



VILLAGE OF WILLIAMS BAY

250 Williams Street | PO Box 580 | Williams Bay | WI | 53191 | vi.williamsbay.wi.gov

Phone: 262-245-2700

NOTICE

JOINT MEETING OF THE VILLAGE BOARD COMMITTEE OF THE WHOLE & COMMITTEES

MONDAY, APRIL 1, 2024 AT 6:45 PM

Village Hall Council Room
250 Williams Street
Williams Bay, WI 53191

AGENDA

The following agenda items may be considered for Discussion, Consideration, or Action

- I. Village Board Committee of the Whole**
 - a. Call to Order
 - b. Roll Call
 - c. Village Board Committee of the Whole & Committee Meeting Minutes of March 4, 2024
- II. Streets & Highways Committee – D'Alessandro, Russell, Vlach**
 - a. Call to Order
 - b. Roll Call
 - c. Consideration and Possible Action on Proposals for Downtown Master Plan
 - d. Adjourn
- III. Protective Services Committee – Vlach, Russell, Jaramillo**
 - a. Call to Order
 - b. Roll Call
 - c. Williams Bay Lions Club Temporary Class "B" and "Class B" Retailer's License Application for Bingo on Nine (9) dates in 2024
 - d. Consideration and Possible Action on the Fire Department's Purchase of a Used F-150 Pickup Truck Using State of Wisconsin Two Percent Funds
 - e. Consideration and Possible Action on Change of Agent to Liquor License BB2024-001 for Aurora University d/b/a George Williams College
 - f. Fontana Emergency Medical Services (EMS) Monthly Numbers (report to be provided at the meeting)
 - g. Williams Bay Police Department Monthly Numbers (report to be provided at the meeting)
 - h. Williams Bay Police Chief's Report
 - i. Adjourn

IV. Parks & Lakefront Committee – Russell, Wright, Umans

- a. Call to Order
- b. Roll Call
- c. Consideration and Possible Action on (1) Village Pier Boat Slip Waiting List and (2) Boat Slip Lease
- d. Consideration and Possible Action on Quote for Annual Village Fireworks During Corn & Brat Fest
- e. Discussion on Village Facilities Usage Policy and Consideration and Possible Action on A Request for Use of Village Softball Fields for Tournament
- f. Consideration and Possible Action on Proposed Zoning Code Amendments to Allow Variable Message Signs (VMS) On Village Owned Lakefront Property Zoned Public & Recreation
- g. Consideration and Possible Action on Additional Pickelball Court Striping for Theater Road Courts
- h. Adjourn

V. Water & Sewer Committee – Umans, Jaramillo, Vlach

- a. Call to Order
- b. Roll Call
- c. Recommendations on the: (1) Clean and (2) Safe Water Loans
- d. Engineers Report
- e. Adjourn

VI. Finance & Personnel Committee – Wright, D'Alessandro, Umans

- a. Call to Order
- b. Roll Call
- c. Consideration and Possible Action on Proposals for Downtown Master Plan
- d. Consideration and Possible Action on EMS Billing Rates & Fees for Repeat Calls for Non-Transport Services
- e. Consideration and Possible Action on Quote for Annual Village Fireworks During Corn & Brat Fest
- f. Consideration and Possible Action on Village Engineer Work Order for the Womens Leadership Center (WLC)
- g. Recommendations on the: (1) Clean and (2) Safe Water Loans
- h. Consideration and Possible Action on the Fire Department's Purchase of a Used F-150 Pickup Truck Using State of Wisconsin Two Percent Funds
- i. Consideration and Possible Action on Additional Pickleball Court Striping for Theater Road Courts
- j. Proposed Tax Increment District (TID) - Status Update
- k. Call for Projects for Use of American Rescue Plan Act (ARPA)
- l. Adjourn

VII. Building, Zoning & Ordinance Committee – Jaramillo, Wright, D'Alessandro

- a. Call to Order
- b. Roll Call
- c. Consideration and Possible Action on An Ordinance Establishing EMS Billing Rates & Fees for Repeat Calls for Non-Transport Services
- d. Consideration of Referral to Village Plan Commission - Zoning Code Amendments to allow Variable Message Signs (VMS) on Village Owned Lakefront Property Zoned Public & Recreation

- e. Adjourn

VIII. Village Board Committee of the Whole

- a. Possible Action on Matters Discussed in Committee (Village Board Committee of the Whole)
 - 1. Williams Bay Lions Club Temporary Class "B" and "Class B" Retailer's License Application for Bingo on Nine (9) dates in 2024
 - 2. Consideration and Possible Action on the: (1) Clean and (2) Safe Water Loans
 - 3. Consideration and Possible Action on the Fire Department's Purchase of a Used F-150 Pickup Truck Using State of Wisconsin Two Percent Funds
 - 4. Consideration and Possible Action on Additional Pickelball Court Striping for Theater Road Courts
- b. Adjournment

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the Village Clerk's office in advance so the appropriate accommodations can be made.

Posted: 03/29/2024 5:00 PM



VILLAGE OF WILLIAMS BAY

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Phone: 262-245-2700

UNOFFICIAL MINUTES JOINT MEETING OF THE VILLAGE BOARD COMMITTEE OF THE WHOLE & COMMITTEES

MONDAY, MARCH 4, 2024 AT 6:45 PM
IMMEDIATELY FOLLOWING THE VILLAGE BOARD MEETING.
VILLAGE HALL COUNCIL ROOM
250 WILLIAMS STREET
WILLIAMS BAY, WI 53191

I. Village Board Committee of the Whole

a. Call to Order

President Duncan called the meeting to order at 06:53pm.

b. Roll Call

Present: President Bill Duncan, Trustees Lowell Wright, George Vlach, Robert Umans, Jim D'Alessandro, Adam Jaramillo, Steven Russell

Also Present: Administrator David Lothspeich, Police Chief Justin Timm, Village Engineer Doug Snyder, Public Works Director Wayne Edwards, Treasurer Jennifer Wiese

Excused: Clerk Tina Kolls

c. Village Board Committee of the Whole & Committee Meeting Minutes of February 19, 2024

The motion to approve the Village Board Committee of the Whole & Committee Meeting Minutes of February 19, 2024, was initiated by Trustee Umans and seconded by Trustee Vlach. Trustee Jaramillo Abstained. Motion carries.

d. Other Items for Discussion

- 1. Consider a Motion to Convene Into Closed Session Pursuant to the exemption contained in Wis. Stats. § 19.85(1)(e) for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business.**

a. The Preserve - Development Agreement discussion

b. Willabay Meadows - Development Agreement discussion

The motion to remain in open session was initiated by Trustee D'Alessandro and seconded by Trustee Wright. Unanimously Carried.

The item regarding Willabay Meadows - Development Agreement discussion was moved back to the end of the meeting to be considered for closed session.

II. Public Comments

Mark Brower, 504 Willabay Dr, spoke regarding the Willabay Woods Development.

III. Streets & Highways Committee – D'Alessandro, Russell, Vlach (10 Min.)

a. Call to Order

Chairman Trustee D'Alessandro called the meeting to order at 07:31pm.

b. Roll Call

Present: Trustees D'Alessandro, Russell, and Vlach

Also Present: President Duncan, Trustees Umans, Wright, and Jaramillo, Administrator David Lothspeich, Police Chief Justin Timm, Village Engineer Doug Snyder, Public Works Director Wayne Edwards, Treasurer Jennifer Wiese

Excused: Clerk Tina Kolls

c. Consideration and Possible Action on Request for Reduced Speed Limit Sign(s) on Parkhurst Street

The motion to recommend Village Board approval of two 25 mph speed limit signs be placed on Parkhurst Street was initiated by Trustee Russell and seconded by Trustee Vlach. Unanimously Carried.

d. Adjourn

The motion to adjourn was initiated by Trustee Russell and seconded by Trustee Vlach at 07:46pm. Unanimously carried.

IV. Parks & Lakefront Committee – Russell, Wright, Umans (30 Min.)

a. Call to Order

Chairman Trustee Russell called the meeting to order at 07:46pm.

b. Roll Call

Present: Trustees Russell, Wright and Umans

Also Present: President Duncan, Trustees Vlach, D'Alessandro, and Jaramillo, Administrator David Lothspeich, Police Chief Justin Timm, Village Engineer Doug Snyder, Public Works Director Wayne Edwards, Treasurer Jennifer Wiese

Excused: Clerk Tina Kolls

c. Parks & Lakefront Committee Meeting Minutes

1. January 18, 2024

The motion to the January 18, 2024 was initiated by Trustee Umans and seconded by Trustee Wright. Unanimously carried.

2. January 19, 2024

The motion to approve the January 19, 2024 was initiated by Trustee Umans and seconded by Trustee Wright. Unanimously carried.

d. Presentation by the Geneva Lake Conservancy regarding the Keep It Blue Campaign

The Committee recommended the Geneva Lake Conservancy work with Administrator Lothspeich to determine how the program can best be handled.

e. Discussion and Possible Action on Geneva Lake Conservancy Southwick Creek Rerouting

The motion to recommend that the Conservancy works with Village Administrator Lothspeich to create a Developers Agreement to use the Village Engineering Services was initiated by Trustee Wright and seconded by Trustee Umans. Unanimously Carried.

f. Consideration and Possible Action on Village Pier Boat Slip Waiting List, Municipal Pier Vessel Length and Boat Slip Lease

The motion to recommend Village Board approval of the Village Pier Boat Slip Waiting List was initiated by Trustee Wright and seconded by Trustee Umans. Motion was tabled.

The motion to approve changes to the Municipal Pier Vessel Length was initiated by Trustee Russell and seconded by Trustee Umans. Unanimously Carried.

g. Consideration and Possible Action on a Proposal for Installation of an Automated Door Opener for the Lions Club Field House

The motion to recommend Finance & Personnel Committee approval of a Proposal for Installation of an Automated Door Opener for the Lions Club Field House was initiated by Trustee Russell and seconded by Trustee Umans.

Unanimously carried.

- h.** Consideration and Possible Action on a Proposal for the Purchase of Electric Hand Dryers for the Lions Club Field House

The motion to recommend Finance & Personnel Committee approval of a Proposal for the Purchase of Electric Hand Dryers for the Lions Club Field House was initiated by Trustee Russell and seconded by Trustee Umans. Unanimously carried.

- i.** Consideration and Possible Action on a Proposal for Electric and Installation of Electric Hand Dryers for the Lions Field House

The motion to recommend Finance & Personnel Committee approval of a Proposal for Electric and Installation of Electric Hand Dryers for the Lions Field House with the condition that Public Works Director Edwards looks for more quotes for the installation in order to try to get the cost down was initiated by Trustee Russell and seconded by Trustee Umans. Unanimously carried.

- j.** Adjourn

The motion to adjourn was initiated by Trustee Umans and seconded by Trustee Wright at 08:24pm. Unanimously carried.

V. Water & Sewer Committee – Umans, Jaramillo, Vlach (30 Min.)

- a.** Call to Order

Chairman Trustee Umans called the meeting to order at 08:24pm.

- b.** Roll Call

Present: Trustees Umans, Jaramillo, and Vlach

Also Present: President Duncan, Trustees Russell, Wright, and D'Alessandro, Administrator David Lothspeich, Police Chief Justin Timm, Village Engineer Doug Snyder, Public Works Director Wayne Edwards, Treasurer Jennifer Wiese
Excused: Clerk Tina Kolls

- c.** Recommendation on Village of Williams Bay Sewerage Rate Increase

The motion to recommend Finance & Personnel Committee approval of a Village of Williams Bay Sewerage Rate Increase was initiated by Trustee Umans and seconded by Trustee Jaramillo. Motion Tabled.

- d.** Consideration and Possible Action on Water and Sewer Bids and Funding

- 1.** Awarding of bid for Village Water Plant Corrosion Control and Consideration of WDNR Safe Water Loan

The motion to recommend Finance & Personnel Committee approval of the Awarding of bid for Village Water Plant Corrosion Control to August Winters in the amount of \$3,979,000 plus 10% was initiated by Trustee Umans and seconded by Trustee Jaramillo. Unanimously carried.

The motion to recommend Finance & Personnel Committee approval to recommend Baxter & Woodman to submit the WDNR Safe Water Loan was initiated by Trustee Umans and seconded by Trustee Vlach. Unanimously carried.

- 2.** Awarding of bid for Village Harris Road Lift Station (LS 3) Replacement and Consideration of WDNR Clean Water Loan

The motion to recommend Finance & Personnel Committee approval of the Awarding of bid for Village Harris Road Lift Station (LS 3) to Staub Construction in the amount of \$1,827,000 plus 10% was initiated by Trustee Umans and seconded by Trustee Vlach. Unanimously carried.

The motion to recommend Finance & Personnel Committee approval to recommend Baxter & Woodman to submit the WDNR Clean Water Loan was initiated by Trustee Umans and seconded by Trustee Vlach. Unanimously carried.

- e.** Engineers Report

Village Engineer Doug Snyder gave his report. The highlights were:

- Update on STH 67 Reconstruction: East - West Section

- Update on Women's Leadership Center
- Update on Plant Letter Flood Map Revision (LOMR) Assistance
- Update on Corrosion Control Study
- Update on Lime Reactor Cleaning
- Update on Well 2 Pump Replacement
- Update on Geneva Lake Dredging at Southwick Creek
- Update on Tennis and Basketball at Theatre Road Park
- Update on Harris Road Lift Station (LS 3) Replacement
- Update on Loch Vista Water Main
- Update on Clover Street and Williams Street Water Main Connection
- Update on Willabay Meadows Development
- Update on Antenna Structure on Parcel WWUP 00021A - West of Village Hall

f. Adjourn

The motion to adjourn was initiated by Trustee Umans and seconded by Trustee Jaramillo at 09:05pm. Unanimously carried.

VI. Protective Services Committee – Vlach, Russell, Jaramillo (30 Min.)

a. Call to Order

Chairman Trustee Vlach called the meeting to order at 09:05pm.

b. Roll Call

Present: Trustees Vlach, Russell, and Jaramillo

Also Present: President Duncan, Trustees Umans, Wright, and D'Alessandro, Administrator David Lothspeich, Police Chief Justin Timm, Village Engineer Doug Snyder, Public Works Director Wayne Edwards, Treasurer Jennifer Wiese

Excused: Clerk Tina Kolls

c. Consideration and Possible Action on a Change to the Premise Map for Liquor License BB2024-003 for Green Grocer, Inc. d/b/a Green Grocer

The motion to recommend Village Board approval of an amendment to Liquor License BB2024-003 for Green Grocer, Inc. d/b/a Green Grocer, with the condition that it must be in accordance with the 2022 plan was initiated by Trustee Vlach and seconded by Trustee Jaramillo. Unanimously carried.

d. Review of EMS Billing Rates & Fees for Repeat Calls for Non-Transport Services

The motion to recommend the Village Board recommend the Buidling, Zoning and Ordinance Committee incorporate Fontana's fee schedule into the Village of Williams Bay's Ordinance was initiated by Trustee Vlach and seconded by Trustee Jaramillo. Unanimously carried.

e. Village of Walworth Billing Agreement

The motion to recommend the Village Board approve an agreement between the Village of Walworth and the Village of Fontana to provide Paramedic Level Services was initiated by Trustee Vlach and seconded by Trustee Russell.

The amended motion to recommend the Village Board Approve an agreement between the Village of Walworth and the Village of Fontana to provide paramedic level services through November 2024 was initiated by Trustee Vlach and seconded by Trustee Russell. Unanimously Carried.

f. Fontana Emergency Medical Services (EMS) Monthly Numbers

The Committee reviewed the Fontana Emergency Medical Services (EMS) Monthly Numbers.

g. Police Department Monthly Numbers

The Committee Reviewed the Police Department Monthly Numbers.

h. Police Chief's Report

Police Chief Justin Timm gave his report. The highlights were:

- The Administrative Assistant Candidate background check is complete and the position should be filled soon

- Truck-A-Polooza is coming up April 20, 2024, and the Police Department is meeting with Recreation Director Knop to collaborate.

i. Discussion and Possible Action on shared Fire & Rescue Service Opportunities with Town of Delavan

The Committee discussed the request for possible shared Fire & Rescue and directed Administrator Lothspeich to discuss the opportunities with them further.

j. Adjourn

The motion to adjourn was initiated by Trustee Russell and seconded by Trustee Jaramillo at 09:29pm. Unanimously carried.

