2022 Guest Artist Budget

Expenses

Artist Fees	4,000
Lodging	200
Travel	800
Food	150
Other Expenses	500
	5,650

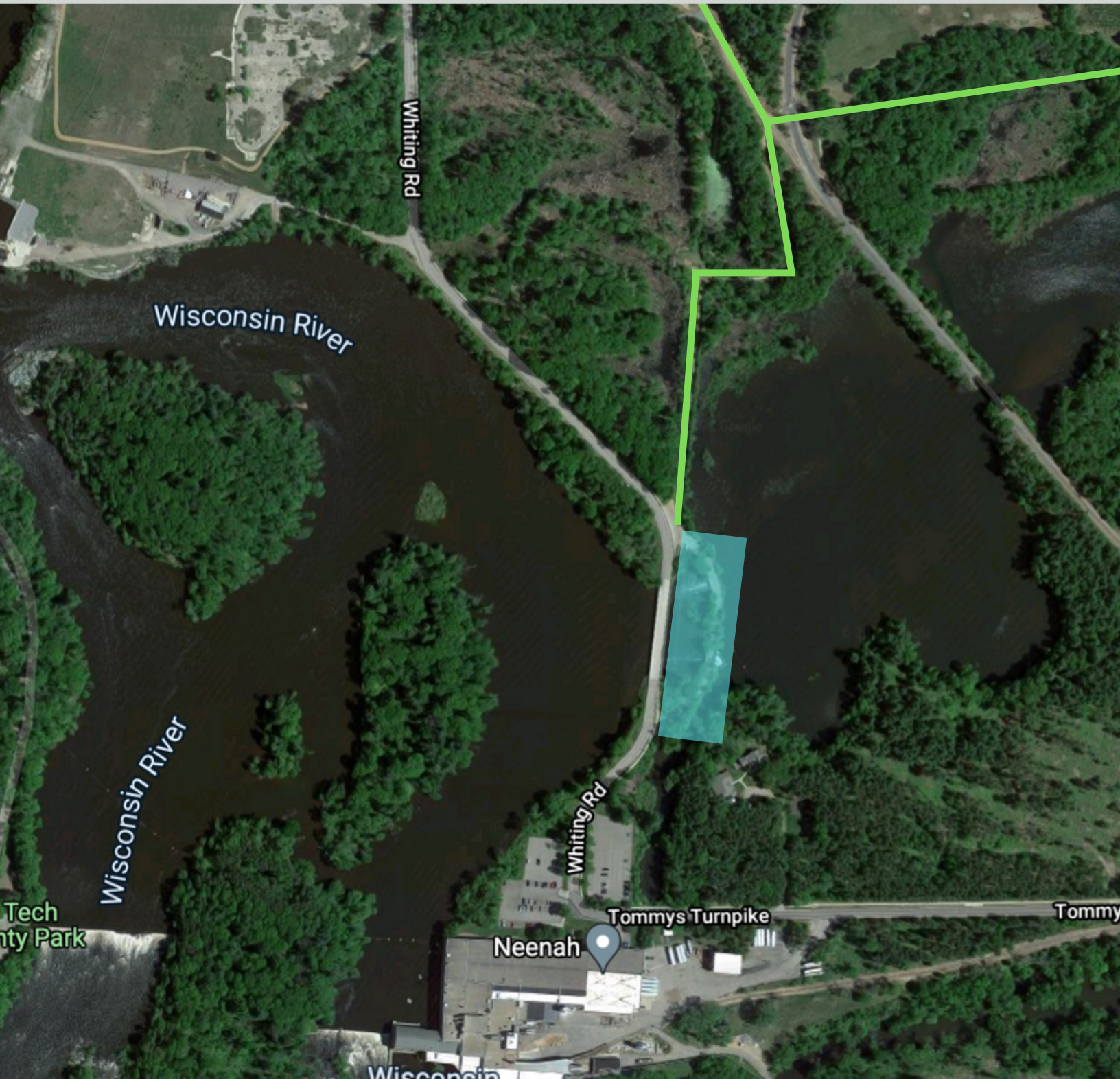
Other Revenue

Dean's Fund	1,000
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Total need	4,650
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ArtVenture Pilot Budget		
Revenue		
	Tourism Commission Grant	\$10,000
	Village of Whiting Support	\$5,000
	CREATE Placemaking Fund	\$5,000
	CREATE Project Management	\$2,000
TOTAL REVENUE		\$22,000
Expense		
	UWSP Design Fee	\$2,000
	Materials	\$9,500
	Installation/Equipment	\$2,500
	Lighting	\$3,000
	Landscaping	\$1,500
	Marketing Materials	\$1,000
	CREATE Project Management	\$2,000
	Miscellaneous	\$500
TOTAL EXPENSE		\$22,000

ART VENTURES!



Green Circle Trail



Tommy's Turnpike Orphan Space



2021 Room Tax Funding Proposal

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Date *

MM DD YYYY

11 / 09 / 2021

Title of Proposal *

ArtVenture - Pilot

Requested on Behalf of what Group/Organization *

CREATE Portage County

Mission of the Organization or Group *

CREATE Portage County accelerates creativity, connection, and collaboration to advance vibrant and welcoming communities.

First and Last Name *

Christopher Klesmith

Email Address *

chrisk@createportagecounty.org

Phone Number *

7152540460

Street Address *

1039B Ellis St

City, State, Zip Code

Stevens Point, WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

20-1960836

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

In partnership with the Village of Whiting and the UWSP Environmental Art class, CREATE seeks funds to transform the orphan space (see Mrill Ingram at UW-Madison for background on orphan spaces) at the old Tommy's Turnpike bridge into an intentional gathering space. This placemaking project will work with Whiting residents and other community stakeholders to install public art, lighting, and other infrastructure that celebrates our community identity while making use of the former bridge as a waterfront patio. With its close proximity to the Green Circle Trail and the Plover River, this reinvention of the space will serve as a destination for bikers, hikers, fishers, kayakers, and nearby residents.

2. Explain how the program will impact our community's ability to attract visitors. *

This project pilots a larger strategy CREATE Portage County is developing to integrate public art with conservation and outdoor recreation in hopes of increasing both the number of visitors and the length of their stays by expanding infrastructure that makes use of Portage County's most attractive features. By placing public art in strategic outdoor areas, "ArtVentures!" will strengthen the area's reputation as a creative and environmental leader in Wisconsin. These "ArtVentures!" will install public art at and enroute to select green spaces and recreation areas to fill gaps and create new destinations. Accompanying maps will outline routes for silent sport athletes to engage with these installations as they bike, kayak, ski, and more. Pairing these installations with the existing "Pedal, Paddle, & Hike Guide" will give visitors greater reason to plan out extended stays in Portage County so that they can see more of these hidden art spaces while they explore county trail systems and waterways.

3. Please estimate the number of room nights that will be generated. *

According to Trip Advisor, the Stevens Point Sculpture Park is Portage County's third-most-visited tourism destination with the Green Circle Trail topping the list. The Sculpture Park has proven the value of investments that mix public art and the outdoors, however, the length of time needed to visit the existing park often doesn't require visitors to spend the night. By installing complementary tourism amenities throughout the county and developing routes that make key connection points to trail systems, waterways, breweries, and other amenities, we believe we can encourage the existing Sculpture Park audience to lengthen their stays and make a week or weekend out of these curated "ArtVentures!" Through our mural installations and geocacheable sculptures, CREATE already has made investments that will support this concept.

4. Describe how the quality of life in our community will be enhanced by completing this program. *

In addition to the general benefits that come from investing in attractive public spaces, the "ArtVenture!" program will encourage active lifestyles in Portage County in support of overall wellness. The initial concept for this project came out of a partnership with Portage County CAN, which worked with CREATE to design an online Active Art Map to encourage residents to walk around the downtown and take in all of the public art. Through that effort, we recognized we could be more intentional in our placement of public art to support biking, kayaking, and other silent sports in addition to walking. Making these wellness activities even more attractive through this program will encourage our community to spend more time outdoors and build their social networks.

5. Estimate how many people and what market segments will be served by this program. *

This project merges two market segments that are already drawing visitors to Portage County. The Arts and outdoor recreation are both strong draws. By integrating the two, we believe we will add distinction to both market segments that makes it easier for visitors to choose our arts scene and/or our trails over other Wisconsin communities competing for the same markets. With care, we can also design our routes to include ice cream shops, farms, breweries, local retail, and other commercial amenities that add additional value to these visits.

