

## REGULAR MEETING

### **Tourism Commission** **December 16, 2020 - 7:30 AM**

**Meeting will be held via Zoom online meeting**

**Click to Connect: [Zoom Meeting](#)**

**Dial in Number: (312)-626-6799 - Meeting ID: 810 2500 3760 - Password: 541077**

## AGENDA

### **Discussion and Possible Action on:**

1. Roll Call
2. Approval of July 21, 2020 meeting minutes
3. Discussion on 2021 grant applications
4. Discussion and possible action on grant application - Sculpture Park: LIT
5. Discussion and possible action on grant application - Central Wisconsin Area Community Theater: No More Singin' In The Rain
6. Discussion and possible action on grant application - Schmeeckle Reserve: Accessible fishing pier and Lake Loop trail
7. Discussion and possible action on grant application - Stevens Point Fire Department: Training Site
8. Discussion and possible action on grant application - Point Area Single Track Association: Standing Rocks Park Trail Signs and Improvements
9. Discussion and possible action on grant application - UWSP Museum of Natural History: Sandy Science Station
10. Adjournment

#### Meeting Rider

Any person who has special needs while attending this meeting or needing agenda materials for this meeting should

**REGULAR MEETING**

**Tourism Commission**

**July 21, 2020 - 7:30 AM**

**Meeting will be held via Zoom online meeting**

**Click to Connect: [Zoom Meeting](#)**

**Dial in Number: (312)-626-6799 - Meeting ID: 810 2500 3760 - Password: 541077**

**AGENDA**

**Discussion and Possible Action on:**

**1. Roll Call**

Present - Winn, Okonek, Sedlak, Disher, Oliva

Also Present - Director Dan Kremer, Sara Brish, Comptroller Corey Ladick, Mayor Wiza, Amy Boston, Les Dobbe

**2. Approval of February 28, 2020 meeting minutes.**

Motion by Winn, seconded by Disher to approve the February 28, 2020 meeting minutes.

Ayes, All; Nays, None. Motion Carried.

**3. Update on National Horseshoe Pitchers association tournament grant award.**

Presented by John Okonek. The Stevens Point Area Visitors and Convention Bureau did not win the bid for the National Horseshoe Pitchers Association tournament. No action taken.

**4. Review of 2020 financials and outstanding commitments.**

Presented by Comptroller Corey Ladick. No action taken.

**5. Consideration to grant the unused Room Tax revenue from this year to the Stevens Point Area Convention and Visitors Bureau for Marketing and Payroll.**

Presented by Mayor Wiza.

Motion by Disher to grant \$10,000 to the Stevens Point Area Visitors and Convention Bureau now and discuss another grant after third-quarter numbers are reported. Motion failed to gain a second.

Motion by Sedlak, second by Oliva to grant \$10,000 to the Stevens Point Area Visitors and Convention Bureau immediately and to grant an additional \$10,000 if Comptroller Ladick's projected numbers for the 2nd quarter of 2020 are equal to or more than what is actually received by August 10th.

A roll call vote was called.

Ayes: Okonek, Sedlak, Oliva

Nays: Disher

Abstain: Winn

**6. Discussion on grant application, process and grant program timeline for 2021**

No action taken.

**7. Adjournment**

Motion by Disher, seconded by Sedlak to adjourn the meeting.

Ayes, All; Nays, None. Motion Carried. Meeting adjourned at 8:27 am

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.**



# 2021 ROOM TAX FUNDING PROPOSAL

Please return your completed proposal along with attachments to the Stevens Point Parks, Recreation & Forestry Department, 2442 Sims Ave., Stevens Point, WI 54481 or email to [dkremer@stevenspoint.com](mailto:dkremer@stevenspoint.com) before November 27, 2020.

.....

Date  Title of Proposal

First Name  Last Name

Email Address  Phone Number

Street Address

City  State  Zip Code

Requested on Behalf of What Group  Tax Exempt Organization  No  Yes Exempt #

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.

## Program Information

1. Please describe and explain to what degree is the public interested in this program? Please supply evidence.

This is the first time the Sculpture Park Committee is going to host an event of this type. It is the only one we know of being offered in the state. Since opening the Sculpture Park over ten years ago we have seen the number of visitors to the park increase every year by using an motion counter. The park now has over 36,000 annual visitors annually. It is currently listed #3 on Trip Advisor as "Things to Do" in Stevens Point. Our plan is to offer a night walk through the park by lighting up between 10 - 15 sculptures. Knowing the park has an high interest during the day, we are confident that lighting it up after dark will see a large number of visitors for this unique experience.

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

To the best of our knowledge no other Sculpture Park in the state is offering such an event. Because of this unique experience we feel we will be able to attract visitors to the park. LIT is a multimedia event that takes attendees through a transformed park awash in light. With the sculptures lit with high quality lights, music that fits the scene, local beverage sales for the park, and community groups performing in select locations: LIT not only brings people to the park and reintroduces the work but also brings the community together to create and explore.

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

Seeing this is the first time we are hosting an event like this and it is a standalone event we are not sure how many room nights it will generate. The fall date will depend on when we will have volunteers available. Depending on the date, it would be nice to tie it into another event happening that same day to encourage overnight stays.

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

By lighting the park up at night it will give citizens and visitors an opportunity to walk the park a night. A night walk will give people time to get out a take a peaceful walk after a busy day. Research has soon that a person's quality of life is improved by unwinding and relaxing a night prior to going to bed.

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

For a first time event we are hoping to draw around 1,000 visitors. We will be marketing both locally and out of the area. Locally we will marketing by contacting families, schools, UWSP, local businesses, churches, our current donors and local artists. Outside of the area we social media and artist contacts to encourage visitors and outside artist to attend.

6 . Will the proposed program generate revenue? If yes, who is the recipient and estimate the amount.

Because the park is free and open to the public, we will not be charging an admission fee. As we have done in the past at events we have hosted at the park, we be asking for donation at the start of the walk. We also plan on approaching local businesses to help offset the costs, but we do realize because of COVID-19 a lot of businesses have reduced their donations.

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

The Sculpture Park Committee is responsible organizing, staffing, maintaining and operating the park. This is a group of volunteer local citizens who receive no payment of their services. What maintenance/repair/installation they are unable to accomplish, they work with the Parks, Recreation & Forestry to get it done. The park is owed by the city, and the Committee has a great working relationship with the Parks, Recreation & Forestry staff.

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

DNA (We don't know of any other program like this in the area)

9 . Please list other sources for support and amounts? If none, leave blank.

The Sculpture Park through its annual Ask Campaign does generate donation that can be used to help support the event. However are limited. It has been a goal of the Committee as much of those funds to install 3-5 new sculptures every year to keep the park new and changing. All staffing costs to host the event will be offset by using volunteers.

### Budget Information

Please attach your proposed program budget using the budget template provided.

Would this program be developed incrementally?

Need all support at once

Need incremental support

Please include additional information, renderings or materials you believe will help the evaluating committee better understand your request.