VII. Finance & Personnel Committee – Wright, D'Alessandro, Umans (20 Min.)

a. Call to Order

Chairman Trustee Wright called the meeting to order at 09:29pm.

b. Roll Call

Present: Trustees Wright, D'Alessandro, and Umans

Also Present: President Duncan, Trustees Russell, Vlach, and Jaramillo, Administrator David Lothspeich, Police Chief Justin Timm, Village Engineer Doug Snyder, Public Works Director Wayne Edwards, Treasurer Jennifer Wiese

Excused: Clerk Tina Kolls

c. Consideration and Possible Action on a Proposal for Installation of an Automated Door Opener for the Lions Club Field House

The motion to recommend Village Board approval of a Proposal for Installation of an Automated Door Opener for the Lions Club Field House with the funding to come from 2022 borrowed funds was initiated by Trustee Umans and seconded by Trustee D'Alessandro. Unanimously carried.

d. Consideration and Possible Action on a Proposal for the Purchase of Electric Hand Dryers for the Lions Club Field House

The motion to recommend Village Board approval of a Proposal for the Purchase of Electric Hand Dryers for the Lions Club Field House with the funding to come from 2022 borrowed funds was initiated by Trustee Umans and seconded by Trustee D'Alessandro. Unanimously carried.

e. Consideration and Possible Action on a Proposal for Electric and Installation of Electric Hand Dryers for the Lions Field House

The motion to recommend Village Board approval of a Proposal for Electric and Installation of Electric Hand Dryers for the Lions Field House with the funding to come from 2022 borrowed funds with the condition that Public Works Director Edwards attempts to get more quotes for the installation was initiated by Trustee Umans and seconded by Trustee D'Alessandro. Unanimously carried.

f. Recommendation on Village of Williams Bay Sewerage Rate Increase

The motion to recommend the Village Board approval of the Village of Williams Bay Sewerage Rate Increase was tabled.

g. Consideration and Possible Action on Water and Sewer Bids and Funding

1. Awarding of bid for Village Water Plant Corrosion Control and Consideration of WDNR Safe Water Loan

The motion to recommend Village Board approval of the Awarding of bid for Village Water Plant Corrosion Control to August Winters in the amount of \$3,979,000 plus 10% was initiated by Trustee D'Alessandro and seconded by Trustee Umans. Unanimously carried.

The motion to recommend Village Board approval to recommend Baxter & Woodman to submit the WDNR Safe Water Loan was initiated by Trustee Umans and seconded by Trustee Vlach. Unanimously carried.

2. Awarding of bid for Village Harris Road Lift Station (LS 3) Replacement and Consideration of WDNR Clean Water Loan

The motion to recommend Village Board approval of the Awarding of bid for Village Harris Road Lift Station (LS 3) to

Staub Construction in the amount of \$1,827,000 plus 10% was initiated by Trustee D'Alessandro and seconded by Trustee Umans. Unanimously carried.

The motion to recommend Village Board approval to recommend Baxter & Woodman to submit the WDNR Clean Water Loan was initiated by Trustee D'Alessandro and seconded by Trustee Umans. Unanimously carried.

h. Report on the Completed Arbitrage Rebate Report for the 2022 Note Anticipation Note

The Committee reviewed the Completed Arbitrage Rebate Report for the 2022 Note Anticipation.

- i. Consideration and possible action on: (1) Easement for Underground Electric and Communication and (2) Agreement for Issuance of Utility Construction Permit within Kishwaukee Nature Conservancy.**

The motion to recommend Village Board approval of the (1) Easement for Underground Electric and Communication and (2) Agreement for Issuance of Utility Construction Permit within Kishwaukee Nature Conservancy was tabled.

j. Adjourn

The motion to adjourn was initiated by Trustee D'Alessandro and seconded by Trustee Umans at 09:35pm. Unanimously carried.

VIII. Village Board Committee of the Whole

a. Possible Action on Matters Discussed in Committee (Village Board Committee of the Whole)

- 1. Consideration and Possible Action on a Change to the Premise Map for Liquor License BB2024-003 for Green Grocer, Inc. d/b/a Green Grocer**

The motion to approve the amendment to Liquor License BB2024-003 for Green Grocer, Inc. d/b/a Green Grocer, with the condition that it must be in accordance with the 2022 plan was made by committee, no second is required. Unanimously carried.

2. Consideration and Possible Action on Water and Sewer Bids and Funding

- a. Awarding of bid for Village Water Plant Corrosion Control and Consideration of WDNR Safe Water Loan**

The motion to approve the awarding of the bid for Village Water Plant Corrosion Control to August Winters in the amount of \$3,979,000 plus 10% was made by committee, no second is required. Unanimously carried.

The motion to recommend Baxter & Woodman submit the WDNR Safe Water Loan was made by committee, no second is required. Unanimously carried.

- b. Awarding of bid for Village Harris Road Lift Station (LS 3) Replacement and Consideration of WDNR Clean Water Loan**

The motion to approve the awarding of the bid for Village Harris Road Lift Station (LS 3) to Staub Construction in the amount of \$1,827,000 plus 10% was made by Committee, no second is required. Unanimously carried.

The motion to recommend Baxter & Woodman submit the WDNR Clean Water Loan was made by Committee, no second is required. Unanimously carried.

b. Other Items for Discussion, Consideration, or Action

- 1. Consider a Motion to Convene Into Closed Session Pursuant to the exemption contained in Wis. Stats. § 19.85(1)(e) for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business.**
- a. The Preserve - Development Agreement discussion**
- b. Willabay Meadows - Development Agreement discussion**

The motion to Convene Into Closed Session Pursuant to the exemption contained in Wis. Stats. § 19.85(1)(e) for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business.

b. Willabay Meadows - Development Agreement discussion was initiated by Trustee Umans and seconded by Trustee Wrigth at 09:39pm.

Votes:

Yes: President Duncan, Trustees Russell, Vlach, Umans, Wright, D'Alessandro, Jaramillo

No: None

Abstain: None

Result: Passes

2. Motion to reconvene into open session

The Motion to reconvene into open session was initiated by Trustee Wright and seconded by Trustee Umans at 10:31pm. Unanimously carried.

3. Possible discussion of/action on items discussed in closed session

There was no action taken on items discussed in closed session.

c. Adjournment

The motion to adjourn was initiated by Trustee Wright and seconded by Trustee D'Alessandro at 10:32pm. Unanimously carried.

/s/ Tina Kolls, Village Clerk

These are not official Minutes until approved by the Governing Body.

DOWNTOWN MASTER PLAN PROPOSAL

VILLAGE OF WILLIAMS BAY

22 MARCH 2024



PlaceDynamics

3090 S. Country Lane ■ New Berlin, WI 53146 ■ 262-510-2131 ■ www.placedynamics.com

insight and strategy

22 March 2024

Village of Williams Bay
David Lothspeich
Village Administrator
admin@vi.williamsby.wi.gov

RE: Proposal for Downtown Master Plan

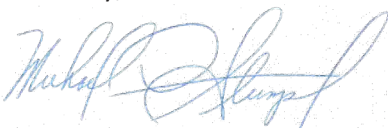
Thank you for the opportunity to submit this proposal to assist Williams Bay in preparing a downtown master plan. Place Dynamics has been providing similar services to clients across the United States and Canada for 19 years, supporting public and private sector clients. We have worked with communities from as few as 300 residents, to some of the largest cities in the country. Several examples of our work can be viewed online at:

<https://www.dropbox.com/sh/i9xwxbz15m58415/AAA5Qa2uqqgQxlbOYEtlVVgSa?dl=0>

These projects illustrate the breadth of our capabilities, including commercial (Tulsa, Indianapolis), tourism (Del Norte County, Ohio River Valley), and residential (Cincinnati, Ottawa) projects that are relevant to this plan. There are several downtown plans among the documents you will find there, including Marshfield, Ripon, Hartland, and Menasha.

This proposal outlines our qualifications along with our recommended approach. We are able to start the project upon execution of a contract. I (Michael Stumpf) will act as project manager and be the primary point of contact if we are selected for this project. I can answer any questions you may have about our proposal. I may be reached directly at (262) 510-2131, ext. 100, on my cell at (720) 413-5801, or via email at michael.stumpf@placedynamics.com. I will look forward to your decision.

Sincerely,



Michael Stumpf, Principal
Place Dynamics LLC



COMPANY PROFILE

MISSION

Place Dynamics has a mission to provide **insight and strategy** to government and nonprofit clients in economic development, market and economic research, tourism, business district vitality, and city planning.

BACKGROUND

Place Dynamics had its start in Colorado in 2005 before relocating to Wisconsin in 2009, when we incorporated as a limited liability company. We are recognized as a Service-Disabled Veteran-Owned Business (SD-VOB) and are registered in U.S. General Services Administration System for Award Management (SAM). We maintain general and professional liability, worker compensation, and business auto insurance meeting the requirements of most clients. We practice coast to coast, having worked in 33 states and provinces.

CAPABILITIES

Our core team of consultants bring at least 30 years of professional experience in fields such as economic development, commercial real estate, real estate development, city planning, and tourism. Each member of the team spent decades “in the trenches” prior to beginning a consulting career. We are pioneering the use of new sources and techniques to support data-driven and market-supported planning. We utilize advanced methods in our work, such as geographic information systems, economic and demographic modeling (IMPLAN as well as our own proprietary models), and mobile device tracking. Our analysis leads to informed decision-making and innovative strategies producing measurable results for clients.

SERVICES

Our core services are market and economic research, and strategic planning across a range of fields. Examples of the kind of work we do include:

- Economic development planning
- Entrepreneurial development
- Business incubator, coworking, and makerspace feasibility and planning
- Business or industrial park feasibility
- Industry research or target studies
- Technical support for city planning

- Market research (commercial, office, industrial, residential, and others)
- Tourism research and planning
- Lodging and hospitality feasibility studies
- Housing studies and strategies
- Downtown revitalization or business district planning
- Commercial development strategies

3090 S. Country Lane
New Berlin, WI 53146
262-510-2131
www.placedynamics.com



PROJECT APPROACH

The following is a summary of our recommended approach to Williams Bay's Downtown Master Plan. We are able to work with the Village to adjust this approach to better meet its needs.

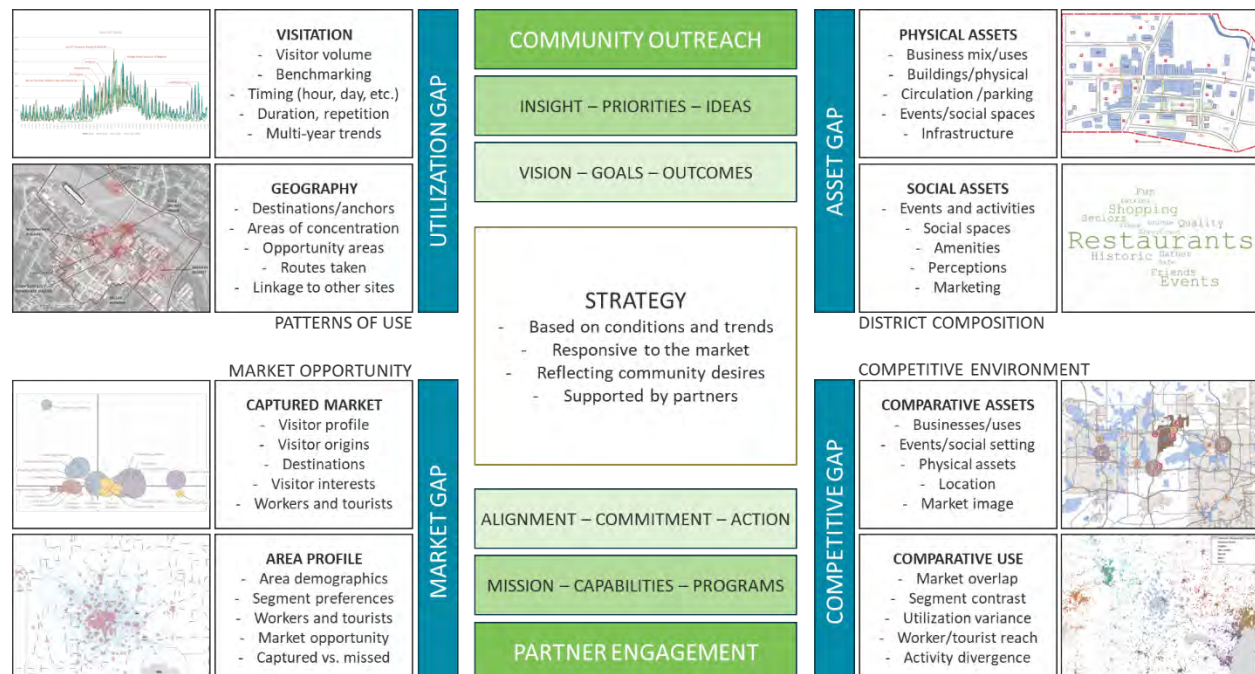
INITIATION

We will begin planning with a conference call between our team and the Village, to review the project scope, determine a schedule, and identify prior studies, planning, and data available to support the plan.

BACKGROUND

Site visit. A member of our planning team will schedule a visit to Williams Bay. The visit will accomplish three tasks: 1) conduct an assessment of the downtown district and community, inventorying and observing buildings, businesses, transportation and parking, infrastructure, and other conditions; 2) assess competition, along with significant drivers of potential customer traffic in the region; 3) interview city and economic development staff, business owners, property owners, and other stakeholders.

Market research. Our approach to market research is illustrated in the chart below. We apply mobile device tracking to a variety of data sources to understand how the district is being used, who is and who is not visiting the district, and how that is influenced by assets and competition. This research has more applications than simply for the downtown plan. The market intelligence we provide can be used by businesses to refine their strategies and marketing to reach more customers. It is also useful in business recruitment. The analysis will provide detail on both resident and tourist markets.





Community survey. We will prepare an electronic survey exploring how people interact with the district and their hopes for what it may become. We will seek the assistance of the Village and its partners in disseminating the survey link.

Parking analysis. Mobile device tracking gives us another tool to supplement existing resources in assessing parking. We can look at visitor volume during particular periods of the day (morning, lunch, afternoon, evening) We can also map where they are concentrating within the district, mapping the nexus between parking and demand generators.

VISIONING

Findings. At the conclusion of the background phase, we will prepare a brief summary of key findings, including a SWOT (strengths, weaknesses, opportunities, threats) or similar analysis.

Workshop. Place Dynamics will work with Village staff to prepare, and will conduct a workshop. We will present findings of our research and lead participants through exercises to establish a vision and rank goals and objectives for the district.

Partner meeting. After the workshop, we will meet with partners who may play a role in implementing the downtown plan. This typically includes Village staff, economic development staff, and representatives of organizations like a chamber of commerce. We will discuss the findings and build an understanding of commitments and capabilities to implement potential strategies. This is the first step in assuring the plan will not simply sit on a shelf.

PLANNING

Preliminary strategies. Place Dynamics will prepare an overall concept and strategies addressing community goals for the district. We will share these with the Village and its partners, and schedule a call to review them and discuss changes as well as issues related to implementation. Issues to be addressed include:

- Image and identity/brand – distinct from nearby places
- Tourism / destination development
- Business retention and attraction



- Business development – approaches to strengthening existing businesses
- Real estate investment
- Development standards / patterns
- Marketing and promotion
- Opportunities to serve the local community
- Amenities and open space
- Parking needs and management strategies
- Streetscape enhancements
- Signage and wayfinding

Open house workshop. Place Dynamics will conduct an open house workshop to present the proposed strategies. We will prepare several stations describing and illustrating concepts and strategies. The open house format, conducted over a period of several hours, increases participation by letting people stop in when they have time. They can interact one-on-one with a member of our staff to learn what is being proposed, and provide feedback.

Partner meeting. This meeting focuses on implementation, identifying responsibilities, the resources that will be needed, key action steps, and realistic timelines.