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

While this project will not generate direct revenue, we do expect that the hospitality and outdoor recreation sectors will indirectly generate profit from this program. Over time, we may integrate merchandise in post cards, t-shirts, etc. that generates revenue for CREATE that helps us continue to make these investments. CREATE has a proven track record of using installations like these to attract visitors to commercial corridors. Through strategically designed routes, "ArtVenture!" will also indirectly generate revenue for area businesses.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

We are in conversations with the Village of Whiting and their parks department about long-term maintenance needs for this project. Maintenance of public art installations will be the responsibility of CREATE Portage County.

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

"ArtVentures!" is as much a marketing effort as it is an installation. While we will expand upon current public art installations and outdoor recreation attractions in the region to support a wider breadth of activity, the larger focus will be curating and promoting the routes that add value to all related locations. This adds value to other groups making similar investments and should lift all boats. By creating additional connections between the outdoors and public art, "ArtVentures!" will elevate the brand of the Stevens Point area as an environmentally-forward and creative region.

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)

We are exploring the use of some park funding from the Village of Whiting, and CREATE Portage County has additional placemaking resources it invests in projects like these.

10. Please provide the dollar amount of room tax grant funding you are requesting.

\$10,000

Budget Information

11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *



12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

13. Please include additional information, renderings or supporting materials.



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2021 Room Tax Funding Proposal

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Date *

MM DD YYYY

11 / 12 / 2021

Title of Proposal *

Bukolt Park Improvement Project

Requested on Behalf of what Group/Organization *

Stevens Point Sixers Baseball Club

Mission of the Organization or Group *

To provide a competitive atmosphere for local talent from many backgrounds to continue to play summer baseball beyond their developmental years, while representing Berens-Scribner American Legion Post 6 with the highest respect on and off the field.

First and Last Name *

Wendy Cychosz

Email Address *

wychosz@gmail.com

Phone Number *

715-570-5436

Street Address *

3389 Evergreen Drive

City, State, Zip Code

Rosholt, WI 54473

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

83-0632368

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

For the past 58 years the Stevens Point Sixers Baseball Club has had a collaborative relationship with American Legion Post 6 which is a benefit not only to our organization but also to the community. Members of Post 6 have attended Sixers board meetings, announced at ball games, and show frequent support as a spectator. American Legion baseball at Bukolt Park set the bar high back in the day with its incredible venue and location. Our improvement project is to implement the needs of upkeep for safety, updated mandates and overall visual appealing park improvements that include outfield lighting upgrade, asphalt replacement for the walkways and in front of the bleachers, new turf for the batting cages, sound system and speakers, bleacher resurfacing, foul ball netting on first baseline, new storage shed, and baseline pavilions with sky decks. The main goal is to continue to provide an experience for teams and spectators that is a step above other ballparks in the surrounding area.

2. Explain how the program will impact our community's ability to attract visitors. *

Our biggest goal with updating the on-field lighting at Bukolt Park would allow our organization to bid for the AAA American Legion Junior and Senior State tournaments which is a 5 day tournament with 8 teams playing one game a day. Teams consisting of a minimum of 15 players not including coaching staff along with their families would need hotels, restaurants, gas and have ample time for recreational opportunities. Families involved in Sixers baseball have been around baseball for many years of their lives. It is well known the appreciation that is given when a team participates in a game at a current, well maintained complex. Building Bukolt Park back up allows the park to be a desirable location for teams to attend when season and tournament schedules are made.

3. Please estimate the number of room nights that will be generated. *

With our 3 annual tournaments a year, they will take 400 rooms. Adding a state tournament would be an additional 300 rooms.

4. Describe how the quality of life in our community will be enhanced by completing this program. *

Baseball in Central Wisconsin has always been an honored tradition. Our youth programs continue to strive and the Sixers organization wants to continue to be the pride for upcoming players and their families ultimately reaching the grand stage of playing on Cub Mancheski field at Bukolt Park.

5. Estimate how many people and what market segments will be served by this program. *

The improvements project will serve over 1000 players families over the next 30 years. The market segments our program impacts are vast. For those served by the program the main impact is our teen/high school to young adult/college community members. Included are their families and the collaboration with Post 6 American Legion. Many families are multi children and therefore the number increases as many siblings are seen around the park. The number significantly increases when you think of the number of people indirectly served by this program – you can now include extended family members, friends and those who just come to the park for the love of baseball. Involvement by Post 6 American Legion has also extended to their families. Tourists of all genders age, marital status, ethnicity, occupation, religion, income and education are welcome and can share the love of baseball and being outdoors. The number of people served by this program also significantly increases when you take into consideration the teams visiting the park.

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

Our anticipated revenue would come from tournament entry fees, spectator tournament gate fees and increased concession sales. The Stevens Point Sixers Baseball Club would secure the profit.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

Stevens Point Sixers Baseball Club and the ongoing maintenance partnership with the City of Stevens Point.

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

We are the only American Legion program in the Stevens Point area. American Legion baseball has always been the elite for local players to showcase themselves with the opportunity every season to earn a State playoff birth with hopes to make it to the Regional and National level. Club teams do not have this opportunity to be part of this state-wide organization that values tradition to our country and boasts respect to the ones who make it possible for them to play.

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)

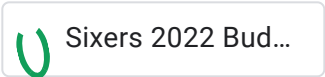
Players fees approximately \$600, annual advertising approximately \$2000 that fluctuates from year to year, \$2000 annual donation from Post 6 and our concession stand offered at all home Spash, Pacelli, Stevens Point Youth Baseball Association and Sixers games.

10. Please provide the dollar amount of room tax grant funding you are requesting.

\$100,000

Budget Information

11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *



12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

13. Please include additional information, renderings or supporting materials.

This content is neither created nor endorsed by Google.

Google Forms

Stevens Point American Legion Baseball Club

Capital Budget - 5yr

Property Name: Bukolt Park, Stevens Point, WI

ITEM / REPAIR	2022	2023
Ballpark lighting	10,000	
TOTALS	10,000	-

2024	2025	2026	TOTAL
			-
			10,000
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-	-	-	10,000

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**Stevens Point American Legion Baseball Club
2022 Operating Budget**

	<u>2022</u>
Income	
Admissions	6,000
Advertisements	500
Concessions	27,000
Donations	2,000
Players Fees	19,750
Fundraising	5,000
Tournament fee	3,500
Total for Income	\$ 63,750
Expenses	
Accounting	201
Advertising & Marketing	100
Busing	3,000
Coaching	6,000
Concessions expense	17,000
Fees & Charges	100
Insurance	450
Insurance workers comp	500
Legion Dues	600
License	150
Office Supplies & Software	500
Park Supplies	1,500
Printing	150
Repairs & Maintenance	500
Park Improvements	5,000
Umpires	7,500
Uniforms	7,800
Utilities	1,560
Wages	3,000
Total for Expenses	\$ 55,611
Net Income	\$ 8,139

DOWNTOWN STEVENS POINT
SHOP · EAT · PLAY · STAY

PRESENTS

DISCOVER DOWNTOWN!

SOMETHING FOR EVERYONE

Saturday July 17, 2021 10am-4pm
Main Street, Clark Street,
Strongs Ave, 2nd Street, 3rd Street, Artisan Alley

Enjoy the Farmers Market, Sidewalk Sales, Food and MORE!
12:00pm 'Style on Main' Fashion Show by Bria Bella

Live Music
East End Stage 12- 2 Chaz n Gerry & 2-4 Steve Strasman
West End Stage 1-4 Garth and the Shantytowners

2021 Room Tax Funding Proposal

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Date *

MM DD YYYY

11 / 12 / 2021

Title of Proposal *

Discover Downtown Stevens Point

Requested on Behalf of what Group/Organization *

Stevens Point Alliance- Downtown Point

Mission of the Organization or Group *

We are an organized group of small business owners and organizations downtown with a common goal to increase tourism, support local businesses, advance their causes and make historic Downtown Stevens Point a destination for everyone. Downtown Point works together with businesses downtown to feature a number of events in the heart of Stevens Point. Putting our support directly back into our downtown, our goal is to increase tourism, support local businesses, advance their causes and make historic Downtown Stevens Point a destination for everyone. We want to give everyone the enjoyment of family-friendly events in a warm and welcoming Downtown.

First and Last Name *

Troy Hojnacki

Email Address *

info@downtownpointwi.com

Phone Number *

1-715-340-8013

Street Address *

P.O. Box 675

City, State, Zip Code

Stevens Point, WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

The Discover Downtown Event has had a good local community draw already. It has typically been the 3rd Saturday in July every year. This is an event that brings locals into the heart of their community for local shopping, food and local artists (music and arts). There has been activities like clowns, face painting, bounce houses and kids activities up and down Main Street. The Main Street is closed for the community to safely walk up and down Main Street while partaking in Shopping, eating, gathering and all the events scheduled for the Discover Downtown Event.