# LIT

STEVENS POINT  
SCULPTURE PARK  
FALL 2021



**LIT is a multimedia event that takes attendees through a transformed park awash in light. With the sculptures lit with high quality lights, music that fits the scene, local beverage sales for the park, and community groups performing in select locations: LIT not only brings people to the park and reintroduces the work but also brings the community together to create and explore.**

**Program Name:** LIT  
**Organization/Group** Stevens Point Sculpture Park

<b>Expenses</b>	<b>Unit</b>	<b># of Units</b>	<b>Unit Rate</b>	<b>Cost</b>	<b>Amount Requested</b>
<b>Capital Expenses</b>				\$ -	\$ -
<b>Subtotal Capital Expenses</b>				\$ -	\$ -
<b>Personnel</b>					
Projector operator				\$ 200.00	\$ 200.00
Director of Program				\$ 200.00	\$ 200.00
Staffing event	4 hrs	8	\$ 15.00	\$ 480.00	\$ -
<b>Subtotal Personnel</b>				\$ 880.00	\$ 400.00
<b>Services and Supplies</b>					
Music (DJ)				\$ 200.00	\$ 200.00
Light rental		35	\$ 14.50	\$ 507.25	\$ 507.25
portable generator rental		3	\$ 100.00	\$ 300.00	\$ -
Tent rental		1	\$ 250.00	\$ 250.00	\$ -
Port-a-potty rental		1	\$ 165.00	\$ 165.00	\$ -
Promotion video editing	1 hr	4	\$ 75.00	\$ 300.00	\$ 300.00
<b>Subtotal Services&amp;Supplies</b>				\$ 1,722.25	\$ 1,007.25
<b>Other Costs</b>					
Misc gear, gasoline				\$ 100.00	\$ -
Supplies:food/water/snacks				\$ 125.00	\$ -
<b>Subtotal Other Costs</b>				\$ 225.00	\$ -
<b>Total Costs</b>				\$ 2,827.25	
<b>Total Amount Requested</b>					\$ 1,407.25



# 2021 ROOM TAX FUNDING PROPOSAL

Please return your completed proposal along with attachments to the Stevens Point Parks, Recreation & Forestry Department, 2442 Sims Ave., Stevens Point, WI 54481 or email to [dkremer@stevenspoint.com](mailto:dkremer@stevenspoint.com) before November 27, 2020.

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Date: 11/23/2020  
Title of Proposal: No More Singin' In The Rain!

First Name: Maxine  
Last Name: Hogan

Email Address: maxihogan@charter.net  
Phone Number: (715) 344-4181 or cell (715) 347-0077

Street Address: 2001 Michigan Avenue

City: Stevens Point  
State: WI  
Zip Code: 54481

Requested on Behalf of What Group: Central Wisconsin Area Community Theater  
Tax Exempt Organization:  No  Yes  
Exempt #: ES22464

Mission of the organization or group:  
The mission of Central Wisconsin Area Community Theater is to collaborate with the Central Wisconsin community in order to create a full theatrical experience that all can enjoy.

## Program Information

1. Please describe and explain to what degree is the public interested in this program? Please supply evidence.

Our organization has a dedicated group of participants engaging in all aspects of theatrical productions from acting, singing, & dancing to set, costume, make-up, lighting, & props design & construction. Seasoned artists guide novices through the process of each production, which then provides entertainment for theater patrons. We also hold monthly gatherings for those who enjoy participating in improvisation activities & games. Our facility also provides creative space for other groups.

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

Participants have noted that our organization influenced their decision to move to the area as it provides an opportunity for creative engagement within the community. Productions have drawn audience from surrounding communities as well as friends & family as far away as Minneapolis & Chicago. We have also hosted the Wisconsin Association of Community Theater (WisACT) annual festival that attracts participants from throughout the state.

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

Our annual musical could potentially generate 600 room nights over 6 shows, while each straight show could generate 60 room nights over 3 shows. The periodic WisACT festival could generate 200 room nights.

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

Arts enhance the diversity of opportunities within the community, & maintaining our roof allows us to provide an appropriate space for all the associated activities. Our rehearsal hall in particular provides space for our rehearsals and those of other groups, as well as workshops and seminars. We provided rehearsal and shop space for the annual Arts Alliance production for all 19 years.

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

Our productions can accommodate up to 670 patrons for each performance of a straight show & 584 for each performance of a musical. Patrons & participants are from all market segments from youth through retired, depending on the particular production. Shows such as "Mary Poppins" will draw families with children, while dramas such as "The Smell of the Kill" or classics like Shakespeare's "Much Ado About Nothing" cater to a more mature audience.

6. Will the proposed program generate revenue? If yes, who is the recipient and estimate the amount.

The box office income from a musical can be up to \$40,000.00, while a straight play would be approximately \$8,300.00. The revenue is used for production expenses & general operating funds for the organization. We also sponsor a small scholarship for a first-year college student pursuing a degree in a theater discipline.

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

Our Board of Directors selects directors for each production, & the director is responsible for casting the show. The producer & production coordinator will assist the director in filling the artistic staff positions. Our plant manager & the Board of Directors are responsible for the maintenance needs of our facility.

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

Our organization offers theatrical activities for community members of all ages & skill levels, but with an emphasis on adult participation. Our founders saw a need for a theatrical group that was not connected to the school system or college campus, where the participants could enjoy the creative energy as an extension of skills & interests nurtured during their educational years.

9. Please list other sources for support and amounts? If none, leave blank.

We have secured a Wisconsin COVID-19 Cultural Organization Grant to open our fund. Donations will be solicited from members, participants, patrons, & previous donors. Applications will be submitted for additional grants as they become available.

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### Budget Information

Please attach your proposed program budget using the budget template provided.

Would this program be developed incrementally?

- Need all support at once
- Need incremental support

Please include additional information, renderings or materials you believe will help the evaluating committee better understand your request.

Program Name: No More Singin' in the Rain  
 Organization/Group: Central Wisconsin Area Community Theater

Expenses	Unit	# of Units	Unit Rate	Cost	Amount Requested
<b>Capital Expenditures</b>					
Roof repair & replacement				\$ 22,088.00	\$ 5,000.00
Subtotal Capital Expenditures				\$ 22,088.00	\$ 5,000.00
<b>Personnel</b>					
Staff A - volunteer support	hours	80	\$ -	\$ -	\$ -
Subtotal Personnel				\$ -	\$ -
<b>Services and Supplies</b>					
Capital Campaign mailing		1300	\$ 0.50	\$ 650.00	\$ 400.00
Capital Campaign postage		1300	\$ 0.14	\$ 182.00	\$ 100.00
Subtotal Services				\$ 650.00	\$ 500.00
<b>Other Costs</b>					
COVID sanitation post-completion				\$ 500.00	\$ 250.00
Subtotal Other Costs				\$ 500.00	\$ 250.00
<b>Total Costs</b>				\$ 23,238.00	
<b>Total Amount Requested</b>					\$ 5,750.00



Prepared for

**John Omernick**

OF

**Central Wisconsin Area Community Theatre  
Stevens Point**

Prepared by:

**Tim Krueger**

**Cell: (715) 615-9303**

**Email: tim@kulproof.com**

**Much More Than a Great Roof.**

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- DECRA Stone coated metal roofing for a long track record of durability.
- Marathon Metals Standing seam metal roofing for functional aesthetic appeal.
- Johns Manville and Mule Hide EPDM rubber for low cost protection.