DOCUMENT

Draft plan. Place Dynamics will prepare a draft downtown master plan summarizing the research, community input, strategies, and implementation plan.

Presentation. We will present the draft plan in a public forum. Following the meeting, we will confer with Village staff concerning possible revision.

Final plan. We will edit the document to create a final plan.



SCHEDULE

The following schedule assumes a start at the beginning of May 2024, and is designed to complete the project within six months.

Initiation	May 2024
Background	May-July 2024
Visioning	July-August 2024
Planning	August-September 2024
Document	October 2024

EXPERIENCE

ECONOMIC DEVELOPMENT

- Economic Development Strategy, Vernon County, Wisconsin
- Trade and Marketing Strategy, Superior Trade Zone
- Manufacturing Jobs Study, Eureka, California

INDUSTRY TARGET / CLUSTER ANALYSIS

- Industry Target Study, Coos County, New Hampshire
- Industry Sectors Strategy, Spruce Grove, Alberta
- Industry Sector Strategy, Ogdensburg, New York

BUSINESS / INDUSTRIAL PARKS

- Industrial Park Site Selection and Concept Plan, Hamilton County, Iowa
- Ag-Industrial Park Feasibility Study and Plan, Webster County, Iowa
- Enterprise Logistics Park, Mt Pleasant, Wisconsin

SMALL BUSINESS DEVELOPMENT

- Small Business Toolkit, Moffat County, Colorado
- Entrepreneurial Development Strategy, Gilbert, Arizona
- Small Business Opportunity Study, Columbus, Ohio

COWORKING AND MAKERSPACES

- Southeastern Wisconsin Coworking Prospectus
- Coworking Feasibility Study, Orlando, Florida
- Coworking Feasibility Study, Idaho Falls, Idaho

BUSINESS INCUBATION STUDIES

- Food Business Incubation/Co-packing Feasibility Study, Eureka, California
- Coulee Regional Business Center, La Crosse, Wisconsin
- Business Incubator Feasibility Study, Danville, Virginia

INDUSTRY AND ECONOMIC ANALYSIS

- Ivy Tech Economic Impact Analysis, Indianapolis, Indiana
- Pharmacy Development Study, Ashland, Wisconsin
- Wine Industry Analysis, Woodinville, Washington

BUSINESS DISTRICT VITALITY

- Downtown Master Plan, Menasha, Wisconsin
- Downtown Master Plan, Marshfield, Wisconsin
- Town Center Plan, Tylertown, Mississippi

COMMERCIAL CORRIDOR DEVELOPMENT

- Commercial Corridors Strategy, Rochester, New York
- Near West Side Neighborhood Plan, Milwaukee, Wisconsin
- Market Analysis and Development Strategy, East Stroudsburg, Pennsylvania

COMMERCIAL MARKET ANALYSIS AND DEVELOPMENT

- Citywide Market Analysis and Strategy, Tulsa, Oklahoma
- Market Analysis and Strategy, Gallup, New Mexico
- Market Analysis and Strategy, Trinidad, Colorado

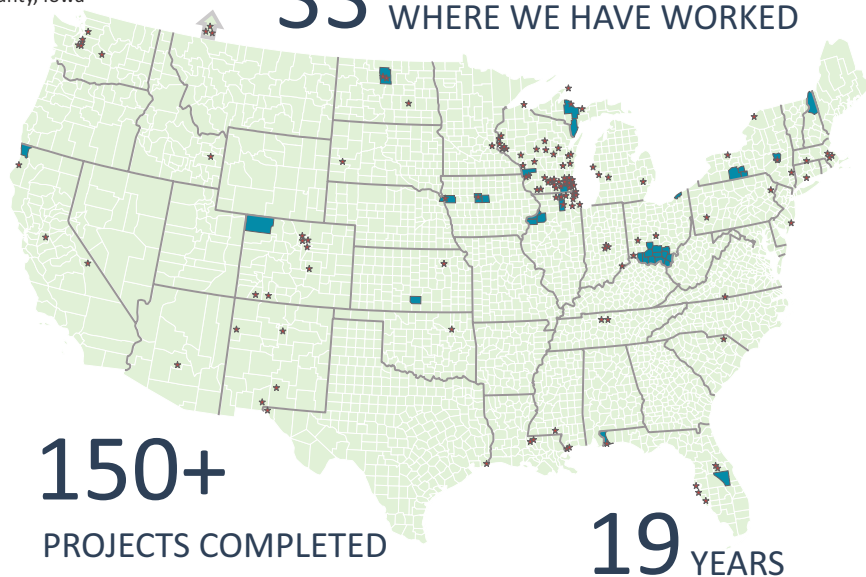
TOURISM DEVELOPMENT

- Ohio's Wilderness Tourism Strategy, Southern Ohio
- Agricultural Tourism Strategy, Del Norte County, California
- Visitor Market Research, Okeechobee County, Florida

LODGING AND HOSPITALITY

- Hotel Feasibility Study, Cheraw, South Carolina
- Hotel and Conference Center Feasibility, Kingman, Kansas
- Hotel Feasibility Study, Pointe Coupee, Louisiana

33 STATES AND PROVINCES
WHERE WE HAVE WORKED



150+
PROJECTS COMPLETED

19 YEARS

COMPREHENSIVE / AREA PLANNING SUPPORT

- Commercial Sector Study, Lake County, Florida
- Economic Benchmarking Tool, Santa Fe, New Mexico
- Land Use Demand Forecast, Hudson, Wisconsin

HOUSING RESEARCH AND STRATEGIES

- Housing Impact Fee Analysis, St. Croix Valley, Wisconsin
- Choice Neighborhood Market Study, Cincinnati, Ohio
- Downtown Housing Demand and Fiscal Analysis, Ottawa, Illinois

PUBLIC ADMINISTRATION / MANAGEMENT CONSULTING

- Keweenaw Mountain Lodge Use Study, Copper Harbor, Wisconsin
- Sandy Beach Feasibility Study, Lake Mills, Wisconsin
- Tax Increment / Neighborhood Study, Holmen, Wisconsin

3090 S. Country Lane
New Berlin, WI 53146
262-510-2131
www.placedynamics.com



SIMILAR WORK

DOWNTOWN MASTER PLAN

City of Marshfield, Wisconsin

Market analysis and planning to establish a shared vision and chart a clear course of actions for the City and its partners to pursue in promoting downtown revitalization.

DOWNTOWN MASTER PLAN

City of Menasha, Wisconsin

Market analysis and planning for expansion and revitalization of the historic downtown, and viable concepts for redeveloping six former industrial sites.

DOWNTOWN RENTAL AND SHORT-TERM RENTAL STUDY

City of Ottawa, Illinois

Market demand analysis for traditional and short-term rentals, along with a technical and fiscal analysis of the potential to renovate upper levels to meet the needs for housing.

COMMERCIAL CORRIDORS STRATEGY

City of Rochester, New York

Citywide strategy for the city's commercial corridors, based on a scan of all of the city's business districts, and detailed studies of eight corridor, establishing a district typology, theory of change, and approaches applied to specific issues.

HILLTOP SMALL BUSINESS OPPORTUNITY STUDY

City of Columbus, Ohio

Market and real estate analysis, regulatory and land banking review, design concepts, and business strategies to promote revitalization along two of the city's historic corridors.

MARKET ANALYSIS AND STRATEGY

International Marketplace Coalition, Indianapolis, Indiana

Market analysis and redevelopment planning for a cultural district encompassing over six square miles and 2.5 million feet of existing commercial space, including a regional mall.

TOWN CENTER MARKET ANALYSIS AND STRATEGY

Village of Ledgeview, Wisconsin

Market analysis and concept development for a new town center in an affluent suburban location.

TOWN CENTER PLAN

City of Tylertown, Mississippi

Market and design concepts to promote revitalization in an historic small city with growing tourism traffic.



BUSINESS CASE FOR RENOVATION

	\$100/sq. ft.	\$150/sq. ft.	\$200/sq. ft.	\$250/sq. ft.	\$300/sq. ft.	\$400/sq. ft.
STUDIO	Revenue	\$11,856	\$11,856	\$11,856	\$11,856	\$11,856
	Cash flow	\$7,591	\$5,849	\$2,077	\$2,367	\$626
	Revenue	\$25,452	\$25,452	\$25,452	\$25,452	\$25,452
	Cash flow	\$5,195	\$3,453	\$1,712	-\$29	
1 BEDROOM	Revenue	\$14,820	\$14,820	\$14,820	\$14,820	\$14,820
	Cash flow	\$7,591	\$5,849	\$4,600	\$2,279	-\$43
	Revenue	\$38,004	\$38,004	\$38,004	\$38,004	\$38,004
	Cash flow	\$9,951	\$7,629	\$5,307	\$2,836	-\$1,770
2 BEDROOM	Revenue	\$17,784	\$17,784	\$17,784	\$17,784	\$17,784
	Cash flow	\$10,460	\$7,364	\$4,269	\$1,173	-\$1,922
	Revenue	\$21,540	\$21,540	\$21,540	\$21,540	\$21,540
	Cash flow	-\$541	-\$3,637	-\$6,732	-\$6,162	-\$12,923



REFERENCES

City of Hartland BID

Marilyn Haroldson
210 Co onwood Avenue
Hartland, WI 53029
414-322-9998
makflower@hotmail.com

City of Waupaca

Jarod Rachu
Community and Economic Development Director
111 S. Main Street
Waupaca, WI 54981
715-942-9912
jrachu@cityofwaupaca.org

City of Vandalia

Michael J Hammes, AICP
City Planner
333 James E. Bohanan Drive
Vandalia, Ohio 45377
937-415-2301
mhammes@vandaliaohio.org

Wisconsin Main Street Program

Errin Welty, CEcD, EDFP
Downtown Development Program Director 201
W Washington Ave, Suite 600
Madison, WI 53701
608-210-6832
Errin.welty@wedc.org

INTERNATIONAL MARKETPLACE STRATEGY

INDIANAPOLIS, INDIANA

SIMILAR RECENT PROJECTS

Hilltop Commercial Corridors Strategy, Columbus, Ohio

Downtown Master Plan, Marshfield, Wisconsin

Town Center Plan, Tylertown, Mississippi

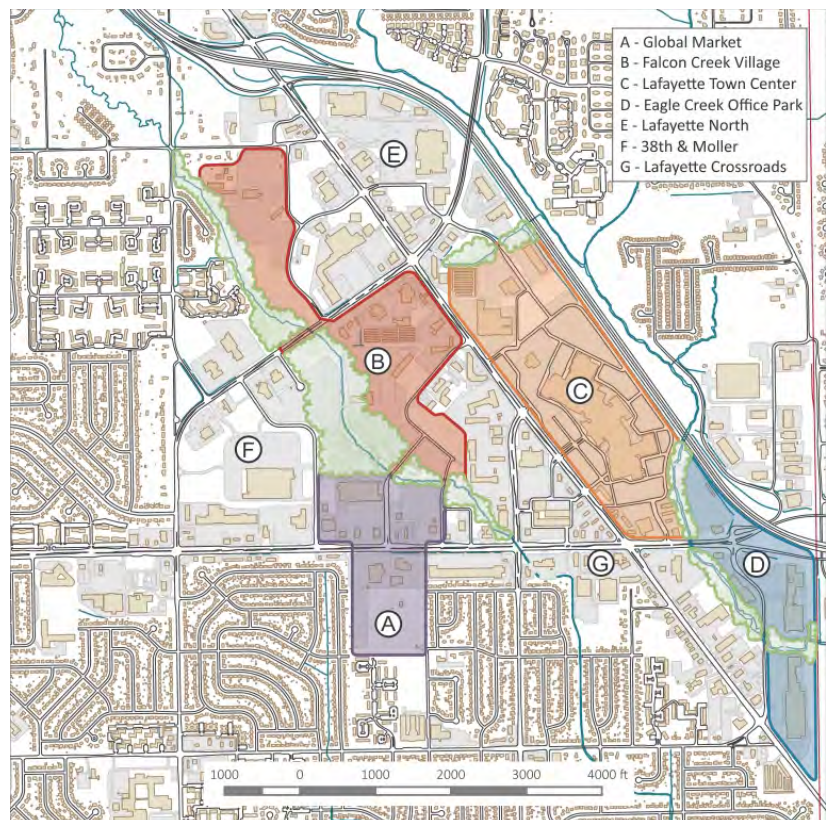
Downtown Strategic Assessment, Sioux City, Iowa

This area developed between the 1960's and 70's with over 5.5 million square feet of commercial space anchored by the Lafayette Square mall. Vacancies grew to 60 percent as new development occurred on the city's edge. This created an opportunity for ethnic shops and restaurants to move in.

LISC, the City of Indianapolis, and the nonprofit International Marketplace Coalition brought in Place Dynamics to prepare a market analysis and business plan guiding the district's transformation. Our approach is divided into three phases:

- Business development and marketing to enhance business acumen and drive additional customer traffic, later expanding to general entrepreneurship and food business startups.
- Infill development, renovation, and public improvements to transform area real estate.
- Large-scale redevelopment projects beginning as the district's turn-around gains momentum. Opportunities exist for residential, commercial, and mixed uses. The plan includes recommendations to create pedestrian-friendly pockets within an expansive suburban environment.

A market analysis drew on innovative approaches to understand the local market potential and tourism reaching more than 10 million potential visitors.



Top: Redevelopment opportunities are described in seven zones within the study area. Catalytic areas include a cultural core, a mixed use neighborhood, redevelopment of the ailing Lafayette Square Mall, and development of an office park. Bottom. ethnic businesses from over 60 cultures offer an example of a revitalized suburban commercial area.

2011

Hilltop Commercial Corridors Strategy, Columbus, Ohio
Downtown Master Plan, Marshfield, Wisconsin
Town Center Plan, Tylertown, Mississippi
t Analysis and Strategy, East Stroudsburg, Pennsylvania

Downtown Sioux City has been making good progress on its revitalization, but was still plagued by high rates of vacancy in many of its larger buildings. In recent years, some of this space has been successfully converted to housing. As this project started, there was also a change in state law that would enable to riverboat casino to move onshore.

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- A wide-angle photograph of a historic downtown street in Pittsburgh, Pennsylvania. The street is lined with multi-story brick and stone buildings, including a prominent corner building with a clock tower. The street is filled with cars and pedestrians, and a hillside with trees is visible in the background.

Top: Conceptual plan for the West End. Bottom: Sioux City has an outstanding building stock including notable Art Deco and Prairie Style structures.

DOWNTOWN MASTER PLAN MENASHA, WISCONSIN

SIMILAR RECENT PROJECTS

International Marketplace Strategy, Indianapolis, Indiana
Downtown Master Plan, Marshfield, Wisconsin
Town Center Plan, Tylertown, Mississippi
Downtown Strategic Assessment, Sioux City, Iowa

Downtown Menasha straddles the Fox River at a point where the drop in the river could generate power for the industries that located there in the 1800's. At the same time, a canal and locks were constructed to allow boats to pass. As industry left, the City has struggled to define a new role for the district.

Place Dynamics was retained to create a new vision for the city center. We used a combination of approaches to engage the community in creating the strategy, which seeks to expand the core commercial area and tie it more closely with the river, to retain industries that remain an important source of employment, to transition vacant sites to a combination of mixed use and public recreational spaces, and to target opportunity sites for near-term redevelopment.

The plan addresses implementation through a series of recommendations concerning priorities, tools for redevelopment and business promotion, policy guidelines concerning land use and development incentives, and strategies to encourage redevelopment, property investments, and business growth.

The plan was adopted in 2017. The City of Menasha has begun the process of implementation, working with potential developers on two of its priority sites, and retaining our team to initiate the planning process for one of its waterfront districts.



Top: The land use plan envisions significant redevelopment that will transition riverfront sites from industrial to a mix of new uses. Bottom: Character, density, and uses are described for each of the land uses proposed in the plan.