2. Explain how the program will impact our community's ability to attract visitors. *

We believe that expanding and making this Discover Downtown event a 2 day whole weekend style event will be a great way to market to surrounding city's to make Stevens Point an overnight stay destination location for this weekend. We will run a contest for visitors to get their hotel stay covered in the way of a random drawing if they book and stay in a Stevens Point Hotel that weekend. Locals also would qualify for the chance to win and get their hotel stay reimbursed. We would market it as a STAY Vacation weekend. Which means staying local or visiting neighboring Stevens Point is a great little fast getaway.

3. Please estimate the number of room nights that will be generated. *

The number of rooms/ nights could easily be in the hundreds. The one day local event has had guests in the 2-3 thousands numbers. Without a contest just to partake in the day advertised events.

4. Describe how the quality of life in our community will be enhanced by completing this program. *

We believe that we have a great Downtown Community. The more we can showcase this great Downtown Area and Waterfront to Central Wisconsin and beyond. This will bring visitors and guests for years to come to spent time and money in our great city. Life will be enhanced in Stevens Point by this awareness and by the economic impact to the retail shops, restaurants, gas stations and hotels that will get a boost to their bottom line. Local business owners live local, and Spent local.

5. Estimate how many people and what market segments will be served by this program. *

All local Downtown Retail shops, Restaurant's, surrounding gas stations and hotels will be served by this multi-day overnight event.

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

No, there is no income generated to the Stevens Point Alliance. This is an event that truly spreads the economic impact around the city and to those that serve the public.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

All Shop owners staff their own storefronts.

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

N/A

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)


N/A

10. Please provide the dollar amount of room tax grant funding you are requesting.

\$5000.00 to \$8000.00

Budget Information


11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *

 Discover Downto...

12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

13. Please include additional information, renderings or supporting materials.

 discover event - ...

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2021 Room Tax Funding Proposal

Please complete this application and submit by November 12, 2021 at 3:30 pm. Applications will be reviewed by the Stevens Point Tourism Commission following the application deadline. All applicants will be notified of the December 2021 Tourism Commission meeting date in which grants awards will be announced.

Date *

MM DD YYYY

11 / 06 / 2021

Title of Proposal *

Dozynki Downtown

Requested on Behalf of what Group/Organization *

Polish Heritage Awareness Society of Central Wisconsin

Mission of the Organization or Group *

Dedicated to the education, promotion, and preservation of the Polish American heritage.

First and Last Name *

Kristeen Carne and Francene Gollon

Email Address *

kcarne@ufgroup.net

Phone Number *

7153403259

Street Address *

6639 Cattle Lane

City, State, Zip Code

Stevens Point

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

39-1780504 Federal ID Number for 501(c)(3)

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

Our event will offer an opportunity for local and far reaching participants, of all backgrounds, to learn about and celebrate Polish culture in Stevens Point.

2. Explain how the program will impact our community's ability to attract visitors. *

Dozynki is a world wide fall festival celebrated by Poles. Our mission is to bring not only local Polish descendants, but attract groups from various cities and backgrounds to our beautiful and historical downtown Stevens Point and the surrounding area.

3. Please estimate the number of room nights that will be generated. *

3

4. Describe how the quality of life in our community will be enhanced by completing this program. *

Stevens Point has deep roots in Polish heritage and we all enjoy sharing our culture and traditions with people of all ages and backgrounds. Educating young children in our culture and enticing seniors to share their memories, strengthens bonds between generations. Celebrating the harvest in the Mitchell Market Square and surrounding downtown with our local farmers, will connect not only local residents but visitors as well, with our thriving culture and traditions. Incorporating the downtown businesses, library, Historical Society, Genealogy Society, and the Cultural Commons Park into this event will further demonstrate our Polish ties to our community.

5. Estimate how many people and what market segments will be served by this program. *

Estimated 1500. All segments as Dozynki is an all inclusive event.

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

Yes, Dozynki will generate profits to our local businesses, mainly in the downtown area as the event will take place in the downtown area.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

Polish Heritage Awareness Society of Central Wisconsin

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

N/A

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)


N/A

10. Please provide the dollar amount of room tax grant funding you are requesting.

\$1850

Budget Information

11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *

 Dozynki Downto...

12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

13. Please include additional information, renderings or supporting materials.

This content is neither created nor endorsed by Google.

Google Forms

Dozynki Downtown September 17, 2022												
Expenses												
	Expected	Actual 2022										
Production												
Polish Mountain Dogs	\$200.00											
Polish Dancers- Syrena or Dolina	\$500.00											
Craft supplies at Children's Museum	\$100.00											
Downtown Businesses Participation	\$500.00											
Geppetto's Polish Folk Tale reading	\$0.00											
Library Room for genealogy/history	\$0.00											
My Cyganie Gypsie dancers	\$0.00											
Harvest Festival décor	\$150.00											
Advertising												
Flyers for businesses	\$300.00											
Bifold Outdoor Adds	\$100.00											
Total Expenses	\$1,850.00											
Income												
Donations from local businesses												
Pledge from Gollon Brothers Bait	200											
Donations from Polish Heritage society volunteers												
Donation of coloring books	50											

2021 Room Tax Funding Proposal

Please complete this application and submit by November 12, 2021 at 3:30 pm. Applications will be reviewed by the Stevens Point Tourism Commission following the application deadline. All applicants will be notified of the December 2021 Tourism Commission meeting date in which grants awards will be announced.

Date *

MM DD YYYY

11 / 04 / 2021

Title of Proposal *

Emerson Park Revitalization Project

Requested on Behalf of what Group/Organization *

Friends of Emerson Park

Mission of the Organization or Group *

The Friends of Emerson Park are a grassroots group of citizens with a mission to revitalize Emerson Park, a neighborhood park in the heart of Stevens Point, to provide safe, inviting, outdoor recreational space for residents and visitors alike. Friends of Emerson Park believe open spaces and public parks bring value and vitality to neighborhoods and that vibrant city parks are central to the health, safety, and prosperity of our community.

First and Last Name *

Ginger Keymer

Email Address *

friendsofemersonpark@gmail.com

Phone Number *

715-869-0443

Street Address *

1816 Lincoln Avenue

City, State, Zip Code

Stevens Point, WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

39-0827885

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

The revitalization of Emerson Park is an ambitious project located in the heart of the Stevens Point community. The project plan has three main goals to: (1) improve the greenspace for spontaneous play or planned events; (2) upgrade to include a modern playground for all ages; and (3) construct a multipurpose athletic court designed for basketball, pickleball, and tennis. In making park improvements we seek to create a multigenerational space to benefit residents and visitors of all ages and abilities, where individuals, groups, and families can gather to enjoy the outdoors, engage in physical activity, or attend community events. As noted by the University of Kentucky's Parks and Recreation Administration website; "Quality parks and recreation are cited as one of the top three reasons that businesses cite in relocation decisions. Parks improve the local tax base and increase property values." Attracting additional businesses leads to more employees commuting into or relocating to Stevens Point, additional opportunity for corporate events and conventions, and added sales and income tax generated for the City. By investing in our public park system, we are investing in the health and well-being of our community, improving property values, and enhancing the quality of life in Stevens Point. Community engagement opportunities are numerous (planning, development, utilization, communication, advocacy to name a few) and once a completed Emerson Park is realized, event opportunities are limitless. The resulting public benefits will be lasting for generations to come.

2. Explain how the program will impact our community's ability to attract visitors. *

According to a recently completed City Strategic Plan, outdoor recreation and access to nature and parks are among the greatest strengths of the Stevens Point community. Among the City's biggest challenges are the need for year-round activities, event venues, and community gathering spaces, and the improvement of blighted properties. Investment and revitalization of Emerson Park improves the visual aesthetics of the physical property, creates additional public gathering space in a central location that can be used year-round for events and activities. To be a dynamic destination, the parks and outdoor opportunities we offer need to thrive and grow, particularly in our urban center where they are missing. Inviting city parks and scenic green spaces attract tourists, serve as community signature pieces, and can serve as a marketing tool for the city. A revitalized Emerson provides additional public gathering space to host small festivals, concerts, and athletic events, all in the heart of the city, and strengthens Stevens Point's reputation as a regional destination for outdoor activities.