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Or visit our showroom 2.5 miles east of Stratford on Highway 153



October 16, 2020

John Omernick  
 Central Wisconsin Area Community Theatre  
 PO BOX P O Box 584  
 2952 Minnesota Ave  
 Stevens Point, WI 54481-4826

Main Phone (715) 341-6744  
 Mobile Phone (715) 203-6074

**Proposal for Re-roofing with SLOPED ROOFING SYSTEM**

**SCOPE OF WORK**

Kulp's of Stratford, LLC proposes to perform labor and supply all necessary materials for the completion of the roof as follows:

Building Address: **2952 Minnesota Avenue Stevens Point WI 54481**  
 Building Owner: **Central Wisconsin Area Community Theatre**  
 Description of roof(s) to be completed: **See project photos**

**SPECIFICATIONS AND RESPONSIBILITIES**

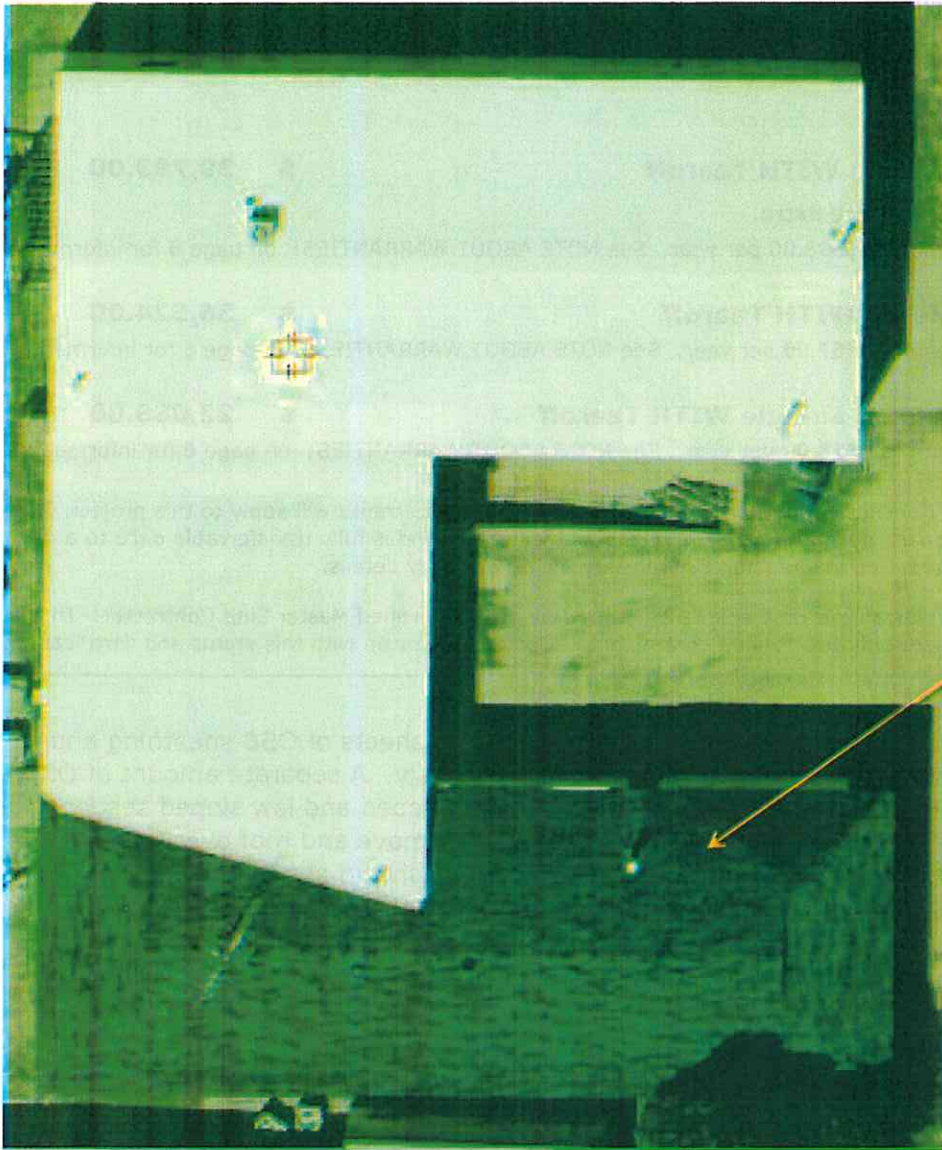
**Insurance & Safety**

1. Kulp's of Stratford, LLC shall provide workers compensation and liability insurance as detailed on our certificate of insurance. Kulp's maximum liability is the limits of this insurance. A certificate of insurance will be issued upon request.
2. Safety is of primary importance to Kulp's Of Stratford.
3. We will set up required safety equipment at site needed to comply with OSHA construction guidelines including barricades, safety lines, etc.
4. Written HazCom programs and MSDS sheets will be on project site at all times.

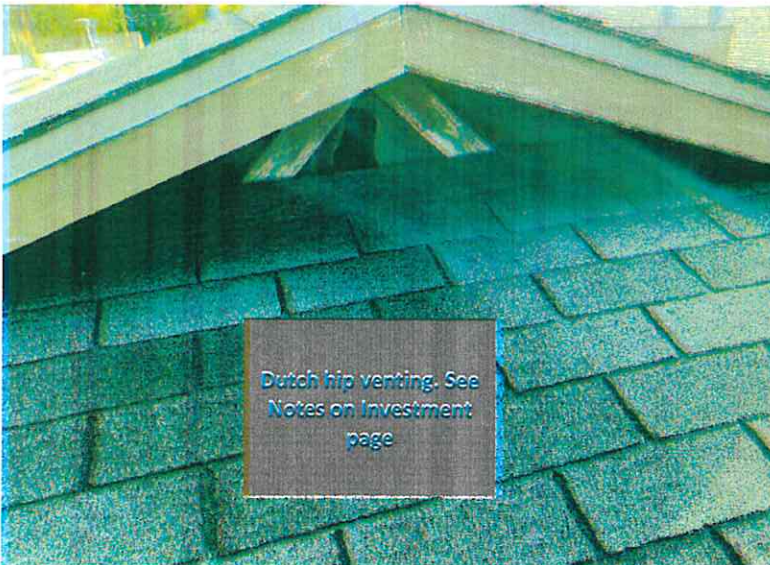
**Recommendations**

1. We recommend you remove fragile items from the walls and ceilings on the interior of your building as vibrations from work being performed can shake things loose.
2. Protection of interior area of attic and garage, if it is used for storage, is recommended. This is particularly important if tear-off is chosen. This protection is not included in this proposal.

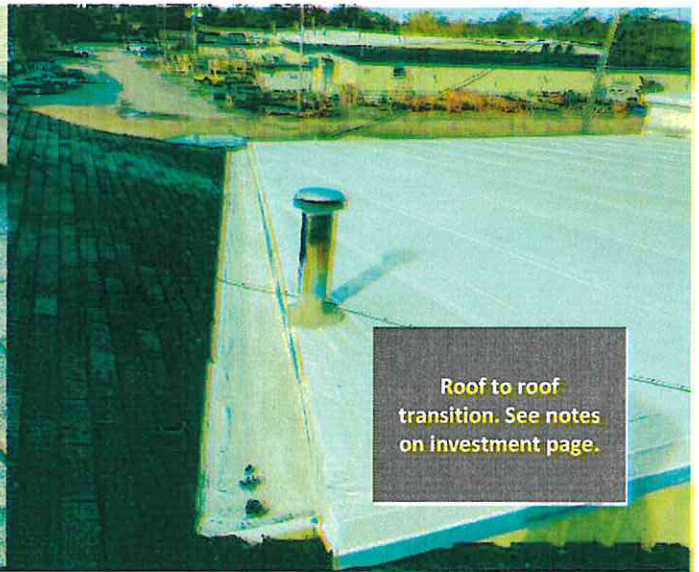
**Project photos**



Subject roof. (Shingled roof only)



Dutch hip venting. See Notes on Investment page



Roof to roof transition. See notes on Investment page.

## **INVESTMENT AND TERMS**

Asphalt roofing options included tear off. Please see the "Preparation, Property Protection, Tearoff, Disposal, and Underlayment" section for optional shingle removal for metal roofing proposals.

### **SEE PROJECT PHOTOS**

**Marathon Metals Steel Standing Seam WITH Tearoff** **\$ 39,793.00**

**Standard CMG colors only. Premium Colors are extra.**

- Cost based on estimated life of 100 years is \$398.00 per year. See NOTE ABOUT WARRANTIES: on page 6 for information on estimated roofing life.