HILLTOP COMMERCIAL CORRIDORS STUDY

COLUMBUS, OHIO

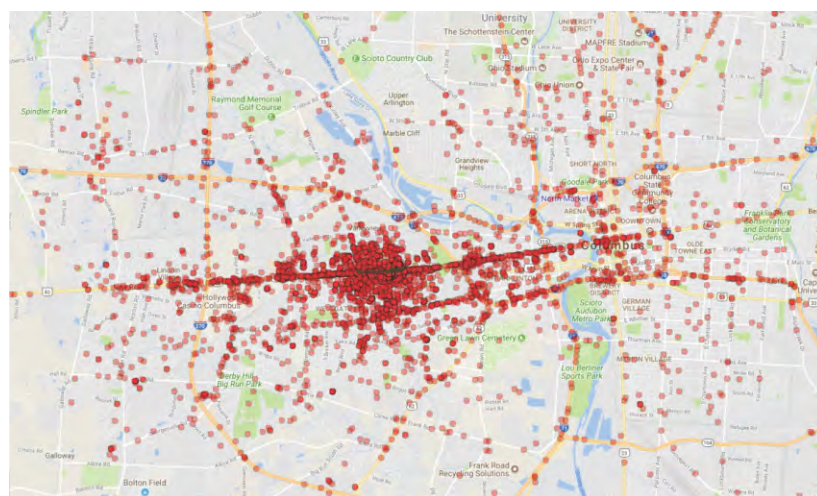
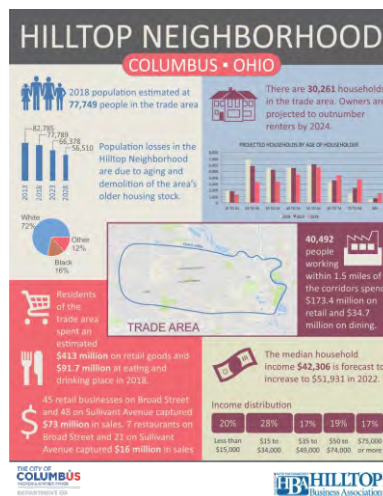
SIMILAR RECENT PROJECTS

Near West Side Neighborhood Strategy, Milwaukee, Wisconsin
 International Marketplace Strategy, Indianapolis, Indiana
 Downtown Master Plan, Menasha, Wisconsin
 Downtown Strategic Assessment, Sioux City, Iowa

The two corridors that were the focus of this study once thrived with businesses serving area residents, but emptied as development moved to the suburban fringe. Broad Street is the gateway to downtown Columbus, with an intact traditional business district that transitions to a commercial strip. Sullivant Avenue is more successful in meeting neighborhood shopping needs and lunchtime needs of the area workforce. The greatest challenge for both is the continuing loss of neighborhood population. There also is a need to address crime, abandoned and foreclosed properties, and area perceptions.

Broad Street will support redevelopment at strategic sites. It is possible to build on the large number of medical offices in the corridor. The concentration of Asian, Middle Eastern, Latino, and African businesses on Sullivant Avenue enable it to be branded as an international district that can draw visitors from across the metropolitan area.

The strategy identified business targets. Recommendations dealt with initiatives to support the business community, technical assistance with marketing, coaching ethnic businesses to appeal to a culturally diverse customer base, and detailed strategies for commercial entrepreneurship, including alternate approaches to business incubation. The plan identified priority redevelopment sites and recommended branding strategies.



Top: Examples of some of the promotional materials prepared to help market the district. Bottom: Mapping of visitors' location prior to coming into the Broad Street corridor.

TOWN CENTER PLAN TYLERTOWN, MISSISSIPPI

2010

SIMILAR RECENT PROJECTS

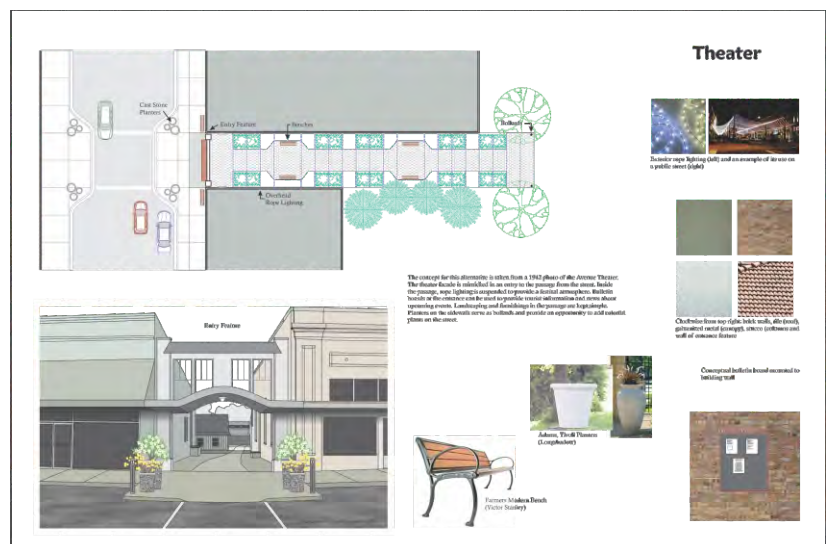
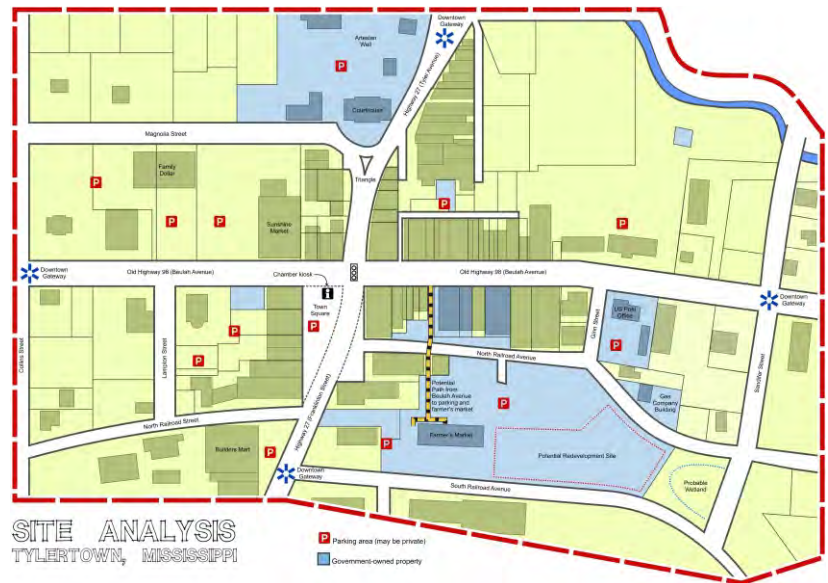
Hilltop Commercial Corridors Strategy, Columbus, Ohio
Downtown Master Plan, Marshfield, Wisconsin
Downtown Strategic Assessment, Sioux City, Iowa
Downtown Master Plan, Menasha, Wisconsin

Tylertown is a county seat with a growing tourism market. The Chamber has made great strides in business development, and has been purchasing and renovating buildings to create space for new businesses. In this case, overall district design would be the most important element needed to foster continued revitalization.

One of the district's challenges is a street pattern with long blocks and too little on-street parking. We proposed new street alignments and pedestrian passages, with new parking lot designs to improve circulation.

The plan created a public green space by shrinking a parking lot that had once been the town square. It encourages new rear building facades opening to a large parking lot visible from the state highway passing through the district. Both aspects of this strategy have been realized with great success.

The strategy seeks to create a unique setting harkening back to the historic appearance of the community. One of the more interesting approaches recreates public signs from the early 1900's and places vintage arcade games along the sidewalks. Overhead wires cannot be relocated, but their impact can be masked by stringing street lighting over the highway. Additional recommendations deal with gateway features and wayfinding to direct visitors to key destinations in the district.



Top: The site analysis inventories conditions within the district.
Bottom: One of three alternative concept boards prepared for a pedestrian passage opening to parking behind the buildings.



COST PROPOSAL

Place Dynamics will prepare the Downtown Master Plan for Williams Bay for a fixed price of \$20,000. This fee is inclusive of all travel, materials, and data to complete the project as described. The cost can be broken out as follows.

Background.....	\$7,000
Visioning	4,000
Planning.....	8,000
Document	1,000
TOTAL.....	\$20,000

Place Dynamics bills not more often than once monthly, typically on the completion of project phases. Payment is due in 30 days.

Place Dynamics maintains general and professional liability, worker compensation, and auto insurance policies and can provide documentation upon request.

Place Dynamics is recognized as a Service-Disabled Veteran-Owned Business (SDVOB) for federal contracting or grant purposes.



MICHAEL STUMPF

Principal

Education

MS Urban/Economic Geography

BS Public Administration

Northern Illinois University

Certifications

American Institute of Certified Planners (AICP) – #019408

Certified Economic Developer (CEcD) – #1782

Michael Stumpf is a community strategist with more than thirty years of experience spanning government and private consulting. He is an expert in applying market intelligence to craft effective community and economic development strategies. Through more than 150 projects in 32 states and provinces, Michael has gained extensive knowledge of varied approaches employed in differing types of urban and rural places. His work in economic development and downtown revitalization earned professional recognition.

After beginning his career in retail development, Michael spent 15 years as an economic development director in Illinois, Wisconsin, and Colorado. In 2005 he left his position as the economic development director for Boulder, Colorado, to form Place Dynamics. As an economic developer, Michael was instrumental in implementing diverse programs in commercial district vitality, business and entrepreneurial development, tourism, workforce, real estate and infrastructure, and community planning.

Michael has expertise in business location decision-making in both the retail and primary industry sectors. He has authored numerous articles on industrial site selection and retail markets. Michael applies this knowledge in helping communities site and plan successful commercial districts and employment centers. His projects encompasses all types of commercial areas, mixed-use neighborhoods, and shopping centers. He has conducted the market feasibility, site selection, and development planning for business or industrial parks with public and private investment approaching \$1 billion.

With a background in market research, Michael has helped to pioneer new approaches for commercial, industrial, tourism, and residential sectors. He has been among the first to explore the potential of mobile device tracking to understand markets and patterns of use, and created innovative tools to understand industry composition and change at the establishment level.

Experience

BUSINESS DISTRICTS AND REDEVELOPMENT

- 124th St and Lisbon Rd Redevelopment Plan, Brookfield, WI
- Allen Creek / Union St. Redevelopment Plan, Evansville, WI
- Commercial Corridor Plans, Appleton, Wisconsin
- Commercial Corridors Strategy, Rochester, New York
- Downtown Concept Plan, Port Arthur, Texas
- Downtown Plan, Appleton, Wisconsin
- Downtown Plan, Belvidere, Illinois
- Downtown Plan, Boulder, Colorado
- Downtown Plan, Clintonville, Wisconsin
- Downtown Plan, Elm Grove, Wisconsin
- Downtown Plan, Marshfield, Wisconsin
- Downtown Plan, Mazomanie, Wisconsin
- Downtown Plan, Menasha, Wisconsin
- Downtown Plan, Whitewater, Wisconsin
- Downtown Redevelopment Sites, Janesville, Wisconsin
- Downtown Strategic Assessment, Sioux City, Iowa
- Downtown Visitation and Market Studies, WI Main Street – Elkhart Lake, Osceola, Ripon, Shullsburg
- Fox River Corridor Redevelopment Plan, Appleton, WI
- Hawthorn Melody Redevelopment, Whitewater, WI
- Hilltop Small Business Study, Columbus, Ohio
- International Marketplace, Indianapolis, Indiana
- Interstate 94 Corridor Plan, Raymond, Wisconsin
- James Street Redevelopment Plan, Whitewater, WI
- Jefferson Street Redevelopment Plan, Whitewater, WI
- Layton Boulevard Strategy, Milwaukee, WI
- Near West Side Strategy, Milwaukee, Wisconsin
- Oneida Street Corridor Plan, Appleton, Wisconsin
- Redevelopment Area Plan, Wausau, Wisconsin
- Richmond Street Corridor Plan, Appleton, Wisconsin
- Superior Trade Zone Strategy, Michigan
- Town Center Plan, Ledgeview, Wisconsin
- Town Center Plan, Raymond, Wisconsin
- Town Center Plan, Tylertown, Mississippi
- Washington Av Redevelopment Workshop, Madison, WI
- Water Street Redevelopment Plan, Menasha, Wisconsin
- Whitewater Hotel Redevelopment, Whitewater, WI
- Wisconsin Avenue Corridor Plan, Appleton, Wisconsin

OFFICE/INDUSTRIAL PARK DEVELOPMENT

- Bluff Road Commercial Corridor, Whitewater, Wisconsin
- Enterprise Business Center, Racine County, Wisconsin
- Highway 14 Industrial Park, Mazomanie, Wisconsin
- Northcentral Iowa Ag-Industrial Center, Fort Dodge, IA
- Williams Value-Added Agricultural Park, Williams, Iowa
- Whitewater Business Park, Whitewater, Wisconsin

URBAN PLANNING

Michael has led or participated in many planning projects including visioning exercises and interactive workshops, comprehensive plans, neighborhood plans, and park plans.

ECONOMIC DEVELOPMENT

- Beer, Wine, Craft Spirits Industry Analysis, Woodinville, WA
- Business Climate Study, Webster County, Iowa
- Business Development Toolkit, Moffat County, Colorado
- Business Incubator Feasibility Study, Danville, Virginia
- Business Incubator Feasibility Study, Farmington Hills, MI
- Business Incubator Feasibility Study, La Crosse, Wisconsin
- Business Incubator Feasibility Study, River Falls, Wisconsin
- Business Incubator Feasibility Study, Stevens Point, Wisc.
- Business Incubator Feasibility Study, Waupaca, Wisconsin
- Commercial Business Feasibility Study, Arcadia, Michigan
- Commercial Development Program, Boone County, Illinois
- Coworking and Entrepreneurship Study, Idaho Falls, Idaho
- Coworking and Entrepreneurship Study, Southeastern WI
- Coworking Feasibility Study, Orlando, Florida
- Disaster Recovery Strategy, Schoharie County, NY
- Downtown Redevelopment Practices Survey, Wisconsin
- Economic Benchmark Analysis, Santa Fe, New Mexico
- Economic Cluster Analysis, 7-County Region, Iowa
- Economic Conditions Analysis, GM Site, Indianapolis, IN
- Economic Development Assessment, Escambia Co., FL
- Economic Development Analysis, East Stroudsburg, Penn.
- Economic Development Organizational Study, SW Colorado
- Economic Development Assessment, Pleasantville, NJ
- Economic Development Marketing, Sun Prairie, Wisconsin
- Economic Development Plan, Marquette, Michigan
- Economic Development Plan, Mazomanie, Wisconsin
- Economic Development Plan, Vernon County, Wisconsin
- Economic Development Strategy, Waupaca, Wisconsin
- Economic Development Strategy, Whitewater, Wisconsin
- Economic Impact Analysis, Industrial Project, Madison, IN
- Economic Impact Analysis, Ivy Tech, Indianapolis, IN
- Economic Impact Analysis, Shops at 44, Murrysville, PA
- Economic Recovery Planning, Bay St. Louis, Mississippi
- Economic Recovery Planning, Minot, North Dakota
- Enterprise Zone Marketing Strategy, Belvidere, Illinois
- Entrepreneurial Development Strategy, Gilbert, Arizona
- Food Innovation Center Feasibility Study, Eureka, CA
- Incentives Study, Spruce Grove, Alberta, Canada
- Industry Analysis and Marketing, Ogdensburg, NY
- Industry Target and Marketing Plan, Coos County, NH
- Industry Target and Marketing Plan, Spruce Grove, AB
- Industry Target and Marketing Plan, Stony Plain, AB
- Industry Target Study, Webster County, Iowa
- Industry, Workforce, and Real Estate Analysis, New York Southern Tier Counties
- Manufacturing Jobs and Port Study, Eureka, California
- Manufacturing Relocation Study, Chicago Region, IL
- Natural / Organic Food Industry Initiative, Boulder, CO
- Targeted Industry Market Development, Rockford, IL

TOURISM AND HOSPITALITY

Michael has performed feasibility studies for more than 20 lodging projects including hotels, resorts, golf properties, boutique inns, cabins, convention center hotels and banquet halls, and other properties, including some listed below.