3. Please estimate the number of room nights that will be generated. *

In addition to hotels, there are a number of Bed and Breakfasts, vacation rentals, and airbnb sites that are centrally located near the UW-Stevens Point campus, downtown, and Emerson Park. When groups and families choose these types of housing for travel, the number of nearby attractions such as restaurants, entertainment, and parks are key to their booking decision. We estimate that a revitalized Emerson Park will increase room stays at hotels, vacation rentals, and airbnb's within a mile of the park by 10%. The outdoors has long been a central component of Wisconsin tourism. According to Sara Meaney, Wisconsin Department of Tourism Secretary, the outdoors "is the number one marketable reason people come to Wisconsin." According to Paul M. Sherer, writing for the Trust for Public Land, "Parks attract tourists, filling hotel rooms and bringing customers to local stores and restaurants." Investing in an improved Emerson Park builds on our City's stellar parks system which draws visitors from across the region and state. People come here to bike and hike the Green Circle trail, visit the Sculpture Park and Schmeckle Reserve, play disc golf at the Yulga Park course, or attend games at Goerke Stadium, and the baseball/softball complexes. Emerson is a way to augment and build on that legacy, by bringing a park to a highly visible corridor of our city that is currently lacking public greenspace.

4. Describe how the quality of life in our community will be enhanced by completing this program. *

Revitalizing Emerson Park will enhance livability in the core of Stevens Point and provide opportunities for children, students, families, and visitors to engage in nature, outdoor physical activity, and social interaction in a public gathering space. Emerson is the only public park located in a densely populated neighborhood surrounded by compact residential lots. These compact lots create increased demand for outdoor spaces to gather and play. Within a half mile of Emerson Park there are numerous day care centers and more than a half dozen public and private schools. Many surrounding schools and child centers have little or no green space and utilize Emerson for outdoor recreation. Additionally, there is a State university, technical college, community hospital, and small to large business with employees who could walk to Emerson for workday refreshment. This urban core of Stevens Point has an unmet need for public, outdoor, recreational space. A majority of our City's green space and public parks lie on the periphery of town. Our public trails and parks are a gem to the community and a regional attraction. The Green Circle Trail, Schmeckle Reserve, the Sculpture Park, Bukolt, Pfiffner, and the Riverfront, attract visitors and residents alike, and have seen huge financial support and investment. Emerson Park is a missing piece that ties the core of our city to the legacy of greenspace that draws residents and visitors to Stevens Point. It's time to invest in the center of our city, placing outdoor recreation in it's core and not just its corners. Building on our brand, a revitalized Emerson Park, expands our stellar park system to include the heart of Stevens Point.

5. Estimate how many people and what market segments will be served by this program. *

An estimated 5,000 residents, including a diverse economic mix of families, live within a half mile of Emerson Park. The neighborhoods surrounding Emerson have a higher population density than other parts of our City and bring in more property taxes than other districts. And yet, until the founding of Emerson Park in 2019, there were no public parks in the center of Stevens Point. Within a half mile of Emerson Park there are over half a dozen public and private schools, including the campus of UW-Stevens Point (UWSP). The combined enrollment of these institutions is over 10,000 students. These are students who walk, bike, and drive past Emerson Park on a near daily basis. Prospective students and families who come to visit the UWSP campus undoubtedly pass the vacant greenspace on their way into and around town. In addition, Clark Street, which serves as a major thoroughfare through the City, borders Emerson Park to the north, and sees average daily traffic counts of around 7,000 vehicles, third only to Division Street and Michigan Avenue in city street traffic. Arguably most visitors and guests traveling to and through our City will pass Emerson Park. A fully developed and improved park in the heart of our City will improve the aesthetics of our Historic District, increase property values for the neighborhood, and provide an enticing and inviting place for guests and visitors to the University, Aspirus St. Michael's Hospital, both two blocks north, and visiting sports teams playing in nearby Goerke Field and Stadium.

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

In 2020, in many ways an underperforming budget year, the City Parks Department generated over \$16,000 in recreational facility rentals and over \$30,000 in park lodge rentals. From Jan 1 - Sept 21, 2021, the Parks Department generated over \$50,000 in park lodge rental charges. These are two of the largest line items in the City's budget of Public Charges for Services. One of the core features of the Emerson Park Revitalization Project is an open-air pavilion which would be available for public and private rental, contributing to additional revenue generation from the Parks Department for the City of Stevens Point. Although this project will not produce a traditional profit margin, reaching our total fundraising goal of \$900,000 will allow the full project plan to be realized, with enough cash remaining to create an endowment to cover future maintenance and replacement costs; Saving the city, the Parks Department, and taxpayers future costs. In addition, investing in our public parks is an investment in quality of life, an investment in our community, with significant potential to boost surrounding property values. An improved Emerson Park makes the aging neighborhood more attractive to visitors and home buyers.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

The City of Stevens Point Parks, Recreation and Forestry Department is responsible for the ongoing maintenance of Emerson Park. This includes regular lawn and tree care, snow removal, outdoor ice rink upkeep, and athletic court and playground maintenance. The Friends of Emerson Park (FoEP) have collaborated with the Parks, Recreation and Forestry Department on the master park designs, including the design of the upgraded playground, slated for installation in phase one of the project, as well the multi-faceted basketball/pickleball/tennis court.

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

The revitalization of Emerson Park differs from other area park improvement projects since it is the only park project in the city's urban core, within close proximity to the downtown area, the campus of the UW-Stevens Point, and Aspirus St. Michael's Hospital. Plans include ADA accessible equipment, pathways, and two ADA accessible parking stalls, features and improvements not found in all city parks. Another distinction, the Emerson Park revitalization project is being driven exclusively by community residents who strongly believe that open spaces and public parks bring value to neighborhoods and that vibrant city parks are vital to the health, safety, and prosperity of our community. Unlike other park spaces, the Emerson Park parcel was recently reacquired by the City in 2018, after decades of neglect and deferred maintenance. Since the demolition of the last Emerson School in the early 2000's, this site has been idle waiting to be transformed into a safe, recreational hub in the core of the City. The FoEP sought input from the community and the overwhelming response indicated the first upgrade needed at the site is a new, vibrant playground. The existing playground equipment is a half century old and does not comply with current playground safety standards. The park and playground will continue to decline without attention and investment in improvements. A revitalized Emerson Park will bring life and vibrancy to a prominent, heavily traveled, historic corridor of our City.

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)


City of Stevens Point: \$60,000; Family wishing to remain anonymous: \$25,000; Community Parks Improvement Committee: \$15,000 (2022-2024); Community Foundation of Central Wisconsin: \$10,000; Individual donations of less than \$900: \$5936.18; Delta Dental: \$5000; Monogram Loves Kids Foundation: \$5000; American Transmission Company: \$4000; Parks Dept. Memorial Bench proceeds: approx \$2400; Wisconsin Public Service Foundation: \$2000; Elks Lodge #641 of Stevens Point: \$2000; Stevens Point Kiwanis Club: \$1000; Karin Hyler: \$1000; Stevens Point Area Co-op & matching donor: \$986.96; St Paul Lutheran School: \$956.50; Waste Management: \$500

10. Please provide the dollar amount of room tax grant funding you are requesting.

We are requesting a two-year pledge of \$5,000 in 2022, followed by an additional \$5000 in 2023. This request is only 3.6% of our Phase One goal of \$275,000 and 1.1% of our overall goal of \$900,000.

Budget Information


11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *


 OrganizationalBu...