**Decra Stone Coated Steel Shingle XD WITH Tearoff** **\$ 36,524.00**

- Cost based on estimated life of 75 years is \$487.00 per year. See NOTE ABOUT WARRANTIES: on page 6 for information on estimated roofing life.

**GAF Timberline HD® Limited Lifetime Shingle WITH Tearoff** **\$ 22,088.00**

- Cost based on estimated life of 27 years is \$818.00 per year. See NOTE ABOUT WARRANTIES: on page 6 for information on estimated roofing life.
- GAF Weather-Stopper Golden Pledge Non-Residential portion of the manufacturer's warranty will apply to this project. This warranty covers 100% of labor, materials, and workmanship for the first 20 years, and is fully transferrable once to a new property owner within the first 20 years. See manufacturer's warranty for all warranty details.
- This Weather Stopper Golden Pledge Warranty is only able to be offered by a GAF Certified Master Elite Contractor. This is a very exclusive certification and there are only two roofing contractors in Central Wisconsin with this status and certification.

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### **Notes**

Several areas on roof will need deck replacement. This proposal includes 10 sheets of OSB sheathing and labor to replace. (1/2" max) Additional cost if further replacement is necessary. A separate amount of OSB and framing is included to change the roof to roof connection between the sloped and low sloped sections. See Project Photos page. Antenna will be removed and discarded. We will remove and roof over four pod vents and one turbine vent. Ridge venting will be installed per specifications shown above. We will install hardware cloth and screening in the Dutch hip vent areas. See Project Photos page.

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### **Final Cleanup and Project Closeout**

These apply unless noted elsewhere, such as options.

1. We will clean up and dispose of all debris generated from this project.
2. Magnetic rake will be used to ensure clean pick-up of staples and nails in driveway and landscaping areas.
3. Completed Customer Service Feedback Form will be requested from you at the completion of the project.
4. We will complete all paperwork as needed for issuance of all warranties.



# 2021 ROOM TAX GRANT APPLICATION

Please return your completed proposal along with attachments to the Stevens Point Parks, Recreation & Forestry Department, 2442 Sims Ave., Stevens Point, WI 54481 or email to [dkremer@stevenspoint.com](mailto:dkremer@stevenspoint.com) before November 30, 2020.

Date

Title of Proposal

First Name

Last Name

Email Address

Phone Number

Street Address

City

State

Zip Code

Requested on Behalf of What Group

Tax Exempt Organization

Exempt #

No

Yes

Mission of the organization or group

## Program Information

1. Please describe and explain to what degree is the public interested in this program? Please supply evidence.

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

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

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

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

6. Will the proposed program generate revenue? If yes, who is the recipient and estimate the amount.

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 "DNA" if there are no other similar in this area)

9. Please list other sources for support and amounts? If none, leave blank.

.....

**Budget Information**

Please attach your proposed program budget using the budget template provided.

Would this program be developed incrementally?

Need all support at once

Need incremental support

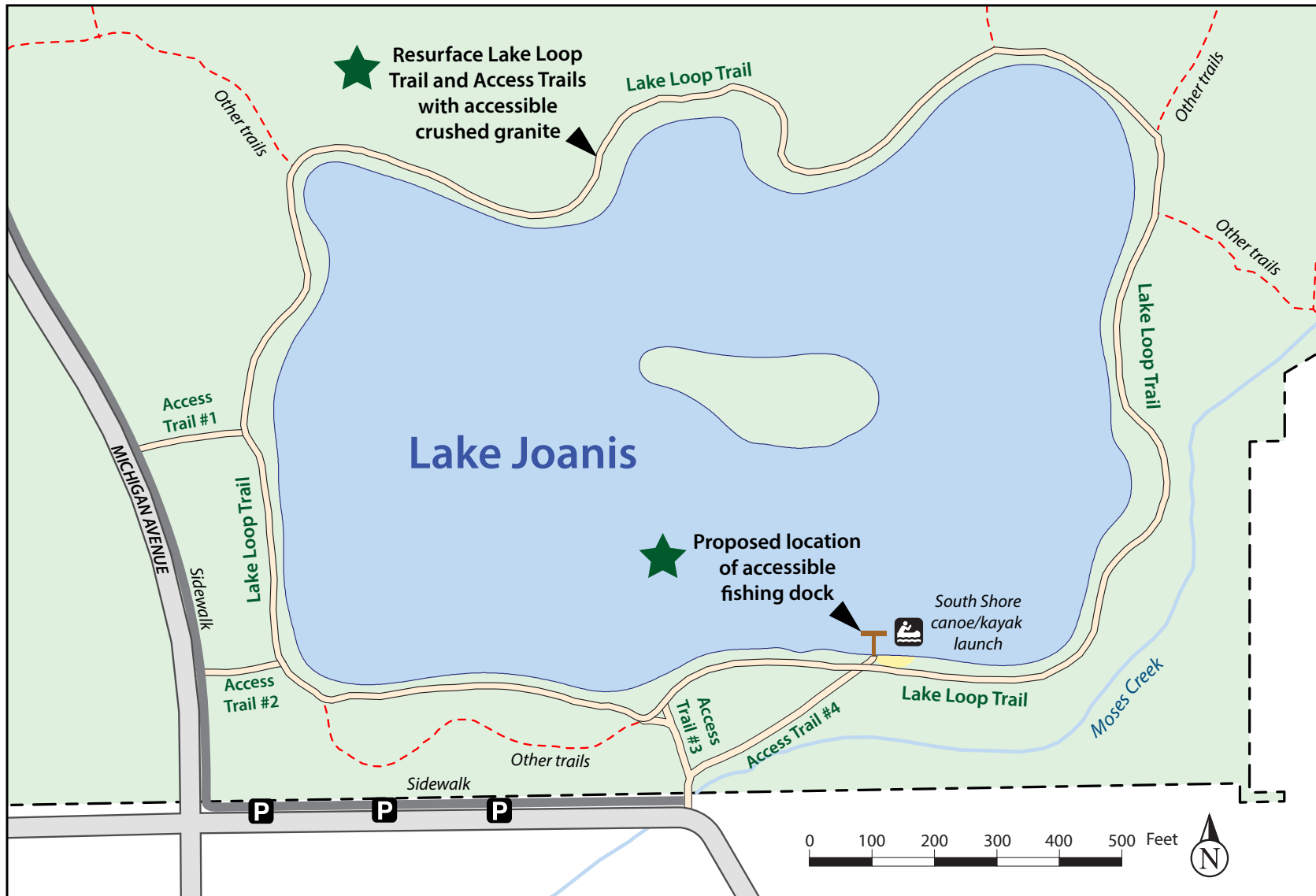
Please include additional information, renderings or materials you believe will help the evaluating committee better understand your request.

Additional packet of information is attached which includes:

- Proposed project site map
- Comparison of trail surfaces (bark mulch vs. crushed granite)
- Concept rendering of accessible fishing pier

# Schmeckle Reserve: Accessible fishing pier and Lake Loop trail resurfacing project

## Proposed Project Site Map



The proposed project at Schmeckle Reserve would upgrade approximately 1 mile of trails around Lake Joanis to a hard-packed, crushed granite surface, which would provide ADA access to wheelchairs and strollers. An accessible T-shaped floating fishing dock would also be constructed at the South Shore canoe/kayak launch area—this location provides easy access from street parking along Maria Drive.

## Schmeckle Reserve: Accessible fishing pier and Lake Loop trail resurfacing project

### Comparison of trail surfaces

**Existing bark mulch/wood chip surface**



The current 1-mile Lake Loop Trail around Lake Joanis in Schmeckle is surfaced with bark mulch. This soft, quiet surface is ideal for small walking groups and wildlife watching. However, the impact of so many trail users (90,000 annually) breaks down the mulch quickly, requiring resurfacing every 1 to 2 years. In addition, the soft material is not accessible to most people in wheelchairs, people pushing strollers, or others with mobility disabilities. This unfortunately limits the visitors who can enjoy the popular trail and lake.