- Agritourism Strategic Plan, Del Norte County, California
- Banquet and Lodging Analysis, Lake Mills, Wisconsin
- Banquet and Lodging Analysis, Menasha, Wisconsin
- Boutique Hotel Development Analysis, Ripon, Wisconsin
- Conference Center & Hotel Analysis, Kingman County, KS
- Destination Development Plan, Pagosa Springs, Colorado
- Hospitality Development Analysis, Washington (Town), NY
- Hotel Feasibility Analysis, Cheraw, South Carolina
- Hotel Feasibility Analysis, Lyons, Colorado
- Hotel Feasibility Analysis, St. Francisville, Louisiana
- Keweenaw Mountain Lodge Analysis, Copper Harbor, MI
- Local Tourism Strategy, Sioux City Metro Area, Iowa
- Retail Trade Study, Lake County, Ohio
- Rural Tourism Asset Map, Rock/Henry/Mercer Cos., IL
- Tourism Development Plan, Whitewater, Wisconsin
- Tourism Strategy, Ohio River Valley, Ohio
- Visitor Market Research, Okeechobee County, Florida
- Visual and Performing Arts Study, Ellensburg, Washington

MARKET ANALYSIS AND DEVELOPMENT STRATEGIES

The projects listed below are representative of Michael extensive experience. He has conducted the market research, site selection, and feasibility analysis for more than 80 public or private commercial development projects across the nation.

- 28th and Jay Development Impact Analysis, Boulder, CO
- Best Use Analysis, Little Chute, Wisconsin
- Commercial Market Analysis, Hartland, Wisconsin
- Cottage Grove Road Analysis and Strategy, Madison, WI
- Development Opportunities Analysis, Blair, Wisconsin
- Development Opportunities Analysis, Holmen, Wisconsin
- Development Opportunities Analysis, Hudson, Wisconsin
- Development Opportunities Analysis, Oakdale, Wisconsin
- Downtown Market Analysis and Strategy, Ripon, WI
- Economic Benchmark Application, Santa Fe, New Mexico
- Economic Impact Analysis, Monroe, Wisconsin
- Economic Impact Analysis, Stoughton, Wisconsin
- Foot Traffic Analysis, Elkhart Lake, Wisconsin
- Foot Traffic Analysis, Osceola, Wisconsin
- Foot Traffic Analysis, Ripon, Wisconsin
- Foot Traffic Analysis, Shullsburg, Wisconsin
- Foot Traffic Analysis, Waupaca, Wisconsin
- Grocery Development Study, Madison, Wisconsin
- Housing Development Site Analysis, Munising, Michigan
- Housing Needs Analysis, Whitewater, Wisconsin
- Housing Development Site Analysis, Woodstock, Illinois
- Impact Fee Review, several municipalities, Wisconsin
- Market Analysis & Recruitment Plan, Bay St. Louis, MS
- Market Analysis, Belvidere, Illinois
- Market Analysis and Strategy, Alamogordo, New Mexico
- Market Analysis and Strategy, Gallup, New Mexico
- Market Analysis and Strategy, Jamestown, North Dakota
- Market Analysis and Strategy, Mazomanie, Wisconsin
- Market Analysis and Strategy, Oakdale, Wisconsin
- Market Analysis and Strategy, Trinidad, Colorado
- Market Analysis and Strategy, Whitewater, Wisconsin
- Meeting and Hospitality Analysis, Lake Mills, Wisconsin
- Near West Side Market Analysis, Milwaukee, Wisconsin
- Northside Market Analysis, Madison, Wisconsin
- Pharmacy Study, Red Cliff Band of Chippewa, Wisconsin
- Retail Market Study and Strategy, Tulsa, Oklahoma
- Retail Trade Study, Lake County, Ohio
- Sales and Economic Impact Analysis, Murrysville, PA



ANDREW DANE

Consultant

Education

MS Urban/Regional Planning
University of Arizona

BS Conservation Biology
University of Wisconsin-Madison

Certifications

American Institute of Certified
Planners (AICP) – #025561

LEED AP Neighborhood
Development (LEED AP ND), U.S.
Green Building Council

ENVISION Sustainability Professional
(ENV SP), Institute for Sustainable
Infrastructure

Andrew Dane is an urban planner with over twenty years of experience assisting both rural and urban communities as well as private industry. Andrew is a highly skilled and confident group process leader and facilitator, with extensive experience designing and leading public participation and community engagement processes. He specializes in project planning, feasibility and implementation of complex projects including downtown and neighborhood revitalization; land use planning; and economic development. Andrew has successfully secured more than \$100M in tax credits and grants for his clients.

After launching a successful landscaping company after college, Andrew spent 10 years as an economic development director for the City of South Tucson and as a Community Economic Development Educator for University of Wisconsin-Extension. Prior to joining Place Dynamics Andrew was Senior Community Development Specialist with Short Elliott Hendrickson Inc - a regional planning and engineering firm - where he provided community, economic development, and urban planning services for clients throughout the Midwest.

Andrew is actively engaged in his neighborhood and community, founding the Lawrence City Park Neighborhood Association and co-founding Neighborhood Investments, LLC, a small real estate management firm rehabilitating blighted residential and commercial properties.

Andrew contributes his expertise to Place Dynamics as a contract employee on a project basis. He and Michael have developed a strong work synergy having completed collaborated on more than two dozen projects.

Experience

ECONOMIC DEVELOPMENT

- Biofuels Feasibility Study, MRRPC, Wisconsin
- Biofuels Feasibility Study, Thilmany Papers, Wisconsin
- Biofuels Due Diligence Study, Xcel Energy, Wisconsin
- Ethanol Expansion Feasibility Study, ACE Ethanol, LLC
- Biomass Feasibility Study, Bad River Tribe, Wisconsin
- Biomass Feasibility Study, Boise Forte Tribe, Minnesota
- Business Park Feasibility Study, Eau Claire, Wisconsin
- Business Retention/Expansion Study, NW Wisconsin
- Economic Development Analysis, East Stroudsburg, Penn.
- Economic Development Plan, Vernon County, Wisconsin
- Economic Development Strategy, Waupaca, Wisconsin
- Marketing Co-op Feasibility Study, Six Rivers Co-Op, Wisc.
- IMPLAN Impact Studies, Barron County, Wisconsin
- IMPLAN Impact Studies, Chippewa County, Wisconsin
- Industry, Workforce, and Real Estate Analysis, New York Southern Tier Counties
- Opportunity Zone Marketing, Menasha, Wisconsin
- Retail Market Study and Strategy, Tulsa, Oklahoma Riverside North Master Development Team, La Crosse, Wisconsin
- Strategic Business Plan, West WI Rail Transit Authority
- Value-Added Wood Product Study, MRRPC, Wisconsin
- Water System Capacity Study, Eau Claire, Wisconsin

TOURISM AND HOSPITALITY

- Arts and Crafts Economic Impact Study, NW Wisconsin
- Banquet and Lodging Analysis, Menasha, Wisconsin
- Economic Impact and Tourism Study, N. Wisc. State Fair
- Hotel Feasibility Study, Lyons Colorado
- Tourism Strategy, Ohio River Valley, Ohio
- Visitor Survey, Pagosa Springs, Colorado

BUSINESS DISTRICTS AND REDEVELOPMENT

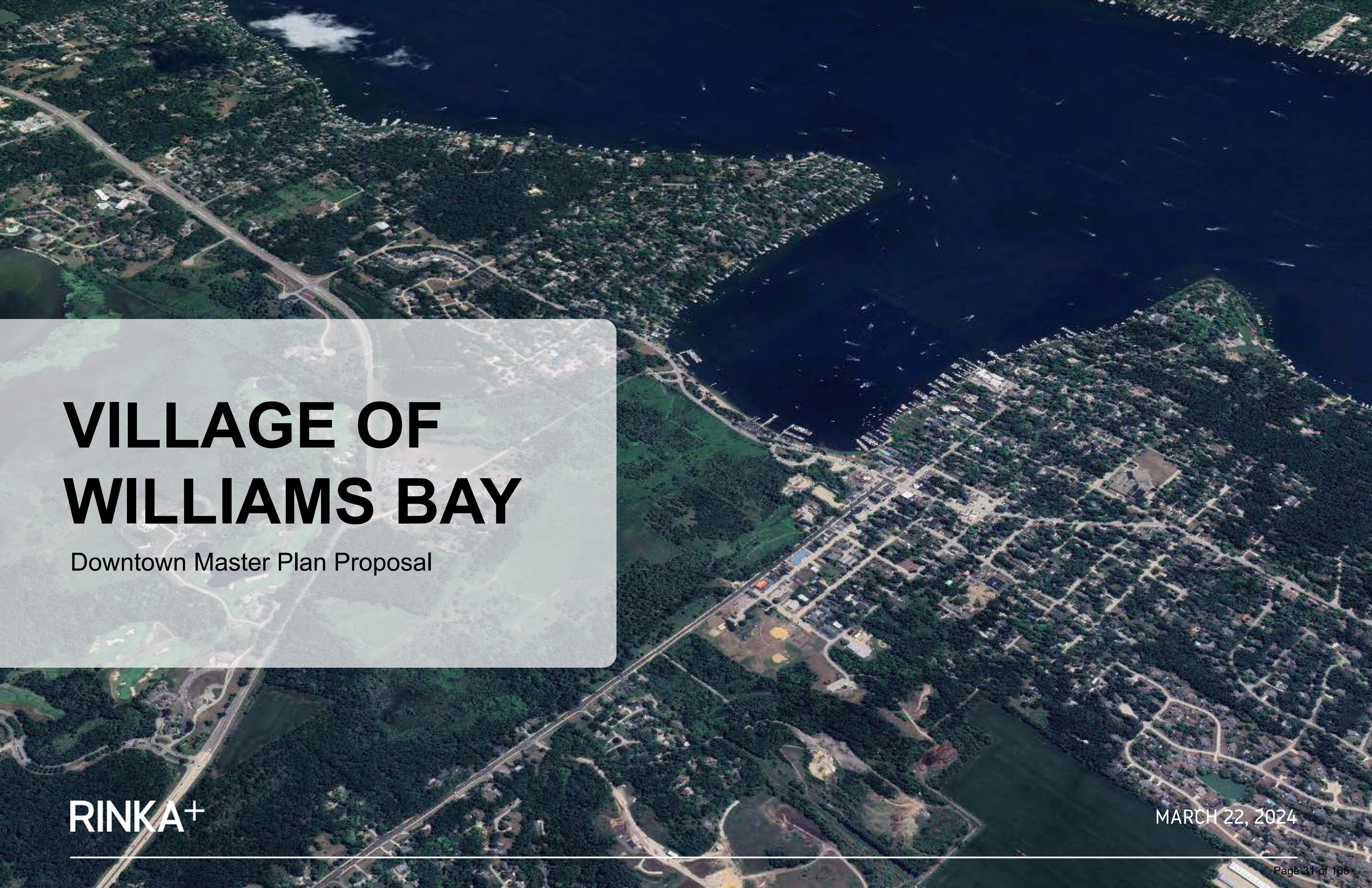
- 54th Street Preliminary Design, Edina, Minnesota
- Towers Area Market Study, Wausau, Wisconsin
- South Riverfront Master Plan, Wausau, Wisconsin
- Brownfields Historic Fill Permit, Neenah, Wisconsin
- Downtown Market Analysis, Sherwood, Wisconsin
- Downtown Parking Study, Fish Creek, Wisconsin
- Downtown Plan, Appleton, Wisconsin
- Downtown Plan, Clintonville, Wisconsin
- Downtown Plan, Marshfield, Wisconsin
- Downtown Plan, Menasha, Wisconsin
- Downtown Plan, Porter, Indiana
- Downtown Revitalization Plan, Gering, Indiana
- Downtown Plan, Sherwood, Wisconsin
- Downtown Plan, Elm Grove, Wisconsin
- Downtown Corridor Plan, East Stroudsburg, Pennsylvania
- Hilltop Small Business Study, Columbus, Ohio
- Miller's Bay Neighborhood Streetscape Design Plan, Oshkosh, Wisconsin
- Parking Study, Egg Harbor, Wisconsin
- Strategic Plan, Chippewa Falls Main Street, Wisconsin
- Waterfront Master Plan, Fish Creek, Wisconsin
- Wayfinding and Streetscape Design Plan, Fish Creek, Wisc.

LAND USE AND TRANSPORTATION PLANNING

- Arrowhead Park Master Plan, Neenah, Wisconsin
- Bicycling and Pedestrian Plan, Fish Creek, Wisconsin
- Bicycling and Pedestrian Wayfinding Plan, EC Wisconsin
- Comprehensive Outdoor Recreation Plan, Suring, Wisconsin
- Comprehensive Plan, Appleton, Wisconsin
- Comprehensive Plan, Barron County, Wisconsin
- Comprehensive Plan, Stevens Point, Wisconsin
- Comprehensive Plan, Whitehall, Wisconsin
- Comprehensive Plan Workshop, Marshfield, Wisconsin
- Cost of Community Services, Cleveland Township, Wisc.
- Energy Conservation Plan, Chippewa County, Wisconsin
- Energy Conservation Plan, Oneida Tribe, Wisconsin
- Flood Management Plan, Milwaukee, Wisconsin
- Housing Plan, City of South Tucson, Arizona
- Kinnickinnick River Corridor Plan, River Falls, Wisconsin
- Master Land Use Plan Update, La Crosse County, Wisc.
- Planning Services, Newburg, Wisconsin
- Recycling Feasibility Study, Chippewa County, Wisconsin
- River Management Plan, Kiel, Wisconsin
- Solid Waste/Recycling Plan, La Crosse, Wisconsin
- Solid Waste/Recycling Plan, Fond Du Lac Tribe, Wisconsin
- Strategic Plan, Chippewa County, Wisconsin
- Trail Master Plan, Appleton, Wisconsin
- Transportation Plan, Sherwood, Wisconsin

GRANTS AND PROJECT FUNDING

- \$100M Empowerment Zone Tax Credits, S. Tucson, Arizona
- \$7.4M USDA RD Grant/Loan, Birnamwood, Wisconsin
- \$1M Historic Tax Credit Application, Private Developer
- \$500K EDA Grant Application, Eureka, California
- \$500K HOME Grant Funds, S. Tucson, Arizona
- \$500K REAP Grant Application, ACE Ethanol, LLC
- \$500K REAP Grant Application, Fox River Energy, LLC
- \$500K TAP Grant Application, Waupaca, Wisconsin
- 500K Infrastructure Grant, Tigerton, Wisconsin
- \$400K CDBG Grant Application. S. Tucson, Arizona
- \$300K CDBG Infrastructure Grant, Lowell, Wisconsin
- \$250K CDIG Grant Application, Eau Claire, Wisconsin
- \$250K USDA RD Housing Grant, S. Tucson, Arizona
- \$250K USDA Energy Grant, Thilmany Papers, Wisconsin
- \$75K Fund for Lake Michigan Application, Fish Creek, Wisc.
- \$25K CDBG Planning Grant, Clintonville, Wisconsin
- \$25K CDBG Planning Grant, Port Washington, Wisconsin
- Tax Increment Financing Sherwood, Wisconsin
- Roadway Special Assessments, Sherwood, Wisconsin



VILLAGE OF WILLIAMS BAY

Downtown Master Plan Proposal

March 22, 2024

ATTN: David Lothspeich, Village Administrator
Village of Williams Bay
admin@vi.williamsbay.wi.gov

Dear Mr. Lothspeich,

I am delighted to present our response to the Request for Proposal for the Williams Bay Masterplan. It is with great enthusiasm that we anticipate the opportunity to collaborate with you and your stakeholders in crafting a comprehensive public improvement strategy that will unlock fresh opportunities for the residents and business owners of Williams Bay.

In our proposal, we are dedicated to addressing the evolving needs of the community by aligning a strategic Masterplan with the city's overarching vision and objectives. While numerous firms can offer planning services to design parking lots based on demand, it is our belief at RINKA that a more holistic approach is essential. Our methodology involves creatively blending parking solutions with an enhanced downtown experience, ensuring that investment not only improves the streetscape but also fosters a more connected and walkable downtown environment. By creating an integrated downtown plan, we aim to enhance the overall downtown experience, support existing businesses, and pave the way for future downtown enterprises.