12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

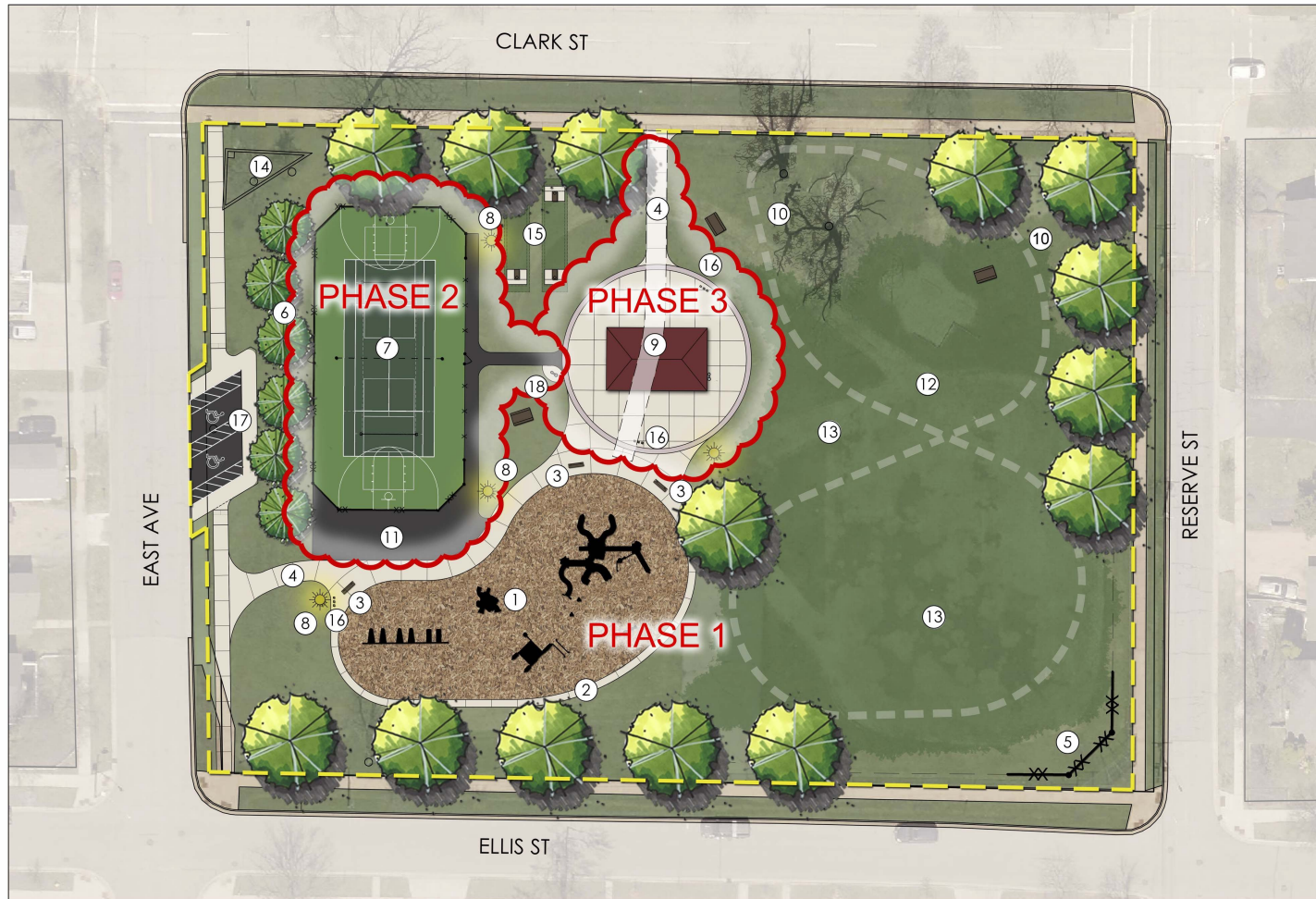
13. Please include additional information, renderings or supporting materials.

 Emerson Park Ph...

 Emerson Booklet...

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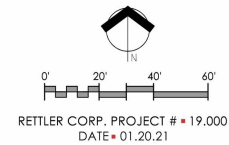
Google Forms



KEYNOTES

- ① PLAYGROUND AREA (~8,000 SF WITH NEW EQUIPMENT AND WOOD FIBER SURFACE) [INCLUDING AN ADA COMPLIANT SWING & TODDLER/PARENT SWING]
- ② PLAYGROUND PERIMETER WALK (CONCRETE SURFACE, 3' WIDTH)
- ③ SEATING AREA WITH BENCH
- ④ CENTRAL WALK (8-FT WIDE, CONCRETE)
- ⑤ BALL FIELD BACKSTOP
- ⑥ PERIMETER LANDSCAPING
- ⑦ COMBINATION PICKLEBALL/TENNIS /BASKETBALL COURT W/ 10' H VINYL COATED CHAIN LINK FENCING AND 4' WIDE GATE
- ⑧ PARK LIGHTING (TYP.)
- ⑨ SHELTER (1,000 SF) WITH SINGLE RESTROOM & DRINKING FOUNTAIN
- ⑩ SHADE / PICNIC AREA (MAINTAIN EXISTING TREES)
- ⑪ HARD SURFACE ARTISTIC AREA (15x60')
- ⑫ OPEN GREEN SPACE FOR ACTIVITIES (ICE SKATING TRAIL CAN BE CREATED IN WINTER)
- ⑬ PARK-WIDE TURF IMPROVEMENTS (OVER SEED, FERTILIZE, MULCH, AND FINE GRADING IF NECESSARY)
- ⑭ MAINTAIN EXISTING GARDEN SPACE
- ⑮ CONCRETE CORNHOLE/BEAN BAG TOSS FEATURE
- ⑯ BIKE RACKS
- ⑰ ADA ACCESSIBLE PARKING SPACES
- ⑱ DRINKING FOUNTAIN

CITY OF STEVENS POINT
 EMERSON PARK MASTER PLAN ■ PHASING PLAN
 ELLIS STREET ■ STEVENS POINT, WI 54481



RETTLER
 corporation

• 3317 BUSINESS PARK DRIVE, STEVENS POINT, WI 54482
 • TELEPHONE • 715 - 341 - 2633, FAX • 715 - 341 - 0431
 • EMAIL • INFO@RETLER.COM, WEBSITE • WWW.RETLER.COM

FRIENDS OF | STEVENS POINT, WISCONSIN

Emerson Park

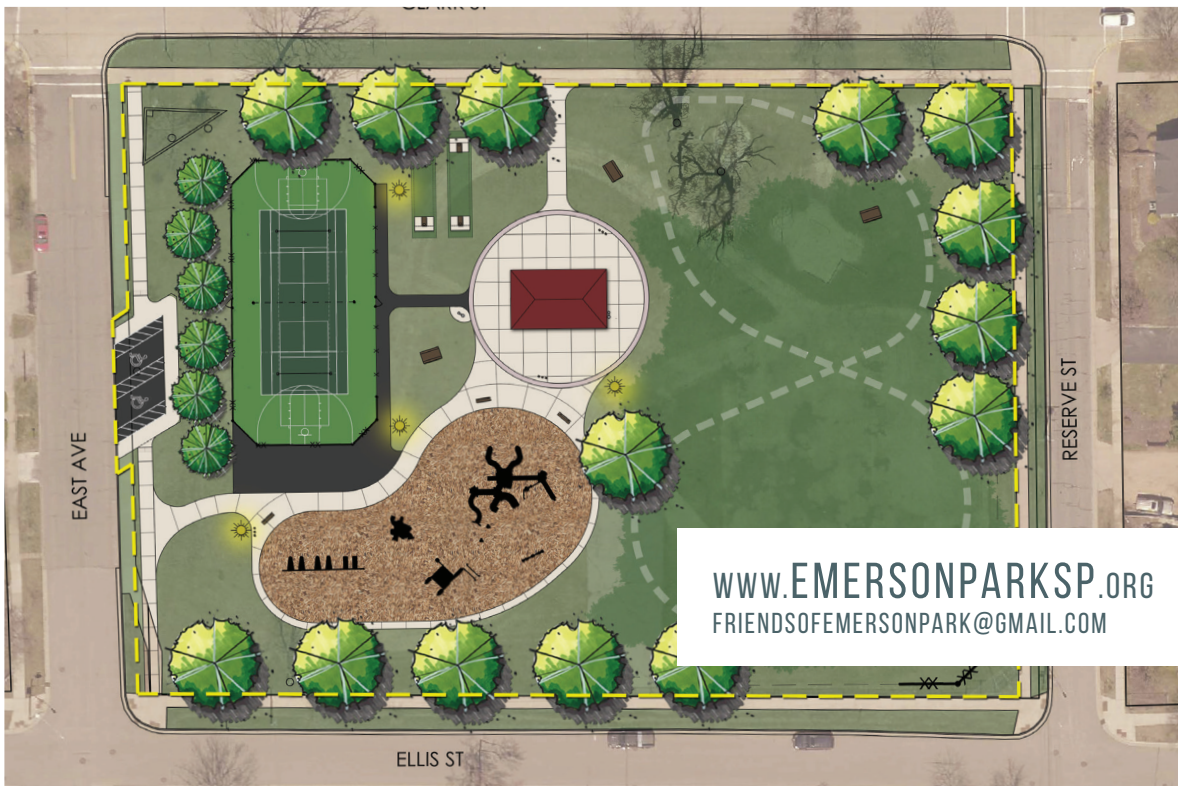
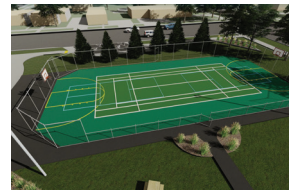
THE PARK IN OUR HEART

OUR VISION

Wide open space for spontaneous play or planned events

A modern playground for children of all ages

A multipurpose athletic court designed for basketball, pickleball, and tennis



Emerson Park

PARCEL HISTORY

For over 100 years, the Emerson parcel served as a school site for the city of Stevens Point. The first school on this parcel was built in 1894 and served as Stevens Point High School until 1923 when a second school building, Emerson High School was added. With the construction of P.J. Jacobs High School in the late 1930s, Emerson School became a Junior High (1939-1970), then an Upper Elementary (1971-1990) in conjunction with Jefferson Elementary, and finally an Alternative High School (1991-2001). The last Emerson School building was demolished in 2002. After that time, the lot sat vacant and was minimally maintained by the Stevens Point Area Public School District.