**Proposed crushed granite surface**



Resurfacing the Lake Loop with a hard-packed crushed granite surface (like the Green Circle Trail) solves many of the issues of the current bark mulch. The granite surface is accessible to wheelchairs and strollers, while providing a much more stable surface for walkers, joggers, and other users. It is also more durable—while it has a larger upfront cost, resurfacing will only need to be done every 10 to 15 years. With the crushed granite upgrade, the existing trail will be widened to about 10-feet, requiring stumps to be removed along the edges and some areas to be filled to create a flatter surface.

## Schmeckle Reserve: Accessible fishing pier and Lake Loop trail resurfacing project

### Concept rendering of accessible fishing pier at South Shore Canoe/Kayak Launch



The proposed accessible fishing pier would be constructed as a floating design to accommodate the fluctuating water levels of Lake Joanis. The gangway would be constructed at about 6-feet wide by 30-feet long to meet ADA wheelchair requirements, and be attached to a floating T-shaped fishing dock about 40-feet long by 8-feet wide. The T-shape design provides privacy for two different groups using the pier simultaneously. The south shore area of Lake Joanis already serves as a shallow canoe/kayak launch and is popular for fishing. The pier would provide access to the deeper water of the lake. A portion of the east side of the pier would remain open (no railings) for easy canoe and kayak launching.

Program Name: **Schmeckle Reserve: Accessible fishing pier and Lake Loop trail resurfacing**

Organization/Group: **Friends of Schmeckle Reserve, Inc.**

<b>Expenses</b>	<b>Unit</b>	<b># of Units</b>	<b>Unit Rate</b>	<b>Cost</b>	<b>Amount Requested</b>
<b>Capital Expenditures</b>					
<b>Lake Loop Trail: Prepare and resurface with crushed granite</b>					
Remove stumps and rough grade trail for granite installation				\$ 5,000.00	\$ 5,000.00
Install 1,500 yards of granite, 10' wide, 6" thick, 1-mile trail				\$ 30,000.00	\$ 30,000.00
<b>Accessible Fishing Pier: construction and installation</b>					
Materials and services				\$ 20,000.00	\$ 20,000.00
<b>Subtotal Capital Expenditures</b>				<b>\$ 55,000.00</b>	<b>\$ 55,000.00</b>
<b>Personnel</b>					
Labor to construct and install fishing pier (in-kind by Friends of Schmeckle)				\$ 10,000.00	\$ 10,000.00
<b>Subtotal Personnel</b>				<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>
<b>Total Project Costs</b>				<b>\$ 65,000.00</b>	
<b>Other Support</b>					
Friends of Schmeckle Reserve financial support				\$ 20,000.00	\$ (20,000.00)
Friends of Schmeckle Reserve in-kind volunteer labor				\$ 10,000.00	\$ (10,000.00)
<b>Subtotal Other Support</b>				<b>\$ 30,000.00</b>	<b>\$ (30,000.00)</b>
<b>Total Amount Requested</b>					<b>\$ 35,000.00</b>



# 2021 ROOM TAX FUNDING PROPOSAL

Please return your completed proposal along with attachments to the Stevens Point Parks, Recreation & Forestry Department, 2442 Sims Ave., Stevens Point, WI 54481 or email to [dkremer@stevenspoint.com](mailto:dkremer@stevenspoint.com) before November 27, 2020.

.....

Date  Title of Proposal

First Name  Last Name

Email Address  Phone Number

Street Address

City  State  Zip Code

Requested on Behalf of What Group  Tax Exempt Organization  No  Yes Exempt #

Mission of the organization or group

The Stevens Point Fire Department exists to improve the fire and life safety of the community through training, education, and risk reduction.

## Program Information

1. Please describe and explain to what degree is the public interested in this program? Please supply evidence.

The Stevens Point Public has a high level of interest in this training site program. Fire and EMS is one of the unique city services that has either interacted or has the opportunity to interact with any resident or visitor of our city. We all have the potential to become ill, injured, or affected by a fire or emergency event. Many in the public realize the impact of these events and the need for those responding to be highly trained in all emergency disciplines. A well planned and equipped training site for the Stevens Point Fire Department can accomplish this goal of enhancing our actions during a response.

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

The Stevens Point Fire Department's Training Site is currently planned to be a regional training destination. Central Wisconsin is limited in its available area offered to fire departments to gather and train both in classroom settings and in practical evolutions. A training site is truly a "build it and they will come" scenario, many departments crave training opportunities but lack the facilities or are too far from existing training houses to be fiscally possible. A training site in Stevens Point is centrally located to hundreds of fire departments and educational institutions involved in training fire personnel. Stevens Point also has entered into a training agreement with the Department of Justice and will provide a training ground for the State Fire Marshals Office. Enhancing this training site to fall in line with the Department of Justice interests will attract law enforcement and fire investigation personnel from throughout the Midwest.

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

A training site for emergency services can generate hundreds of room nights varying on the size of the training and the departments attending. Trainings generally are set up for multiple days due to the inclusion of both classroom and practical sessions. At this time, the Stevens Point Fire Department can already confirm that at least 180 nights of overnight stay as the Department of Justice is holding a fire investigation course this spring. This class will consist of 30 attendees staying a proposed 6 nights with days being conducted at our current rudimentary training site. This class is planning on being held initially twice per year in Stevens Point with a potential for more offerings based on interest. The nights of stay generated will be directly tied to the training types our site can be used for. More funding for the site will increase the number of training choices available.

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

Stevens Point residents and visitors have a right to live and explore the city without the life-threatening danger of fire. Thankfully, in the city of Stevens Point the threat of fire in public places has been greatly reduced by funding to the Fire Department and the safety programs and equipment procured from it. A training site will further increase the departments ability to prepare and improve its protection level to the community it serves. Stevens Point is quickly modernizing its business, recreation, transportation, and layout which requires new training techniques and experts be added to the department. Reducing the community's risk enhances quality of life by allowing a greater concentration by a citizen or visitor on recreating, shopping, networking, and enjoying everything Stevens Point has to offer. Mental health improves when the public is aware that a safety net of prevention and solid emergency response preparation is in place.

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

The Stevens Point Fire Department casts a large net when it comes to people and markets affected by quality training resources in the format of a regional training site. Having an enhanced training location increases the department's ability to provide a safe space for the thousands of residents and visitors that filter through the city for every event, travel season, and holiday. Making the site a regional training destination includes the opportunity to branch out to county, regional, and state participation. Because of this unique aspect the effects provided through this funding can reach many thousands not only in the city but also county and statewide. Positive interactions at the training site with those outside direct city area only increase the stature of Stevens Point as a whole and encourages meaningful relationships and networking beyond our home area.

6 . Will the proposed program generate revenue? If yes, who is the recipient and estimate the amount.

The training site will generate revenue only in the amount to keep our site attractive to those experts we require to provide advanced trainings and opportunities. Recruiting training programs, instructors, and materials requires some compensation to them. The Fire Department itself will not be accruing revenue, however, locally many businesses including shopping, entertainment, lodging, and necessity stores will be generating income collected from those who attend the training site events.

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

The Stevens Point Fire Department will be responsible for the staffing and maintenance needs of the training site.

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

The training site planned by the Stevens Point Fire Department differs from other training sites and opportunities in the area based on both its location and training programs. Locationally the training site is central in the city, state, and located approximately 3 miles from the interstate travel corridor. This is unique as many of the other training sites in the state are tethered to large metropolitan areas which reduces the abilities for more rural departments to utilize them. As for programs, we are proud to be holding the inaugural Basic Fire Investigation State Certified Fire Course which will be held exclusively at the Stevens Point Fire Department training site for the next 5 years.