RINKA boasts a top-tier creative team with a unique blend of strengths that we believe will greatly benefit Williams Bay:

Strategic Expertise: We pride ourselves on our strategic acumen and our ability to understand our clients' business objectives. Our placemaking process involves asking critical questions to uncover challenges and opportunities, enabling us to devise effective strategies. Through collaboration with stakeholders and leveraging industry partnerships, we can analyze data and assess project viability to inform actionable plans.

Placemaking Excellence: Beyond traditional planning, we are committed placemakers who inspire positive change. With a multidisciplinary team comprising architects, urban designers, and land planners, we possess the capabilities to translate vision into reality. From strategic planning to design, construction, and execution, we ensure that our projects not only inspire but also align with development proforma and financial considerations.

Commitment to Success: Our partnership signifies a commitment to excellence; we are dedicated to delivering a transformative vision for downtown Williams Bay. We are deeply invested in building lasting relationships and are eager to collaborate with you in revitalizing the downtown area, driving economic growth, and fostering community cohesion.

We are genuinely excited about the opportunity to work together and are confident that our strategic approach and expertise will make a significant contribution to the development of the Williams Bay Masterplan. Thank you for considering our proposal, and we eagerly anticipate the possibility of partnering with you.

Warm regards,



Eric Mayne, AIA, RIBA
Masterplanning Practice Leader
RINKA

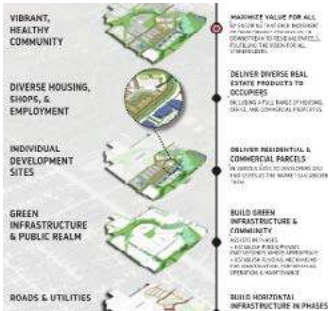


PROJECT UNDERSTANDING

We are a team of masterplanning experts who will serve as your strategic partners throughout the project. Our team possesses diverse skills and experience, ensuring that we can address the issues facing your community and produce a masterplan that compliments the comprehensive plan while providing the most impactful improvements. From initial research to final implementation, we will leverage our collective expertise to deliver outstanding results.

Existing Analysis:

We'll conduct a thorough analysis of many aspects of your community to identify opportunities and areas for improvement along to downtown corridor, considering economic, environmental, and social factors.



Identify Issues + provide thoughtful solutions:

Conducting a comprehensive assessment of parking demands and proposing innovative solutions to mitigate peak demand and create a pedestrian-friendly downtown plan takes creativity. Thoughtful consideration and an in-depth knowledge of design standards go into making great places where people want to be.



Streetscape improvements:

The reconstruction of HWY 67, a major village arterial street requires careful considerations to ensure the downtown experience is enhanced and improved as a result. Solutions that seamlessly integrate with existing infrastructure, prioritizing safety, accessibility, and aesthetic appeal.



Brand Strategy:

Public improvement projects present an opportunity to seamlessly integrate and build stronger sense of identity for Williams Bay. Our brand strategists will work alongside the masterplanning team to incorporate wayfinding and branding opportunities.



Public Engagement:

Engaging the community through listening sessions and an open house so we can get feedback and incorporate their voices and perspectives into the planning process will ensure transparency and collaboration.



Amenities Enhancement:

Enhancing your existing amenities like parks, recreational facilities, and public spaces along the lakefront to create vibrant and inclusive spaces catering to the community's diverse needs.



Redevelopment Sites:

Identifying strategic redevelopment sites within the downtown area based on factors such as accessibility, land use, and market demand, and developing tailored strategies to maximize their potential for economic and social revitalization.



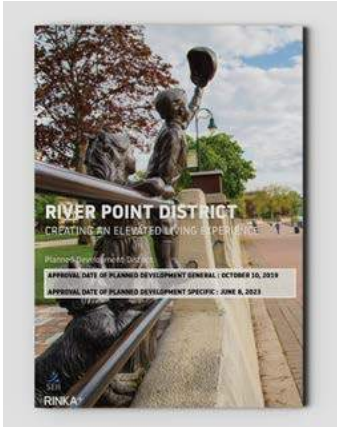
Park and Lakefront:

Designing and considering waterfront facilities to improve safety, facilitate recreational activities and enhance the overall waterfront experience, focusing on functionality and sustainability.



Final Report:

Delivering a comprehensive final report summarizing findings, recommendations, and proposed masterplan concepts, and phasing recommendations serving as a valuable resource for decision-makers in future development efforts and investment priorities.



ABOUT US

YOUR STRATEGIC PARTNERS

We are planners, architects, interior designers, and brand strategists focused on your business goals.

RECENT AWARDS

- 2024 Milwaukee Business Journal Real Estate Award - SoftwareONE
- 2024 Daily Reporter Top Projects - Woodnote Residences
- 2024 Daily Reporter Top Projects - R1VER
- 2023 Best Places to Work (Milwaukee Business Journal)
- 2023 Mayor's Design Award - Tribute Apartments
- 2023 Mayor's Design Award - R1VER Development
- 2023 ASID Gold Award - Johnson Financial Group
- 2023 ASID Gold Award - Schlitz Park
- 2023 ASID Silver Award - MIAD 4th Floor
- 2023 ASID Bronze Award - West Bend Mutual Insurance
- 2023 WCREW Peoples Choice Nominee - Greenlink Residences + Public House 55
- 2023 Daily Reporter Top Projects - Newport Shores
- 2023 Milwaukee Business Journal Real Estate Award - Associated Bank River Center
- 2023 Milwaukee Business Journal Real Estate Award - Zizzo Group
- 2023 Milwaukee Business Journal Real Estate Award - R1VER Office
- 2023 Milwaukee Business Journal Real Estate Award - Greenlink Residences + Public House 55

SERVICES

ARCHITECTURE + INTERIORS

- Visioning
- Site Analysis + Feasibility
- Master Planning
- Architecture
- Interiors
- Landscape Design
- Construction Documentation
- Construction Administration

RESEARCH + COMPLIANCE

- LEED Certification
- WELL Certification
- Historic Preservation
- Code + Compliance Analysis

BRAND + EXPLORATION MEDIA

- Brand Creation + Development
- Website Brand Presence
- Graphic + Motion Design
- Virtual Augmented Reality Experiences

100+ INDUSTRY AWARDS

“RINKA’s commitment to designs that will stand the test of time ensures a long-lasting effect on the quality of life in the city.”

- Robert Greenstreet, Former Dean of UW-Milwaukee SARUP

CONTACT

756 N. Milwaukee Street, Suite 250,
Milwaukee, WI 53202
414.431.8101

Matt Rinka, AIA
Email : mrinka@rinka.com
Website : <https://www.rinka.com>



<https://www.linkedin.com/company/rinkachung-architecture/>



<https://www.instagram.com/we.are.rinka/>

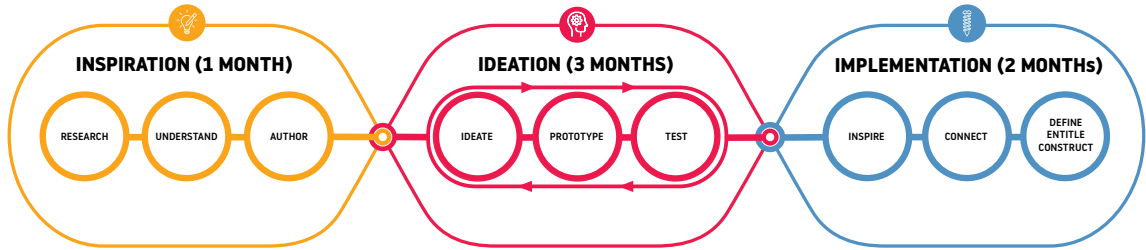


<https://www.facebook.com/We.Are.RINKA/>

RINKA, to the best of its knowledge, holds no conflicts of interest in performing services for the Village of Williams Bay.

RINKA has reviewed the Insurance and Indemnification Requirements and confirm they are accepted without modification upon entering into an agreement with the village.

TECHNICAL APPROACH + SCOPE OF WORK



METHODOLOGY AND APPROACH - RINKA PLACEMAKING PROCESS

The RINKA placemaking process is designed to be strategic in nature by gathering the right level of information and feedback from the leadership team and community stakeholders during the process to create a strong vision for Williams Bay. We break our process down into three distinct phases.

INSPIRATION (1 MONTH)

RESEARCH

The consultant design team will analyze all pertinent village-adopted plans and projects and review goals and objectives including the recently completed Williams Bay comprehensive plan. The team will develop a strong understanding of the qualities of Williams Bay Historic Downtown and will develop strategies on how address issues identified in the RFP and apply design thinking while retaining the authentic feel of this unique downtown area. We will bring research of other successful downtowns and revitalization plans and success stories from other communities for positive inspiration. This opportunity analysis will identify potential sites for parking facilities,, evaluate current infrastructure, the future WisDOT plans for the reconstruction of HWY 67, and look at the development potential for downtown sites and assess economic opportunities. This research phase will provide some preliminary goals and recommendations which the design team will itemize and work with village committees and staff to prioritize and provide further definition around.

UNDERSTAND

The consultant design team will understand the goals through public listening sessions and identify a stakeholder participation plan for the Downtown Masterplan and present it to the Village staff for feedback and approval. During this phase of the process, we may look to obtain several points of view from various stakeholders with a goal of identifying a unified understanding of what the ideal downtown plan should include and the experiences that should be improved. During this early phase the design team will also solicit feedback and form an agenda and activities for the open house public engagement meeting used to solicit feedback on the draft downtown plan concepts.

AUTHOR

The consultant design team will compile the research information gathered along with the public engagement stakeholder listening session data and identify strategic opportunity analysis to village staff for feedback. A draft placemaking narrative will be created, which will include a vision statement, design drivers and planning principles to guide the next phase of the downtown masterplan. The downtown masterplan project team will present a summary of all the inspiration phase findings to city staff.

DELIVERABLES

- Research Summary Data
- Community Engagement Listening Session and Open House Plan
- Strategic Opportunity Analysis, Placemaking Narrative, Design Drivers & Planning Principles

COLLABORATIVE PLANNING PRINCIPLES	CREATE A COMPLETE COMMUNITY	SUPPORT ACTIVE LIVING	OFFER AFFORDABLE AND DIVERSE HOUSING	INTEGRATE CREATIVE & STRATEGIC STORMWATER MANAGEMENT	AUTHENTIC TO THE FOX VALLEY
	01	02	03	04	05
	PRIORITIZE ENVIRONMENTAL SUSTAINABILITY	CREATE COMPLETE & CONNECTED STREETS	PROVIDE A VIBRANT MIXED USE ZONE	IS WELCOMING TO ALL	PROVIDE HIGH QUALITY ARCHITECTURE
	06	07	08	09	10

Example Planning Principles

IDEATION (3 MONTHS)

IDEATE

The second phase of the design process will begin at the macro scale as the project team will create place mapping diagrams. The diagrams will first study existing downtown conditions like traffic and pedestrian flows, patterns of development and use adjacencies and will identify areas for improvement. The project team will develop the relevant data maps, condition assessments, historic assets, parking inventory, traffic operations, and urban design features. These maps will expand into diagrams that conceptualize potential development sites and opportunities that align with the strategic opportunity analysis and placemaking narrative identified in the RFP like: Pedestrian Pathways, multi-use pathways and bicycle parking, downtown street scape plan, street furnishings and lighting, overhead utilities, natural features, architectural enhancements, vehicular circulation and parking recommendations, park connectivity, waterfront facilities, environmental issues and solutions, redevelopment sites and suggested uses. As well as other aspects that may be considered like expanded event and public gathering spaces, connections between key civic components within the down town study areas, new traffic patterns if applicable, potential street vacation or pedestrianized walkable streets, complete streets with pedestrian and bicycle safety improvements, wayfinding, signage and branding opportunities, and other expanded public facilities.

The design team will also conceptualize a vision for identified parcels for private developers or businesses and public/private partnership opportunities to bring vibrancy to the downtown. This idea generation is intended to be a cyclical process with feedback from village staff through ideation meetings. The process will progress in both scale and detail from larger scale thinking into more site-specific considerations. The process will generate ideas based on the inspiration phase's recommendations for the vision for downtown as well as an implementation plan with goals, objectives, and strategies to achieve the vision.

PROTOTYPE

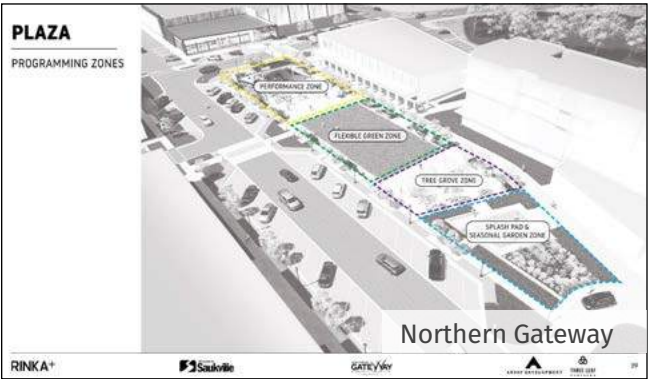
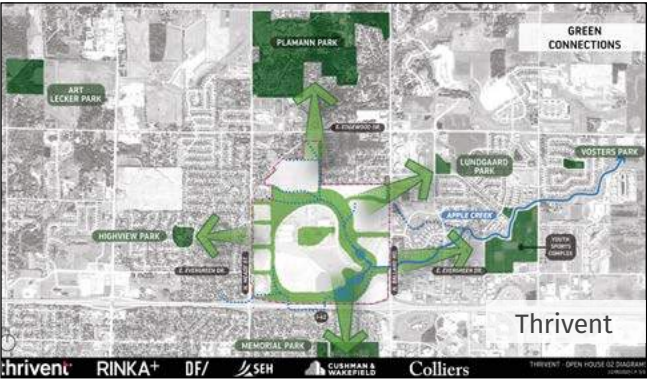
Once the consultant design team and village staff reach an acceptable framework, the project team will present the prototype to public stakeholders at an open house type meeting. The feedback and revised concepts will form the framework for the draft downtown plan. With an approved framework the team will develop an implementation plan and list of priorities, recommending priorities and next steps for consideration.

TEST

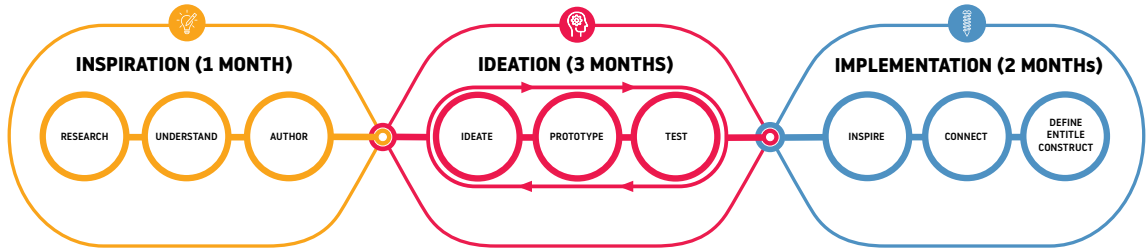
Throughout the masterplanning ideation phase, the design team will work with village staff to test, revise, and re-test the proposed framework and masterplan concepts until we have built a plan with the desired future state.