In January 2017, a grassroots group of local residents established the Friends of Emerson Park. The initial purpose of the group was to advocate for the City of Stevens Point to obtain and reurpose the two acres of open green space into a central city park.

On July 18, 2018, the City of Stevens Point Common Council purchased the land parcel from the school district, and in August 2018, voted to dedicate this parcel of land as an official city park.

Until the founding of Emerson Park in 2018, there were no public parks in core neighborhoods of the city's center. The majority of Stevens Point parks are nestled on the edge of town and the city's periphery. The establishment of Emerson Park created a public open space within walking distance for residents of the central city neighborhoods of Stevens Point.



EMERSON AT-A-GLANCE

WHERE

Emerson is an urban park in a high-density neighborhood boarded by Clark Street, Reserve Street, Ellis Street, and East Avenue. With its central city location and close proximity to schools, business, and retail, the neighborhood offers great pedestrian access to Stevens Point. The residential area surrounding the park is a diverse mix of young families, professionals, retirees, and students. Emerson is nestled just blocks from downtown, the UW-Stevens Point campus, half a dozen public and private schools, and countless community child-care centers.

WHAT

Our VISION for Emerson includes:

- 1 Wide open space for spontaneous play or planned events.
- 2 A modern playground for children of all ages.
- 3 A multipurpose athletic court designed for basketball, pickleball, and tennis.

The Friends of Emerson Park are exclusively devoted to revitalizing the park. We have a strategic plan and project fund in place to promote the enhancement of the park. The Community Foundation of Central Wisconsin serves as our organization's 501(c)(3).

WHY

The Emerson greenspace has been neglected for nearly two decades. As a result, it is in deteriorated condition, with outdated, unsafe equipment, and uneven ground covered in weeds. Our goal is to improve the conditions of the park to provide safe recreational space for city residents and visitors alike.

Within the Emerson neighborhood, homes are tightly bound on compact lots, leading to a greater need for public green space. The majority of the city's parks are nestled on the edge of town and the city's periphery. As the only public park within the city's core, Emerson Park is a valuable resource for neighborhood families, school children, and city residents.

We believe open spaces and public parks bring VALUE and VITALITY to neighborhoods and that vibrant city parks are crucial to the health, safety, and prosperity of a community.

With the support of local citizens, philanthropists, and community groups, we can revitalize and transform Emerson Park to its full potential.

FRIENDS OF | STEVENS POINT, WISCONSIN

Emerson Park

WHO ARE THE FRIENDS OF EMERSON PARK?

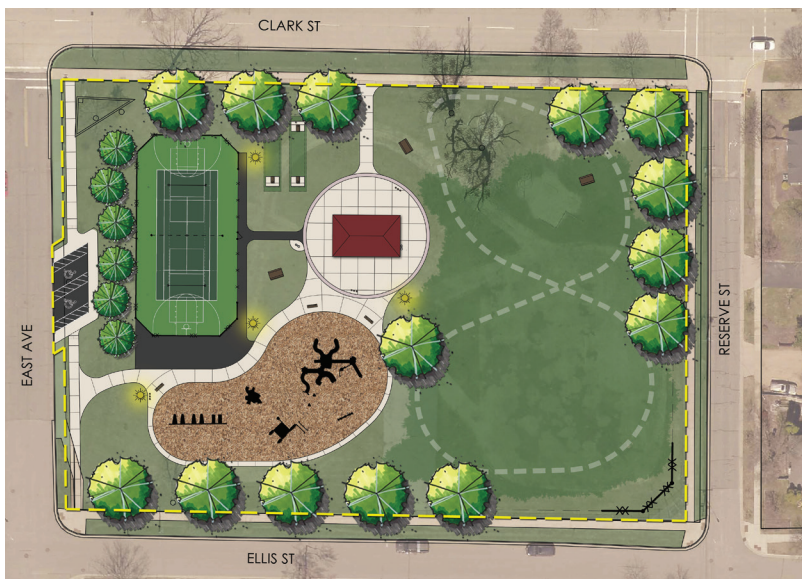
The Friends of Emerson Park are a grassroots group of citizens with a mission to revitalize the former Emerson School site in the heart of Stevens Point. We believe open spaces and public parks bring value and vitality to neighborhoods and that vibrant city parks are central to the health, safety, and prosperity of our community.

HOW WILL THIS BENEFIT STEVENS POINT AND THE HISTORIC DISTRICT NEIGHBORHOOD?

Revitalizing Emerson Park will not only enhance livability in the surrounding neighborhoods, but it will provide opportunities for residents of all ages to engage in physical activity outdoors. Investment in our public parks and improving neighborhood amenities will boost property values in the area and make the neighborhood more attractive to future residents.

WHEN WILL THE EMERSON PARK IMPROVEMENTS BEGIN AND WHAT IS THE TIMELINE FOR COMPLETION?

Once funding is secured for the first phase of the project, public bids will be released, granted, and construction will begin. The playground improvements are the main focus of phase one with the multi-purpose athletic court and pavilion planned for the remaining two phases. We anticipate initial construction bids to be released as early as spring 2022 and into the beginning of 2023. Construction will be a multi-year process with the playground complete by 2023 and the athletic court by 2024.



ADDITIONAL QUESTIONS

Mike Bialas
FoEP Board Member
715-340-8054

www.EmersonParkSP.org

friendsofemersonpark@gmail.com

Facebook

[www.facebook.com/](http://www.facebook.com/FriendsofEmersonPark)

[FriendsofEmersonPark](http://www.facebook.com/FriendsofEmersonPark)

WE HAVE ANSWERS

HOW MUCH WILL THIS PROJECT COST?

We estimate the total project to cost approximately \$900,000.

WHY DOESN'T THE CITY OF STEVENS POINT JUST COMPLETE THE IMPROVEMENTS?

The City has allocated \$60,000 to the project and has committed to maintaining the park into perpetuity. The City is able to maintain current level of services but does not have the resources to expand the park system and park amenities on its own. This is a community project to address an underserved area in the heart of the City, lacking in public parks and green space.

ARE THERE NAMING OPPORTUNITIES?

YES. There are naming opportunities at a variety of levels. A complete and detailed list of giving opportunities is included in the campaign materials. Feel free to contact us for more information.

HOW DO I DONATE TO THE EMERSON PARK REVITALIZATION PROJECT?

Donations via check (payable to The Friends of Emerson Park) can be mailed to:
The Community Foundation of Central Wisconsin | 1501 Clark Street | Stevens Point, WI 54481
You may also donate online at <http://bit.ly/EmersonParkSP>.

CAN I MAKE A PLEDGE?

YES. To meet our campaign goal, we need everyone's support. We ask that donors strongly consider extending payments of their gift over a 3-year period. Making a pledge allows donors to make a greater contribution spread over a period of time. Securing this type of prolonged, consistent support will help us reach our goals faster.

ARE GIFTS TAX DEDUCTIBLE?

YES. The Community Foundation of Central Wisconsin is a non-profit organization.