9 . Please list other sources for support and amounts? If none, leave blank.

N/A

#### **Budget Information**

Please attach your proposed program budget using the budget template provided.

Would this program be developed incrementally?

Need all support at once

Need incremental support

Please include additional information, renderings or materials you believe will help the evaluating committee better understand your request.

**STEVENS POINT**  
1701 FRANKLIN STREET  
715-344-1833



**FIRE DEPARTMENT**  
STEVENS POINT, WI 54481  
FAX: 715-346-1599

**ROBERT J. FINN**  
FIRE CHIEF

The Stevens Point Fire Department has been working with the City to create a Training Site at 3100 Whiting Avenue over the past few years. After securing land and starting the process to expand we have partnered with several other organizations to move the site forward. This year is no exception with the city giving us 100,000 dollars in Capital for 2021.

We expect this project to cost over 1,000,000 dollars over a 10-year span. Next year's projects include:

- Rocking the entire training site for – 50K
- Adding concrete for all the training Burn Cells, Roof Props, and Extrication Pads – 15K
- Creating a Conex Box Building which will allow us to train in and on for – 20K
- Additional construction materials for the training site to build props for training – 15K

These are items that will be purchased or constructed within 2021 with proper funding. To create and address a more regional training site we are asking for 2,500 dollars each year for the next four years to help accomplish this goal.

Professionally,

Jb Moody  
Assistant Chief of Fire Dept. Operations  
Stevens Point Fire Department  
715-346-1441 (Office)  
715-344-1833 (Station #1)  
moodyjb@stevenspoint.com

## 2021 ROOM TAX FUNDING PROPOSAL

Proposal Name Standing Rocks Park - Trail Signs and Improvements

Contact Person John Leek Telephone # 715-341-0581

Address 3100 Borham Ave.; Stevens Point, WI 54481

Email Address john@jhl.com

Requested on Behalf of What Group Point Area Single Track Association (P.A.S.T.A.)

Please list Board members: John Leek

Scott Cole

Mike Mitchell

Jeremy Higgins

Jon Gadbois

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tax Exempt Organization No \_\_\_\_\_ Yes  Exempt # 39-0827885

### 1. Purpose or mission of the organization/group/agency.

Our organization was created out of a need to maintain and advocate for mountain bike trail systems in the Stevens Point area. In 2010, we partnered with the Portage County Parks and Recreation Department and have been working cooperatively ever since. Currently we have completed thousands of hours of trail work in Portage County Parks and have demonstrated that we can maintain our existing network so we can expand our already great trail network. Our mission is "to unite bicyclists in Stevens Point and Portage County through trails, roads, and pathways; education; and events with the goal of creating a fun, healthy, and safe bicycle friendly community."

We are partnering with the Community Foundation of Central Wisconsin to serve as our non-profit legal entity is fiscal agent to collecting and distributing PASTA funds. We also collaborate closely with the Portage County Parks Department, Friends of Standing Rocks, and other interested organizations.

### 2. To what degree is the public interested in this project/program?

**Please supply evidence.**

Bicycling, especially trail or mountain biking, is a popular recreational activity in our community. According to the Portage County Comprehensive Outdoor Recreation Plan 2012-2016, more than 100,000 people utilize the Green Circle Trail annually, with 50% using it on bicycle. In that Plan, one of the principal County wide recreation goals & policies is to promoting bike and pedestrian trails throughout the county. The Portage County Parks Department estimates that 7,090 users visited Standing Rocks Park in 2017, with approximately 12% (807) utilizing trails for mountain biking (personal communication).

Mountain biking in particular continues to grow in popularity at the local, state, and national levels. Locally, the Stevens Point Area Senior High School recently established a Mountain Bike Team that is part of the Wisconsin High School Cycling League as well as the National Interscholastic Cycling Association. According to a University of Wisconsin - Extension report on the Economic Impacts of Active Silent Sports Enthusiasts: a Case Study from Northern Wisconsin (2014), Mountain Biking was

ranked second in popularity by survey respondents. Nationally, mountain bikes represent 25-60% depending on what bike characteristics are included in the category (e.g., mountain, comfort, hybrid, etc.).

**3. Explain how the proposed project/program will impact our community's ability to attract visitors/tourists. Also, please estimate the number of room nights that will be generated.**

As demonstrated above, mountain and trail bike is a popular and growing recreational sport. Further evidence of this is a significant surge in new mountain bike trail systems throughout central and northern Wisconsin. Wausau recently added mountain bike trails to their Sylvan Hills Park which includes downhill mountain bike runs, challenging obstacles, and professionally built trail features. Likewise, Powers Bluff park near Marshfield, Ringle Park east of Wausau, and several other communities have invested many thousands of dollars expanding and enhancing mountain bike trails to attract tourists and add to their attractiveness as 'tourist destinations.'

Based on data from Portage County Parks Department, mountain bike trail visitation has increased nearly 120% in the past year, from 1,069 visitors in 2019 to 2,320 visitors in 2020). Approximately 75% of these users are from the Stevens Point area, but 25% are from out-of-town in state travel (2019 data). We anticipate an much larger percentage of mtb visitors being out-of-town visitors, both in-state and out-of-state once 2020 data is complete and been analyzed.

PASTA has been working closely with the Central Wisconsin Off-Road Cycling Coalition (CWOCC) from Wausau to determine ways of improving Portage County trails at Standing Rocks Park and beyond. Based on our communications with CWOCC, PASTA believes that this grant project for new signage and repair stations will be a great first step in improving the experience of current and potential trail users. These improvements, along with the new Don Behnke Lodge and other upcoming enhancements, will bring Standing Rocks closer in quality level to the new mountain bike trail systems listed above. We anticipate this resulting in greater tourism to the area; especially if collaboration between Counties, communities, and NGO's can amplify the marketing efforts to potential tourists throughout Wisconsin and the upper Midwest.

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

There has been much discussion in the Stevens Point area about ways to sustain and enhance the livability of the community, especially with regards to attracting the young, skilled workforce needed to help local businesses succeed (e.g., Sentry, Skyward, AIG, etc.). This project will contribute to that effort by enhancing a recreational activity that is especially popular with fitness oriented young adults. Additionally, because of the size and complexity of the Standing Rocks Park trail system, all users of the Park will benefit from the enhanced wayfinding and user-friendly improvements included in this project.

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

An estimated 2,500 visitors (1,875 local plus 625 out-of-town visitors) to Standing Rocks County Park will directly benefit from this project. As noted above, the largest segment of users will be young professionals that enjoy challenging fitness-related outdoor recreation activities. This includes a significant number of out-of-town visitors of which many are expected to stay overnight at local hotels, visit restaurants/bars, bike repair shops, fuel, etc.

The target market segments for this project are off-road bicycle riders (aka, Mountain Bikers), trail runners, winter bicycle riders, and hikers. The demographics for these user groups include:

- ages 5-95, but the vast majority are ages 15-55
- generally moderate to high income earners
- athletic – student athletes, young professionals seeking adventure fitness
- 60/40% men to women, though women are increasing participation rapidly
- recreation and travel enthusiasts that are willing to drive/stay to have new experiences

**6. Will the proposed project/program generate revenue? Yes  No**

**If the revenue is to be generated, estimate the amount and explain who you see as the recipient of this revenue.**

Using the Wisconsin Department of Tourism guidelines for estimating economic impact of tourism we estimate economic impact using the following calculations to be (\$64 per day visitor and \$144 per overnight visitor). 120 days of mountain bike trails open x 20 visitors per day = 2,400 visitors. 60 days of winter bike trails (Fat tire bikes) open x 10 visitors/day = 600 visitors. 3,000 total estimated visitors to Standing Rocks park for biking. Estimate 25% of those being out-of-town visitors = 750. And 25% of the out-of-town visitors (~190) staying overnight at hotels. Thus, 2,250 day visitors x \$64 = \$144,000. And 190 overnight visitors x \$144 = \$27,360. Total projected economic impact of \$171,360. Day visitors may spend money on food/beverages, bike repairs/purchases, clothing, park trail passes, etc. Overnight visitors will use hotels, restaurants, bike shops, fuel, etc.