DELIVERABLES

- Place mapping, diagramming, circulation suggestions and placemaking concepts for review
- Concept Parcel Test-fits
- Opportunity Analysis Summary Data
- Community Engagement Summary Data
- Masterplan document
- Sketch level renderings to illustrate concepts
- Draft Report (incorporating previous deliverables)



TECHNICAL APPROACH + SCOPE OF WORK (con't)



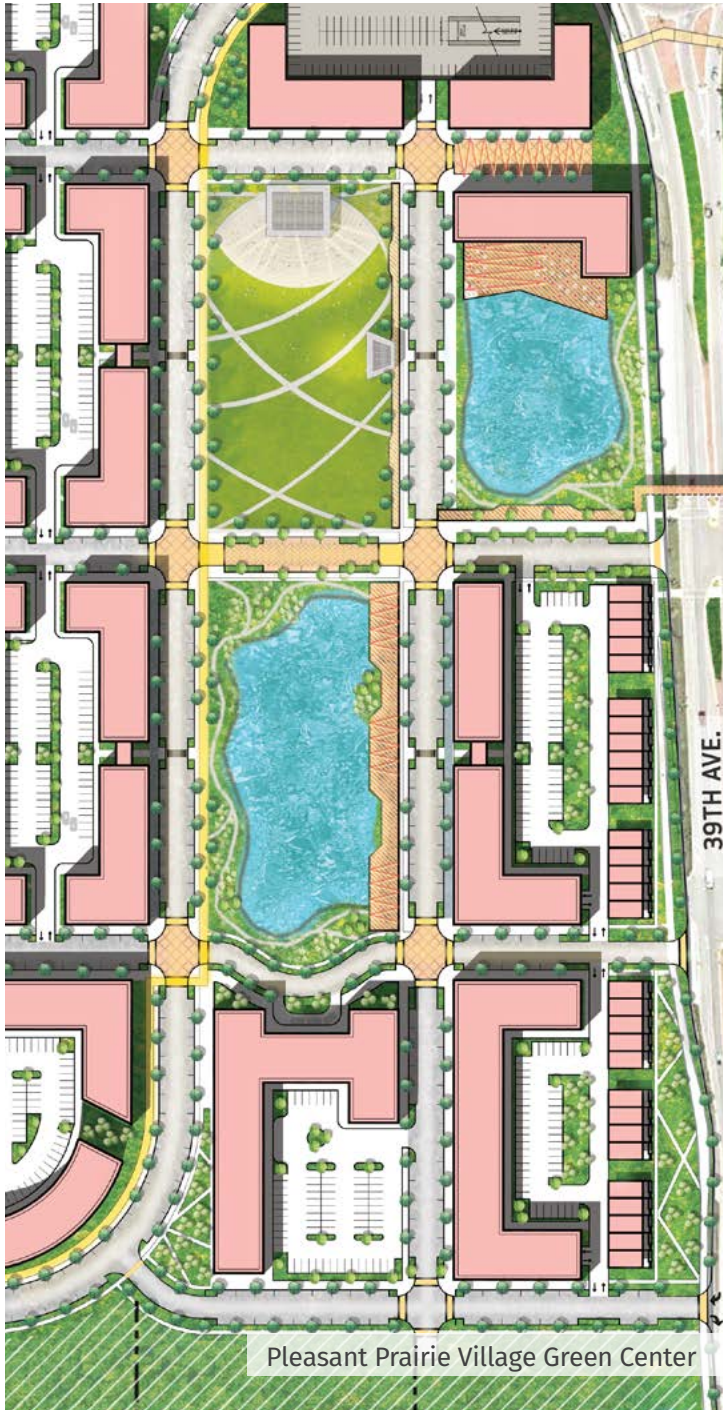
IMPLEMENTATION (2 MONTHS)

INSPIRE
At this phase we transition the masterplan document into an implementation plan that includes some specific actions and next steps. This may include suggestions to amend or modify municipal codes, acquire properties within the downtown area, complete a set of design guidelines or further public improvement projects. We will also coordinate the results of the new downtown masterplan with the existing downtown streetscape plan and make any recommendations or potential changes. We will assist in providing entitlement process, development frameworks, and commentary on the high-level feasibility of specific aspects of the plan to help build interest from developers or other private investors.

CONNECT
The project team will work with the village staff to compile a final report and execute any final edits needed to complete a visionary masterplan for the future of the Williams Bay downtown that also includes short term priorities and actional goals. The final report documents will be available as a printed document, a web document and for use by businesses, developers, other stakeholders, and the public to promote confidence about village commitment and timing.

DEFINE / ENTITLE / CONSTRUCT
Once the Final report has been approved, the project team emphasizes its long-term commitment to the city, where it shall provide recommendations for update services as phases are implemented or the masterplan changes over time. The downtown masterplan should be a living document that provides an updated framework for Williams Bay long-term vision for their Downtown.

- DELIVERABLES**
- Final Report: Downtown Masterplan for Williams Bay



Example of Rendered Siteplan



Pleasant Prairie Village Green Center

Rendering Example of Masterplan Vision



Rendering Example of Park Vision





CUDAHY MASTERPLAN

Cudahy, WI

STATUS

On Going

PARTNER

City of Cudahy

The Cudahy Gateway and City Center Plan focuses on the revitalization of the arrival experience to Cudahy's historic downtown center, and the relinking of underutilized areas throughout.

The primary design vision re-energizes and unifies these areas with a green connection deemed the "On-Grade Highline." This green connection features bicycle and pedestrian friendly streetscaping with opportunities for pocket parks and future walkable destinations throughout the planning area. Among those future destinations are a proposed Civic Center, a redeveloped wetland greenspace, mixed-use and residential neighborhoods, as well as commercial, and light industrial development opportunities.



RIVER POINT DISTRICT

La Crosse, WI

STATUS

Ongoing

SIZE

50-acres

PARTNERS

City of La Crosse

Bordering the Mississippi River, this masterplan development site has a rich history of past industrial uses and continued ecologically valuable wetlands.

RINKA was chosen to lead the Masterplanning and visioning for a vibrant new community and neighborhood oriented mixed-use development. The development will engage nature and introduce lively and more urban design oriented conditions to create an elevated experience for living in this region. The layered introduction of a grid addresses the site's existing surroundings and expands promoting access to large green spaces. A main street feel with pedestrian focused accessibility throughout guides the design for this unique location. River Point District aims to become a fantastic addition and destination along Wisconsin and Minnesota's border.



DREXEL TOWN SQUARE

Oak Creek, WI

STATUS
Complete

SIZE
85 Acres

PARTNER
City of Oak Creek
Wispark
Kapur

Drexel Town Square is a master development plan that created a new downtown center in Oak Creek, Wisconsin.

Reminiscent of a traditional downtown, the new development includes a new Main Street, Oak Creek's first, with a new City Hall and Library on a the town square, surrounded by retail stores, restaurants, shops, businesses and apartments. RINKA was involved in the project from multiple aspects, including a pedestrian oriented streetscape design, design for all of the public spaces, and the Town Center design which serves as the heart of the new downtown. In conjunction with many project partners, RINKA led the masterplanning design for the 85-acre site while establishing a design vision for all buildings within the core Main Street district.

AWARDS

2015 WEDA Real Estate Development + Reuse Award
2016 Milwaukee Business Journal Real Estate Award
2019 ASLA Merit Award - General Design



LAKESHORE COMMONS

Oak Creek, WI

STATUS

Under Construction

SIZE

86-acres

PARTNERS

City of Oak Creek
Kapur

Located on the shores of Lake Michigan, Lakeshore Commons is a nature-based community reimagining modern living.

Designed around sustainability and diversity, this self-sustaining community will offer a variety of housing types, active and passive amenities, and of course the natural beauty of Lake Michigan. Lakeshore Commons is built on interpersonal engagement and shared experiences, putting community connections first with paths, trails, and parks weaving throughout the community. From sipping a morning coffee, to walking kids to the playground, to a picnic with loved ones on the bluff, Lakeshore Commons is designed for a modern, active lifestyle and sustainable living.



SEARS MARKET

Milwaukee, WI

STATUS

Concept Phase

SIZE

3-Story Building & Surrounding Block

PARTNERS

HG Sears, LLC

The Milwaukee Mall is a visionary masterplan revitalizing the iconic Sears building and the surrounding area into a dynamic community hub. The design transforms the Sears building into a versatile mixed-use facility, fostering a welcoming and inclusive environment for the local community.

The Milwaukee Mall represents an innovative masterplan committed to revitalizing Milwaukee's iconic Sears building and re-imagining the adjacent area as a thriving community hub. The envisioned design prioritizes the transformation of the Sears building into a versatile mixed-use facility, seamlessly blending pedestrian-friendly streetscapes, lush greenspaces, and communal gathering areas. This holistic approach aims to craft an inclusive and dynamic environment that beckons the local community.

PROJECT STAFF + ORGANIZATION

STEVE MORALES

Partner
smorales@RINKA.com



With over 18 years of experience working on a variety of project types from masterplanning to mixed-use developments to healthcare, Steve leads multiple teams as one of RINKA’s partners.

SELECT PROJECT EXPERIENCE

- Milwaukee Bucks Entertainment District - Milwaukee, WI
- Lakefront Gateway Plaza - Milwaukee, WI
- River 1 Development - Milwaukee, WI
- Drexel Town Square - Oak Creek, WI
- White Stone Station - Menomonee Falls, WI
- 84South Development - Greenfield, WI
- Brown Deer Development - Brown Deer, WI
- Oak Creek Lake Vista Masterplan - Oak Creek, WI
- Oak Creek Lake Vista Pavilion + Bluff Shelters - Oak Creek, WI
- River Point District Masterplan - La Crosse, WI
- F3 Marina - Fort Lauderdale, FL
- Woods of Greenfield - Greenfield, WI
- Greatlife Mukwonago - Mukwonago, WI
- Menomonee Falls / EVS Masterplan - Menomonee Falls, WI
- Regency Mall Redevelopment + Masterplan - Racine, WI
- KK/BMO Mixed Use Development - Milwaukee, WI
- Schlitz Park Mixed Use Masterplan - Milwaukee, WI
- Pleasant Prairie Mixed Use Masterplan - Pleasant Prairie, WI

BACKGROUND

Master of Architecture: UW-Milwaukee
Bachelor of Science in Architectural Studies: UW-Milwaukee

ERIC MAYNE

Senior Design Director | Masterplanning Practice Leader
emayne@RINKA.com



As an internationally registered architect and urban planner with over 20 years of award-winning design experience, Eric has built an impressive portfolio that encompasses many sectors.

SELECT PROJECT EXPERIENCE

- Saukville Masterplan – Saukville, WI
- American Orthodontics – Saukville, WI
- Zizzo Offices – Milwaukee, WI
- Pleasant Prairie Masterplan – Pleasant Prairie, WI
- Riverpoint Masterplan – LaCrosse, WI
- Water’s Edge Condominiums – Caledonia, WI
- Saukville Community Masterplan - Saukville, WI
- Pleasant Prairie Community Masterplan - Pleasant Prairie, WI
- Thrivent Community Masterplan - Appleton, WI
- Riverpoint Masterplan - LaCrosse, WI
- Lakeshore Commons - Oak Creek, WI

BACKGROUND

Examination in Professional Practice, Southbank University, London Division of Architecture, England
Masters in Architecture, Bartlett School of Architecture, University College, England
Bachelor of Science in Architecture and Certificate in Urban Planning, SARUP, University of Wisconsin-Milwaukee

CREDENTIALS

AIA, Member
Royal Institute of British Architects, Member

PROJECT STAFF + ORGANIZATION (con't)

KENNY ADAMS

Placemaking Strategist
kadams@RINKA.com



Kenny leverages a multi-disciplinary background to celebrate community and landscape through problem-solving and collaboration during the planning proces.

SELECT PROJECT EXPERIENCE

- Northern Gateway Community Collective - Saukville, WI
- Thrivent Development - Appleton, WI
- R1VER Development – Milwaukee, WI
- Loomis Multi-Family - Greenfield, WI
- North Shore Athletic Village - Bayside, WI
- Water’s Edge Development - Caledonia, WI
- Village Green Center - Pleasant Prairie, WI

Kenny approaches each project with enthusiasm for learning about its community, landscape, and history. He draws inspiration from those studies and works with team leaders and project stakeholders to help establish design narratives that can help bring people together, and enhance both built and natural environments.

With experience in engineering, planning, and architecture, Kenny brings a collaborative and technical mindset that yields holistic problem solving at all scales and design phases.

BACKGROUND

- Master of Architecture: UW-Milwaukee
- Bachelor of Science in Architectural Engineering: University of Colorado - Boulder

CREDENTIALS

- Registered Engineer: Colorado

TIMELY COMPLETION OF THE PROJECT

Our team is a consolidated group of in-house experts rather than a complex web of sub-consultants. This gives us the advantage of speedy reaction times, read access to over 45 in-house design professionals, and the creative experience to drive value and achieve cost effective designs. Our team has immediate availability and projected capacity to act as your strategic partner on this impactful project for the village.

WORK ELEMENTS: SCHEDULE

WILLIAMS BAY DOWNTOWN MASTERPLAN

Schedule

LAST UPDATED 3/21/24

		May-24				Jun-24				Jul-24					Aug-24				Sep-24					Oct-24							
DESIGN PHASE		5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	8/5	8/12	8/19	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28				
COMMUNITUY ENGAGEMENT					5/20	STAKEHOLDER INTERVIEWS												8/19	STAKEHOLDER INPUT						9/23	PLAN COMISSION				10/21	VILLAGE BOARD
In person Meetings						(VIRTUAL &/OR INPERSON)																									
INSPIRATION																															
Milestone Meetings			5/6 KICK-OFF				6/3 REVIEW DATA																								
	RESEARCH (existing conditions, research, assessment & data gathering)																														
	UNDERSTAND (ananyzing data, community engagement schedule)																														
	AUTHOR (placemaking narrative - Vision and Planning Principles)																														
IDEATION																															
Milestone Meetings												7/15 REIEW PRELIMINARY CONCEPTS																			
	IDEATE (preliminary concepts, diagrams, data analysis)																														
	PROTOTYPE (Preliminary Opportunity Analysis and Development plan)																														
	TEST (Revised Development Plan)																					9/16 - 10/14 DRAFT AND FINAL		DOCUMENT REVIEW							
IMPLEMENTATION																															
Milestone Meetings																															
	INSPIRE (Final Draft Report to build interest, inform stakeholders/public)																														
	CONNECT (Phasing and Feasibility, Final Document)																														
	DEFINE/INSPIRE/CONSTRUCT (Define any immediate next steps)																														

NOTES:
* Timelines are estimates, and may differ depending on start-up period and Meeting Scheduling
* Schedule assumes regular virtual progress meetings with in addition to the milestone dates identified

WORK ELEMENTS: FEE

RINKA proposes a budget Lump sum fee of **\$21,500**, excluding related project expenses itemized below. The project team anticipates spending 201 hours to complete the Williams Bay Downtown Masterplan.

Hourly Rates by Staff

RINKA	Hourly Rate
Steve Morales (Partner)	\$ 220
Eric Mayne (Masterplanning Practice Area Leader)	\$ 160
Kenny Adams (Design Professional II Masterplanning)	\$ 110
James Lieven (Design Professional I Masterplanning)	\$ 105
Anna Wainio (Branding Strategist)	\$ 95

Cost by Phase

RINKA	Total Hours	Cost
Public Engagement	32	\$ 4,400
Inspiration	38	\$ 4,520
Ideation	75	\$ 7,180
Implementation	36	\$ 4,100
Total Professional Fees	201	\$ 20,200
Reimbursable Expenses *		\$ 1,300
Total		\$ 21,500

*Reimbursable expenses –

- 1. Parking data collection as defined in the RFP to be carried out by an independent consultant with drone technology pending the appropriate approvals at a cost of \$150 per flight x 4 visits = \$600
- 2. Travel expenses – For in-person meetings noted on the project schedule all other meeting are assumed virtual meetings. Travel expenses total = \$700

“DTS was floundering until you stepped in. One of the best (and toughest) decisions I made in my career was to change design firms when we hired you. You understood what needed to be done to knit it all together. It is fun to watch the drawings become reality!”