FRIENDS OF | STEVENS POINT, WISCONSIN

Emerson Park

NAMING OPPORTUNITIES

\$250,000

CENTRAL PAVILION

\$150,000

BASKETBALL | TENNIS | PICKLEBALL COURT

\$100,000

PRESCHOOL OR SCHOOL AGE PLAYGROUND

\$75,000

ENTRANCE AND PAVILION PLAZA | CANTILEVER SHADE STRUCTURE

\$50,000

MAIN PROMENADE

\$30,000

BALL FIELD AND BACKSTOP

\$25,000

PARK WALKS AND PATHWAYS | TURF AREA IMPROVEMENTS

\$10,000

SCULPTURE/PUBLIC ART | DRINKING FOUNTAIN

\$5,000

BIKE RACKS | BENCHES | CORN HOLE

EMERSON PARK GIVING CIRCLES

WHITE
PINE
\$100,000
PLUS

RED
OAK
\$25,000 -
\$99,999

SUGAR
MAPLE
\$10,000 -
\$24,999

KENTUCKY
COFFEETREE
\$5,000 -
\$9,999

FLOWERING
HAWTHORN
\$1,000 -
\$4,999

SERVICE
BERRY
\$500 -
\$999

OUR 3 YEAR PLEDGE

ANNUAL PAYMENTS

To meet our goal we need your support! Please consider making a three-year pledge to the capital campaign for the revitalized, modern park. Giving over a three-year period allows you to make a greater contribution than you might otherwise be able to do with a one-time gift. The success of our campaign depends on the receipt of gifts of this type – a generous gift paid over three years. Thank you!

PLEDGE LEVEL	ANNUAL PAYMENTS	QUARTERLY PAYMENTS	MONTHLY PAYMENTS
\$150,000	\$50,000	\$12,500	\$4,166
\$90,000	\$30,000	\$7,500	\$2,500
\$75,000	\$25,000	\$6,250	\$2,083
\$60,000	\$20,000	\$5,000	\$1,666
\$45,000	\$15,000	\$3,750	\$1,250
\$30,000	\$10,000	\$2,500	\$833
\$21,000	\$7,000	\$1,750	\$583
\$15,000	\$5,000	\$1,250	\$416
\$12,000	\$4,000	\$1,000	\$333
\$9,000	\$3,000	\$750	\$250
\$6,000	\$2,000	\$500	\$166
\$3,000	\$1,000	\$250	\$83
\$1,000	\$333	\$83	\$27

- Payments are rounded to equal 36 payments.
- Pledges are not considered to be legally binding.
- Gifts are tax-deductible as prescribed by law.

FRIENDS OF | STEVENS POINT, WISCONSIN
Emerson Park



DONOR INFORMATION

Name(s) _____

Address _____

City/State/Zip _____

Phone _____

Email _____

GIFT AND PLEDGE INFORMATION

**I/WE WOULD LIKE TO MAKE A TOTAL GIFT OF \$ _____
TO THE EMERSON PARK REVITALIZATION PROJECT**

Enclose check payable to: The Friends of Emerson Park.

Mail gifts to: Community Foundation of Central Wisconsin, 1501 Clark Street, Stevens Point, 54481
or donate online at <http://bit.ly/EmersonParkSP>

Please bill my credit card \$ _____ Card #: _____ - _____ - _____
Exp. Date ___/___/___ CSC# _____ Signature _____

Multiple installments to be made over: 1 year 2 years 3 years Other
First payment is: Enclosed Will be made on/before ___/___/___
Future payments will be made: Annually Semi-Annually Quarterly _____
 Other _____

Signature _____ Date _____

DONOR RECOGNITION

We consider it an honor to recognize our donors for their support.

Please let us know how you'd like your name(s) to appear in any donor recognition opportunities.

I/we wish for our name(s) to be listed as (please print): _____

I/we wish to remain anonymous

Please designate my gift: In Honor of: _____ In Memory of: _____

THANK YOU FOR SUPPORTING EMERSON PARK

Please return to: Community Foundation of Central Wisconsin, 1501 Clark Street, Stevens Point, 54481

WWW.EMERSONPARKSP.ORG
FRIENDSOFEMERSONPARK@GMAIL.COM

FRIENDS OF | STEVENS POINT, WISCONSIN Emerson Park

City of Stevens Point
2021 Room Tax Funding Proposal

November 11, 2021

The Friends of Emerson Park are a grassroots neighborhood organization consisting of community volunteers. As such we do not have an operational or organizational budget.

We do maintain a pass through fund at the [Community Foundation of Central Wisconsin](#), which serves as our organization's 501(c)3.

Please use the following links for our supplemental materials:

Friends of Emerson Park
<https://emersonparksp.org>

Master Park Plan Flyover Video
<https://youtu.be/BjDSdzAXyVI>

We Believe:

Parks and greenspace are a refuge and lifeline.
In giving everyone equitable access to the outdoors.
Parks are Common Ground: They unite us and keep us connected.

FRIENDS OF | STEVENS POINT, WISCONSIN
Emerson Park

2021 Room Tax Funding Proposal

Please complete this application and submit by November 12, 2021 at 3:30 pm. Applications will be reviewed by the Stevens Point Tourism Commission following the application deadline. All applicants will be notified of the December 2021 Tourism Commission meeting date in which grants awards will be announced.

Date *

MM DD YYYY

10 / 18 / 2021

Title of Proposal *

Landscape ARTichitetur al

Requested on Behalf of what Group/Organization *

Stevens Point Sculpture Park

Mission of the Organization or Group *

Our mission is to provide a welcoming and accessible outdoor venue for diverse work including environmental art, exhibitions, activities, and educational programs. Our goal is to enhance the cultural life of our community and surrounding area.

First and Last Name *

Bill Schierl

Email Address *

bills@teamschierl.com

Phone Number *

715 345-5033

Street Address *

2201 Madison Street

City, State, Zip Code

Stevens Point, WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

Provided Later

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

Looking to similarly engage the community as Schmeeckle has done with the buckthorn removal through education about invasive species and how they negatively affect the environment. However, once removed the native plants and are able to be restored. The benefit will be to enhance an already popular tourist and local attraction in the city.

2. Explain how the program will impact our community's ability to attract visitors. *

The Stevens Point Sculpture Park is already a Top 4 attraction to the city and enhancement of the landscape through a first step of clearing buckthorn will only improve its ability for tourism.

3. Please estimate the number of room nights that will be generated. *

50+ visitors

4. Describe how the quality of life in our community will be enhanced by completing this program. *

The quality of life will be improved by enhancing an already popular space to keep pace with other spaces that are being developed around the area.

5. Estimate how many people and what market segments will be served by this program. *

Current visitation to the Park is high and as the Park continues to improve with quality of sculptures the landscape needs to keep pace.

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

No...not revenue generating.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

Volunteers make up the committee with support from the City for maintenance; however, we see the clearing of buckthorn as a first step in improving the landscape while improving the existing woodlot.

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

NA - other than similar to the work that Schmeeckle has done.

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)


We will coordinate with fundraising and outreach to organizations that support this work.

10. Please provide the dollar amount of room tax grant funding you are requesting.

\$2500 - The full budget is \$3,500 and we will fundraise for the additional sum.

Budget Information

11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *

 Sculpture Park G...

12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

13. Please include additional information, renderings or supporting materials.

This content is neither created nor endorsed by Google.

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Bill Schierl

From: Aaron Kohn <aaronk@rynishforestry.com>
Sent: Tuesday, March 30, 2021 7:48 AM
To: Bill Schierl
Subject: Re: Stevens Point Sculpture Park Invasive Treatment

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Rynish Forestry

Bill,

Due to the density and size of the majority of the buckthorn we will likely basal bark the majority of the time with some backpack foliar spraying on the smallest plants. Unfortunately this takes longer, but should require minimal follow up. That being said for the estimated 5 acres our quote comes out to \$3500.

Thanks,

Aaron Kohn

On Mon, Mar 29, 2021 at 7:59 AM Bill Schierl <bills@teamschierl.com> wrote:

Aaron,

We would
fundraise for
additional
\$1,000 needed.

Would it be possible to develop the quote as the next step before the other questions get worked through?

Bill Schierl
Co-CEO
Team Schierl Companies
(715) 345-5060 x305

From: Dan Kremer <dkremer@stevenspoint.com>
Sent: Sunday, March 28, 2021 10:10 PM
To: Bill Schierl <bills@teamschierl.com>; Aaron Kohn <aaronk@rynishforestry.com>
Cc: Todd Ernster <TErnster@stevenspoint.com>
Subject: RE: Stevens Point Sculpture Park Invasive Treatment

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello,

If this moves forward, my department can work with you to help provide the details for signage, public notice and authorization of products being used. The City Forestry Superintendent, Todd Ernster, is who oversees chemical applications within the City on our park properties. What would work best would be a phone call with our office to talk about what you are planning. If you have a minute this week, let us know and we can get on a call and make sure we get you what you need for information.