**7. Will this project/program have on-going maintenance or staffing needs, and if so, who do you see as responsible for these expenditures?**

Any on-going maintenance needs will be donated through PASTA and volunteers, as well as by Portage County Parks Department staff (already discussed and agreed to).

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

No similar projects are occurring in Portage County.

**9. Have you approached other sources for support? Yes  No . If yes, who and the amount received or amount applied for.**

Community Foundation of Central Wisconsin - \$5,000

Stevens Point Visitor & Convention Bureau – Tourism grant - \$5,000

Many individuals and businesses have donated funds to support this project.

**BUDGET INFORMATION**

Project Name Standing Rocks Park - Trail Signs and Improvements

Contact Person John Leek Telephone # 715-341-0581

Address 3100 Borham Ave.; Stevens Point, WI 54481

Email Address john@jhl.com

PASTA - Standing Rocks Trail Project - 2021						
<b>Revenue - Grants and Fund Raising</b>						
	Community Foundation	5,000				
	Convention & Visitors Bureau	5,000				
	Room Tax Fund	5,000				
	Donations	25,000				
	<b>Total</b>	<b>40,000</b>	<b>40,000</b>			
<b>Expenses</b>				<b>hours</b>	<b>rate</b>	<b>sum</b>
	Labor Excavator	10,000		250	40	10,000
	Labor Finishers	12,000		750	16	12,000
	Rental Excavator	6,500		1	6,500	6,500
	Rental Tampor	1,300		1	1,300	1,300
	Gas	700		280	3	700
	Tools	500		1	500	500
	Kiosk and Signs	6,500		1	6,500	6,500
	Misc	2,500		1	2,500	2,500
	<b>Expense Total</b>	<b>40,000</b>	<b>40,000</b>			
	Balance		-			

AMOUNT REQUESTED **\$5,000**

Would this project/program be developed incrementally? If the project would have incremental needs, please breakdown your request by year.

**X Need all support at once**

Need incremental support

2021

2022

2023

2024

Please include other information, renderings or materials you believe will help the evaluating committee better understand your request.

PLEASE RETURN EIGHT COPIES OF YOUR COMPLETED REQUEST ALONG WITH  
ATTACHMENTS  
TO THE STEVENS POINT PARKS AND RECREATION DEPARTMENT, 2442 SIMS AVE., STEVENS  
POINT, WI 54481  
BEFORE November 30, 2020  
THANK YOU FOR YOUR INTEREST IN THE STEVENS POINT AREA AND ITS PEOPLE



# 2021 ROOM TAX FUNDING PROPOSAL

Please return your completed proposal along with attachments to the Stevens Point Parks, Recreation & Forestry Department, 2442 Sims Ave., Stevens Point, WI 54481 or email to [dkremer@stevenspoint.com](mailto:dkremer@stevenspoint.com) before November 27, 2020.

.....

Date  Title of Proposal

First Name  Last Name

Email Address  Phone Number

Street Address

City  State  Zip Code

Requested on Behalf of What Group  Tax Exempt Organization  No  Yes Exempt #

Mission of the organization or group

The mission of the Museum of Natural History is to ensure the professional curation of the Museum's collections and foster their growth, aid in the dissemination of scientific and ethnographic information, encourage the integration of Museum resources in UWSP student instruction and research, develop exhibitions of the Museum's collections, and serve as a teaching and learning resource for schools and the regional public community.

## Program Information

1. Please describe and explain to what degree is the public interested in this program? Please supply evidence.

The Augmented Reality (AR) Sandbox was constructed in 2016 to offer an interactive visualization of the earth's landscape, allowing visitors to manipulate virtual water flow by moving sand to create real-time mountains, rivers, and lakes. According to visitor surveys conducted over the past five years, the AR Sandbox is the museum's most frequently cited attraction. We propose to expand this exhibition by developing a fossil digging sand table and a walk-in sculpting sandbox.

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

The museum holds the only public AR Sandbox in Central Wisconsin, and we predict this expansion will increase our visitation by at least 25%. The installation will serve as the first interactive exhibit in the museum's new location on campus. Building upon the success of the AR sandbox, this expansion would showcase our paleontology collection through digging for actual fossils as well as provide a space for sculpting and free play in a large, indoor, walk-in sandbox open all four seasons.

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

1,450 nights. Every year, roughly 25,000 visitors come to our museum. Of those visitors, roughly 5,000 are not from our visiting school groups or campus community. About 29% of that group comes from out of state.

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

This display is part of a coordinated plan by the Museum of Natural History to serve as the hub of informal STEM Education for the upper half of the state. Over the next two years the museum will move to a location directly beneath the UW-Stevens Point Planetarium. Together, we will rebrand as a full-fledged science center that engages audiences in explorations of the earth and sky using interactive displays like the Sandy Science Station.

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

As we develop plans for our new location, we are prioritizing this exhibit as our first expanded interactive display. Not only does it appeal to tactile learners of all ages but it also serves our special needs community through sensory engagement. Our 150-200 annual school tour groups frequently carve out time specifically for the AR sandbox, and this expansion would allow a greater number of children to participate at one time. In addition, our own college community will benefit from this exhibit serving as a novelty during campus tours and as a sandy destination to study or congregate.

6. Will the proposed program generate revenue? If yes, who is the recipient and estimate the amount.

The Museum is free to visitors, and we will not directly be generating revenue from this exhibit. However, we anticipate we will indirectly generate revenue through increased donations and gift shop sales by attracting more visitors. On months where we host a new exhibit or special event, we typically see a 50% increase in revenue.

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

The staff at the Museum of Natural History is responsible for overseeing the gallery space and maintaining the display. We currently operate the AR sandbox and have protocols in place for ongoing cleaning and maintenance. We will secure the sandboxes and lock the area when staff is not present.

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

DNA

9. Please list other sources for support and amounts? If none, leave blank.

Grant Support:  
Augmented Reality Display: \$2967.29- supported by an Undergraduate Education Initiative grant from UW-Stevens Point (2016).

.....

**Budget Information**

Please attach your proposed program budget using the budget template provided.

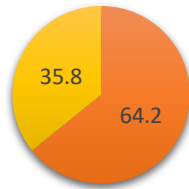
Would this program be developed incrementally?