Dan Kremer

Director of Parks, Recreation and Forestry

2442 Sims Ave.

Stevens Point, WI 54481

715-346-1531

Web Site: StevensPoint.com

Like the City of Stevens Point on [Facebook!](#)

Follow us on [Twitter!](#)

From: Bill Schierl <bills@teamschierl.com>

Sent: Friday, March 26, 2021 3:49 PM

To: Aaron Kohn <aaronk@rynishforestry.com>; Dan Kremer <dkremer@stevenspoint.com>

Subject: RE: Stevens Point Sculpture Park Invasive Treatment

Aaron,

Thank you for the update. I have answered to the best of my ability below. I did not see any maps attached to the email.

2021 Room Tax Funding Proposal

Please complete this application and submit by November 12, 2021 at 3:30 pm. Applications will be reviewed by the Stevens Point Tourism Commission following the application deadline. All applicants will be notified of the December 2021 Tourism Commission meeting date in which grants awards will be announced.

Date *

MM DD YYYY

11 / 01 / 2021

Title of Proposal *

StevensPointArea.com Website Redesign

Requested on Behalf of what Group/Organization *

Stevens Point Area Convention & Visitors Bureau

Mission of the Organization or Group *

To lead the region's tourism industry and aggressively promote the Stevens Point Area as an attractive destination to leisure, sports and business travel in order to create a positive economic impact and thus enhance the area's quality of life.

First and Last Name *

Sara Brish

Email Address *

sara@stevenspointarea.com

Phone Number *

715-344-2556

Street Address *

1105 Main Street, Suite A

City, State, Zip Code

Stevens Point, WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

StevensPointArea.com serves as the official community resource for things to do, events, restaurants, lodging, meetings, sports, and more. Each year, locals and visitors use the site as a source of inspiration, planning assistance and information hub. The site benefits the public by providing timely, relevant, and helpful content from a comprehensive events calendar to engaging blogs.

Since the current site's launch in late 2016, web standards have changed exponentially. To ensure the user experience on the site continues to be positive, the site redesign was included in the 2020 and 2021 budgets. Unfortunately, due to the negative impact of COVID-19 on our budget it was not possible to move forward with the project upgrades.

It is crucial for a website to be updated every three years for the following reasons:

- 1) Advancements in design, technology, Google rankings factors (focus more now on speed and engagement) since 2016,
 - 2) You fall behind in technology and best user experience design elements if you don't keep up with the national standard of updating your website every 3 years.
 - 3) Visual appeal - creative and look is likely outdated. 5 years is a long time in web years.
-

2. Explain how the program will impact our community's ability to attract visitors. *

StevensPointArea.com is one of the primary tools to attract visitors to the region. As the official destination marketing organization, we leverage this tool to serve as storytellers. We understand the stages of travel; dreaming, planning, booking, experiencing, and sharing and use that knowledge to provide the right message at the right time to the right people. Content development is a key component of destination marketing. However, it is only successful when you know your audience, understand what they are looking for and execute a strategic marketing plan to support it. With that support, the site serves as inspiration hub during the dreaming stage, planning assistance and real-time support while visitors are in the destination. The updates will ensure a quality user experience from start to finish.

3. Please estimate the number of room nights that will be generated. *

While the improvements to the website will not directly drive room nights in market, the site provides a large component of visitor attraction, for all market segments. Through the website, we utilize goal conversions that illustrate travel intent through actions completed. These goals show the potential for an overnight visit and an engaged user; including ordering a visitor’s guide, completing a form (ie. signing up for an e-newsletter or contest entry), visiting more than 2 pages, and spending more than 2 minutes on the site. Site design plays a large part to allow visitors to complete their intended purpose.

Inquiries are another touchpoint that indicates visitor interest and intent that leads to direct overnights in market when we directly engage with prospective and current visitors. In 2019, we received more than 4,500 total inquiries, and the result was one of the strongest room tax years on record – led by a diversified year with solid meeting business, sports tournaments (including the USGA Girls Junior Championship), and a strong leisure base. In the wake of the COVID-19 pandemic we are seeing a resurgence of inquiries, exceeding 6,000 to date for 2021. With pent up demand, the beginning resurgence of meetings and conventions, and the upcoming US Senior Open in 2023, now is the time to ensure the site is on par with visitor needs.

4. Describe how the quality of life in our community will be enhanced by completing this program. *

We know that many locals utilize StevensPointArea.com as a resource, whether it is events, things to do, or restaurants. This project will provide the same improvements for visitors to locals, providing an easy to use, quality resource for local information. Additionally, promotion of community assets and businesses will also be represented on the site, providing an economic benefit the extend beyond the website as users search for things to do, where to eat and places to stay.

5. Estimate how many people and what market segments will be served by this program. *

Based on averages from Google Analytics tracking, we estimate that 200,000 users annually will benefit. Key market segments include leisure, meeting, and sports. For leisure, key DMA’s are Chicago, Milwaukee, Madison, and Minneapolis.

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

Native ad placements on the site may bring in possible revenue but is dependent upon a dedicated person on staff to promote the opportunity. In the past several years, it has averaged \$400/year.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

The Director of Marketing for the Stevens Point Area Convention & Visitors Bureau is responsible for overseeing the project, in addition to content planning, development, and implementation.

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

N/A

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)

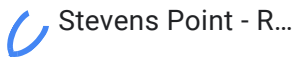
N/A

10. Please provide the dollar amount of room tax grant funding you are requesting.

\$36,675

Budget Information

11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *

 Stevens Point - R...

12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

13. Please include additional information, renderings or supporting materials.

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	One-Time Fees
Website Design – Engagement Tiers (Strategy, Usability, Architecture & Design)	
Responsive Sitemap Consultation & Content Roadmap	\$6,000
Responsive Strategy, Usability & Design Development	\$15,000
Strategic Planning	Included
Discovery Session	Included
Digital Style Guide	Included
High-Fidelity Prototypes	Included
CMS Development Assets	Included
Blog Homepage	\$5,000
Content Collection, Page Creation & Data Migration	\$4,000
SEO Site Transition Program	\$4,500
Payment Term Cost Summary	One-Time
Total Redesign Cost	\$39,675

2021 Room Tax Funding Proposal

Please complete this application and submit by November 12, 2021 at 3:30 pm. Applications will be reviewed by the Stevens Point Tourism Commission following the application deadline. All applicants will be notified of the December 2021 Tourism Commission meeting date in which grants awards will be announced.

Date *

MM DD YYYY

08 / 05 / 2022

Title of Proposal *

2022 USA Softball of WI Coed Softball Tournament (3 Day Tournament)

Requested on Behalf of what Group/Organization *

Stevens Point Softball Association

Mission of the Organization or Group *

The purpose of this club shall be to establish, maintain & promote the sports of youth and adult softball, baseball, and volleyball by organizing the efforts of the club members to the following goals:
To create a favorable public image of softball, baseball, and volleyball, to encourage general support of our program;
To establish the highest standards of good sportsmanship, skill, citizenship, social behavior and good fellowship, so that our club shall be a source of pride to its membership and its community.

First and Last Name *

Matthew Disher

Email Address *

matt@dishins.com

Phone Number *

715-340-8846

Street Address *

Zenoff Park

City, State, Zip Code

Stevens Point WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

.....

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

We are looking at bringing 24+ teams into town from across the State

.....

2. Explain how the program will impact our community's ability to attract visitors. *

Each team will bring at least 10-15 people

.....

3. Please estimate the number of room nights that will be generated. *

216

.....

4. Describe how the quality of life in our community will be enhanced by completing this program. *

We will be playing softball.

.....

5. Estimate how many people and what market segments will be served by this program. *

360+

.....

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

Yes. We will be starting the tournament with a deficit.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

n/a

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)

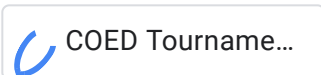
Entry fees and concession stand sales

10. Please provide the dollar amount of room tax grant funding you are requesting.

1000.00

Budget Information

11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *



12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

13. Please include additional information, renderings or supporting materials.

This content is neither created nor endorsed by Google.

Google Forms

Class COED		
Entry Fee	\$	275.00
Teams		24
Games		47
	\$	6,600.00
	\$	376.00
	\$	2,350.00
	\$	564.00
	\$	3,000.00
	\$	240.00
	\$	363.00
	\$	50.00
	\$	100.00
	\$	25.00
	\$	250.00
	\$	720.00
	\$	50.00
TOTAL		(\$1,488.00)
Prize Mon 1st	\$	1,300.00
2nd	\$	900.00
3rd	\$	500.00
4th	\$	300.00

- ENTRY FEES
- Balls
- Umpires - 2 Ea Game
- Scorekeepers
- Prize Money
- Trny Dir Per Team
- Sales Tax
- Printing/Copying
- Trophies
- Brackets
- Umpire Rooms
- WASA Team Assessment
- Advertising