- Need all support at once
- Need incremental support

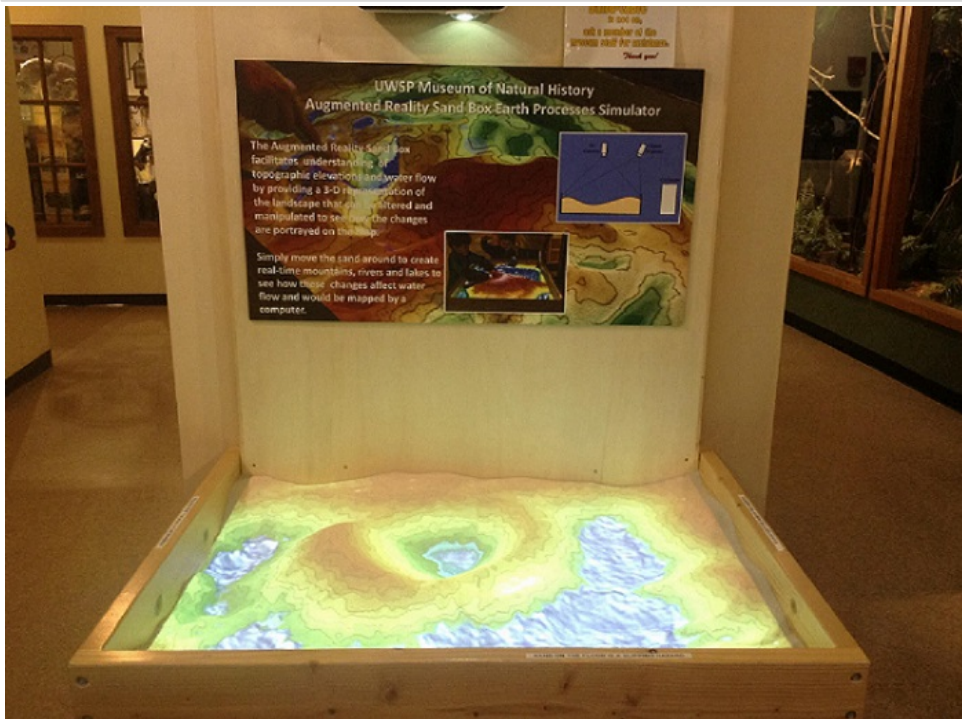
Please include additional information, renderings or materials you believe will help the evaluating committee better understand your request.

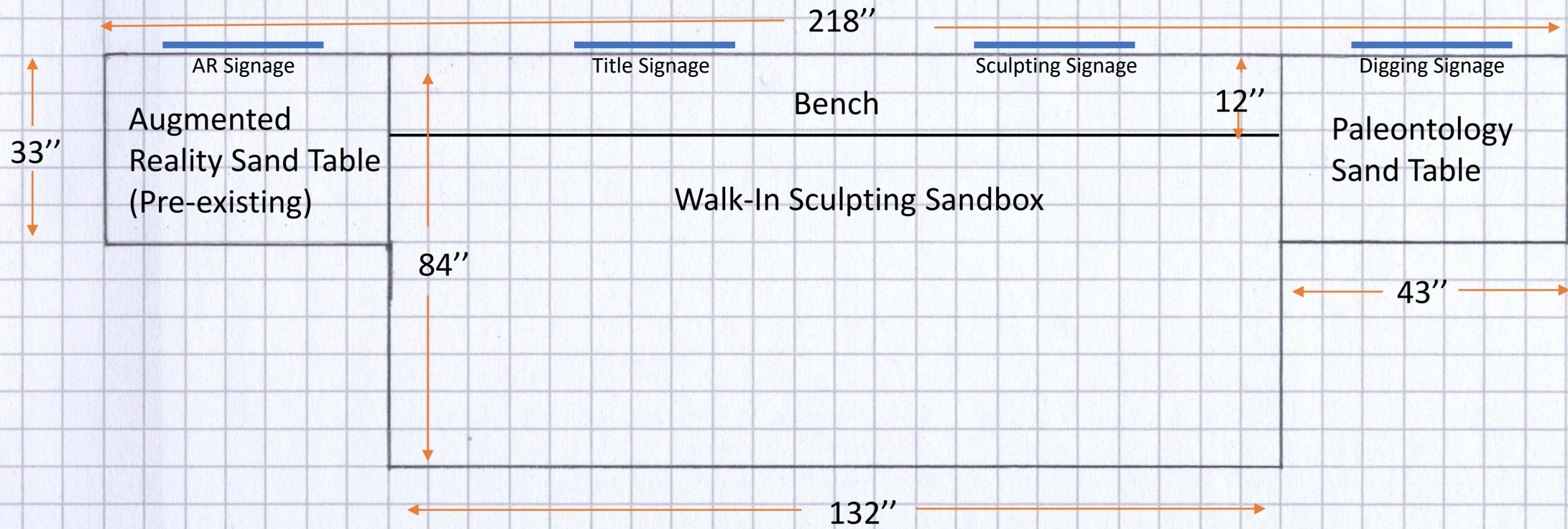


**Percentage of Schools that used the  
Augmented Reality (AR) Sandbox from  
08/2018 - 03/2020**



■ Schools that used the AR Sandbox    
 ■ Schools that did not use the AR Sandbox





Program Name:

Sandy Science Station

Organization/Group:

UW-Stevens Point Museum of Natural History

Expenses	Unit	# of Units	Unit Rate	Cost	Amount Requested
<b>Capital Expenditures</b>					
<i>Building Improvements</i>				\$ -	\$ -
<b>Subtotal Capital Expenditures</b>				\$ -	\$ -

**Personnel**

				\$ -	-
<b>Subtotal Personnel</b>				\$ -	-

**Services and Supplies**

<i>Quikrete Play Sand</i>	50lb bags	82	\$ 3.15	\$ 258.30	\$ 258.30
<i>¾ inch 4X8 Oak Plywood</i>	1	1	\$ 33.62	\$ 33.62	\$ 33.62
<i>2X6X8 Foot Supports</i>	1	6	\$ 1.75	\$ 64.50	\$ 64.50
<i>12 ½ x 5 ½ inch Carriage Bolts</i>	25 count	1	\$ 31.30	\$ 31.30	\$ 31.30
<i>1/2 Washers</i>	1 bag	1	\$ 7.98	\$ 7.98	\$ 7.98
<i>10 lb #8 x 1 5/8 Square Drive Drywall Screw</i>	1	2	\$ 34.98	\$ 69.96	\$ 69.96
<i>5 lb #8 x 3 inch Square Drive Drywall Screw</i>	1	2	\$ 17.49	\$ 34.98	\$ 34.98
<i>2X12X12 Wood</i>	1	4	\$ 15.41	\$ 61.68	\$ 61.68
<i>2X12X8 Wood</i>	1	2	\$ 20.49	\$ 40.98	\$ 40.98
<i>Sheets 4X8 Treated Plywood</i>	Sheet	3	\$ 42.98	\$ 128.94	\$ 128.94
<i>2X4X12 Wood</i>	1	1	\$ 13.27	\$ 13.27	\$ 13.27
<i>2x4x8 Wood</i>	1	2	\$ 6.29	\$ 12.58	\$ 12.58
<i>Gorilla Wood Glue</i>	1	4	\$ 3.39	\$ 13.56	\$ 13.56
<i>#20 Joining Biscuits</i>	1 bag	1	\$ 7.52	\$ 7.52	\$ 7.52
<i>Polyurethane</i>	Gallon	2	\$ 34.99	\$ 69.98	\$ 69.98
<i>Paint Brush</i>	1	1	\$ 4.99	\$ 4.99	\$ 4.99
<i>Mineral Spirits</i>	128 fl oz Cc	1	\$ 9.98	\$ 9.98	\$ 9.98
<i>Construction Contractor</i>	Hourly	25	20	500	\$ 500.00
<i>Interpretive Signage (Gator Board)</i>	1	4	250	1000	\$ 1,000.00
<i>Cart for Paleontology Sand Table</i>	1	1	71.94	71.94	\$ 71.94
<i>Children's paleontology tools for Sandbox</i>	Set	4	19.99	79.96	\$ 79.96
<i>Facebook advertisement</i>	1	50	50	50	\$ 50.00
<b>Subtotal Services</b>				\$ 2,566.02	\$ 2,566.02

**Other Costs**

<b>Subtotal Other Costs</b>				\$ -	\$ -
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<b>Total Costs</b>				\$ 2,566.02	
<b>Total Amount Requested</b>					\$ 2,566.02