- Jerry Franke – Former President, Wispark, LLC

CONTACT

Eric Mayne, Masterplanning Practice Area Leader
756 N. Milwaukee Street, Suite 250,
Milwaukee, WI 53202
C. 262-455-1497
emayne@rinka.com



PROPOSAL FOR:
VILLAGE OF WILLIAMS BAY
DOWNTOWN MASTER PLAN
MARCH 22, 2024



**VANDEWALLE &
ASSOCIATES INC.**

Madison Office: 120 E. Lakeside St. Madison, WI 53715 | P: 608.255.3988 F: 608.255.0814 | vandewalle.com

Milwaukee Office: 247 Freshwater Way, Suite 530, Milwaukee, WI 53204 | P: 414.988.8631

Primary Contact: Sonja Kruesel, AICP, Project Manager | Email: skruesel@vandewalle.com

Jeff Maloney, Principal-in-Charge | Email: jmaloney@vandewalle.com

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LETTER OF TRANSMITTAL



VANDEWALLE &
ASSOCIATES INC.
Shaping places, shaping change

David Lothspeich, Village Administrator
Village of Williams Bay
250 Williams Street | Williams Bay, WI 53191
admin@vi.williamsbay.wi.gov

Re: Village of Williams Bay Downtown Master Plan

Dear David and Selection Committee:

On behalf of the Vandewalle & Associates team, we are pleased to submit this proposal for the Downtown Master Plan. Our firm brings unmatched history and knowledge of the Village, the planning area, and the region that has been established through our work with the Village on zoning, current planning, project review, and Comprehensive Plan. Combined with this local knowledge, Vandewalle & Associates has been involved in downtown planning since our founding more than 40 years ago. Through our long-standing work with small to mid-sized communities we have developed a process and expertise that we can apply directly to this project. Specifically, our team's strengths include:

- **Downtown Planning Experience** – Vandewalle & Associates has helped over 20 small to mid-sized Wisconsin communities complete and implement downtown plans, including Middleton, Mount Horeb, Sun Prairie, Edgerton, Beloit, and many more.
- **Guide the Plan with Public Input** – Our years of experience guiding public engagement creates consensus around key ideas, informs major components of the plan, and builds momentum toward adoption and implementation to come.
- **Community Knowledge and Understanding** – We have worked in partnership with Williams Bay on zoning, current planning, project review, and the Comprehensive Plan. Our working relationships and regional knowledge will allow us to hit the ground running in this project.
- **Site and Real Estate Market Understanding** – Having decades of planning and real estate knowledge through successful projects in both the public and private sectors, we understand the opportunities and potential of downtowns in the commercial, residential, and mixed-use markets.
- **Urban Planning and Design** – We understand how to connect urban streetscape design with the community's vision for land use planning and economic development for a wholistic approach to Downtown Master Plans.
- **Vision and Branding** – Our team has an established record of identifying place-based assets and market strategies to create a district brand and marketing initiative. We have in-house experts with over 20 years of professional marketing experience.

Within this proposal we have detailed our project approach, work plan, schedule, and team responsibilities. Our enclosed Scope of Services has been created based on our experience with similar projects and communities, and customized to reflect the Village's Request for Proposals. We understand that our proposal exceeds the budgeted amount. Should the Village wish to reprioritize aspects of the proposal, we'd be happy to work with you to modify the specific work plan as needed. Thank you for considering the Vandewalle & Associates team, we look forward to discussing this exciting project with you.

Sincerely,

Sonja Kruesel, AICP
Project Manager
skruesel@vandewalle.com

Jeff Maloney
Principal-in-Charge
jmaloney@vandewalle.com



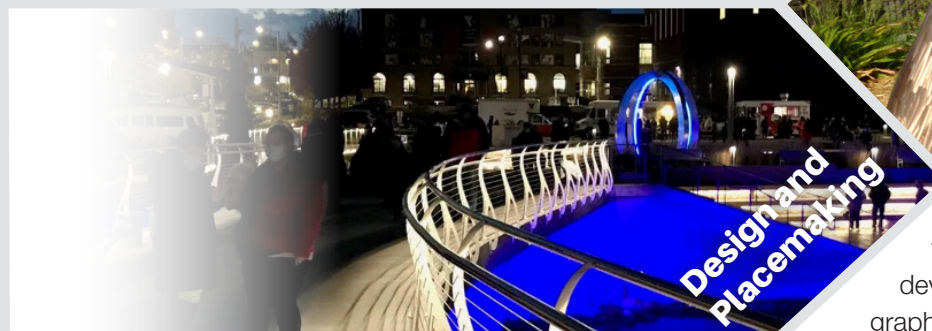
Vandewalle & Associates is a multi-disciplinary team of visionary urban planners, economic development specialists, and communicators working to improve quality of life and economic vibrancy in small-to-mid size communities throughout the Midwest. Working from our offices in Madison and Milwaukee Wisconsin and in the field, we have helped to plan, position, implement, and transform countless sites, corridors, downtowns, communities, and regions into forward-looking opportunities and vibrant and sustainable places for people.

Eye Level Studio



**EYE LEVEL
STUDIO™**
A Division of Vandewalle & Associates

A division of Vandewalle & Associates



Eye Level Studio leads the design and communication arm of the leading urban planning and economic development firm. We are a team of landscape, urban, and graphic designers and storytellers, linked to a vetted consortium of lighting, mural and sculpture artists.

Firm Identification

Vandewalle & Associates, Inc.
Year Established: 1976

Milwaukee:

247 Freshwater Way
Milwaukee, WI 53204
(414) 988-8631 Phone
Website: www.vandewalle.com

Madison (primary office):

120 E Lakeside Street
Madison, WI 53715
(608) 255-3988 Phone
(608) 255-0814 Fax

Primary Contacts

Project Manager | Sonja Kruesel, AICP
(920) 988-2327 | skruesel@vandewalle.com

Principal-in-Charge | Jeff Maloney
(608) 255-3988 | jmaloney@vandewalle.com

Conflict of Interest

Vandewalle & Associates is the planner oncall for the Village of Williams Bay, there would be no conflicts of interest in completing the Downtown Master Plan.

Insurance Requirements

We have reviewed the insurance and indemnification requirements listed in Attachment 2 of the RFP and accept these requirements without any modifications.



Village of Williams Bay Public Vision Workshop



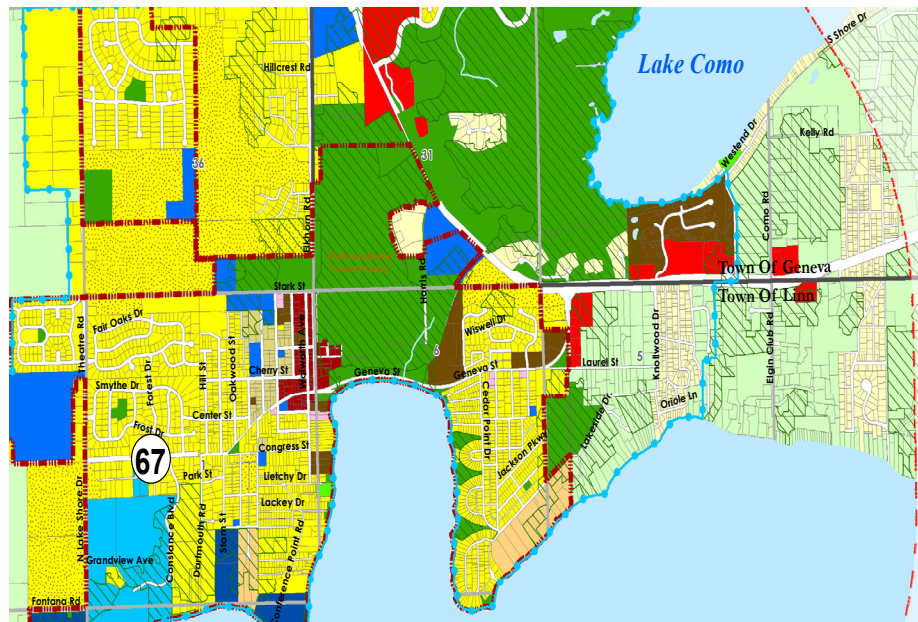
TECHNICAL APPROACH AND SCOPE OF WORK

PROJECT UNDERSTANDING & APPROACH

Vandewalle & Associates prides itself on getting projects built, not just planned. Our approach to this project will be to provide the Village with a Downtown Master Plan that will encompass the next 20 years. We aim to accomplish this in a variety of ways.

Addressing Key Issues in Williams Bay: There are a wide array of issues that exist today that are also key opportunities for the future. Through this project, our focus will be to address each one and explore how it could be turned into a future asset for the community. This includes a detailed evaluation of existing conditions and market opportunities, the development of a vision for the future that corresponds to unified set of opportunities for the future, and comprehensive recommendations and strategies for how the vision could be realized in the future. Specifically, we will address the following set of core issues as identified within the RFP.

- **Streetscape** – In conjunction with the transportation analysis and recommendations, special attention will be given to street-level improvements to help bolster the streetscape experience for residents, visitors, and employees. This includes detailed graphical depictions of existing and recommended new landscaping, lighting, public art, and wayfinding throughout the planning area. Our goal will be to establish the area's unified theme and foster greater aesthetic and transportation opportunities for all users of the streetscape throughout the planning area.
- **Parking Facilities** – Exploring ways to efficiently utilize existing public and private parking areas and develop recommendations for future public parking facilities that serve key assets in the downtown. Additionally, exploring connected, multi-modal, and accessible transportation network in the planning area will be another focus area. The recommendations of the plan will present ways to provide safety for all users, an analysis and understanding of public and private parking remedies, and improvements for those walking and biking to, from, and within downtown.
- **Land Use Characteristics** – An understanding of the existing land use pattern; potential redevelopment sites; potential environmental issues; opportunities for expanded or new public spaces; new connections between land uses, assets, and destinations; the potential geographical expansion of the downtown footprint; and building consensus around community facility transitions.



Village of Williams Bay Future Land Use Map

Implementation Strategies: For a great number of our clients, we provide ongoing assistance with plan implementation including everything from developer and business recruitment to financial strategies involving grants and TIF to innovative mechanisms to public space and streetscape improvements. In particular, we are working on several projects aimed at creating more mixed-use development, affordable housing, and increasing sustainability in both public and private projects. As a result, we have the experience and skills to craft an implementation strategy that is both extensive in its reach and practical in its application.

SCOPE OF SERVICES

With a foundation and long-standing history of work with the Village, we have the local knowledge to hit the ground running to craft a catalytic Downtown Plan that reflects the Village's key priorities for the area. Having worked on many downtown plans throughout Wisconsin, our team of experts will guide the Village with visionary concepts that will inform the Village's planning for the State Hwy 67 reconstruction project and guide future development efforts within the Downtown.

Work Element 1. Community Engagement and Meeting Attendance

A variety of formats will be used to engage Village staff, stakeholders, the Plan Commission, the Village Board, and the public to obtain input on community vision ideas relative to the planning area throughout the project. A kick-off meeting and regular village staff check-in meetings throughout the project offer continuous lines of communication, opportunities to prepare and plan for events, and opportunities for input and feedback as project materials are developed. We recommend the appointment of a small steering committee to participate in regular project guidance and communication.

- a. Kick Off Meeting – One virtual meeting with key Village representatives to obtain initial project feedback and discuss project schedules and deliverables. (1 Virtual Meeting)
- b. Village Staff Meetings and Project Communications – Regularly scheduled check-in calls/meetings and ongoing email correspondence. (4 Virtual Meetings)
- c. Joint Plan Commission/ Village Board Input Meeting – meeting to review the project scope and obtain feedback on issues and opportunities for the planning area. (1 In-Person Meeting)
- d. Stakeholder Focus Group Meeting – meeting with stakeholders to gather site-specific information on existing conditions and future vision for the planning area. (1 In-Person Meeting)
- e. Individual Stakeholder Interviews – Two individual meetings with additional project stakeholders such as the Wisconsin Department of Transportation (WisDOT) to discuss plan development and impacts. (2 Virtual Meetings)



Public Open House

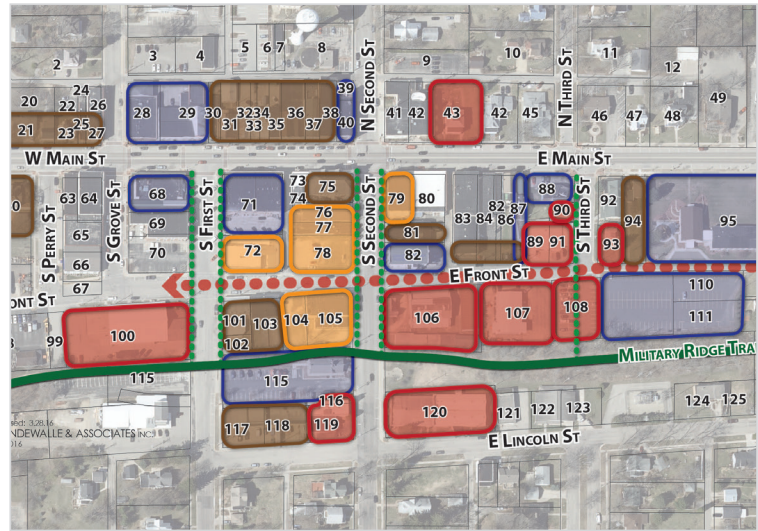
Work Element 2. Existing Conditions and Opportunity Analysis

The project will begin with a review of existing plans and relevant documents, and an evaluation of existing conditions within the planning area. This will also include conducting a general assessment of housing and commercial retail needs and trends in the planning area's real estate market. A review of existing available public and private parking stalls will be documented along with conceptual ideas for parking reorganization and identification of new parking opportunities. The expected deliverable from these efforts will be a graphical summary with succinct supporting text to aid in clear communication and use of the documents for future implementation efforts.

- a. Review and Summarize Existing Plans & Recommendations – Compile, review, and summarize relevant plans including recently completed and/or ongoing Village-led and private sector-led projects. Identify key recommendations that remain relevant to the planning study.
- b. Conduct an Existing Conditions Inventory & Analysis – Data gathering using aerial photographs, County and Village planning and land records.

SCOPE OF SERVICES

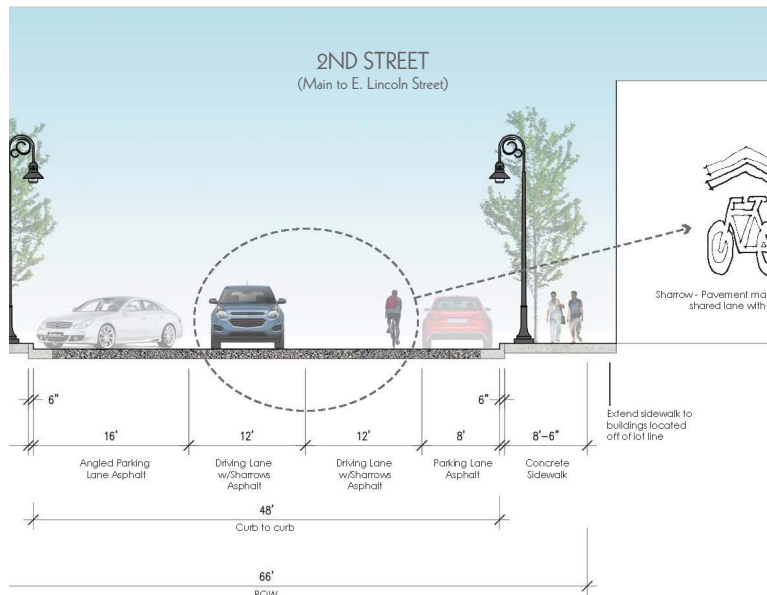
- c. Complete an Inventory of Existing Parking & Identify Parking Opportunities – Conduct a high level analysis using aerial photographs of existing off-street parking spots in the downtown area, existing street parking spots in the downtown area, and identifying priority locations for increasing parking capacity near key destinations.
- d. Develop an Opportunity Analysis Graphic with Summary Text – Conduct a high-level demographic, market, and real estate trend assessment that includes an inventory of existing businesses, projects, and conditions. This will be done using some of base data collected and analyzed for the Comprehensive Plan, combined with market reports generated by ESRI Business Analyst, County assessment data, and local real estate (sale, construction, etc.) data. This assessment will also determine key opportunities for the downtown area, including potential redevelopment sites, public amenities, and parking arrangements.



Mount Horeb Downtown Redevelopment Plan

Work Element 3. Streetscape Design Layout

Using upfront input received during the community engagement phase, including information regarding the WisDOT reconstruction of State Hwy 67, and opportunities identified in the Opportunity Analysis Phase, a streetscape layout design will be developed. The design will consider traffic patterns such as one-way streets, parking areas, and streetscape design elements such as sidewalks, curb-bump outs, and intersection and pavement treatments. A streetscape amenities palette will be developed including elements such as street lighting, street furniture, and other decorative and wayfinding elements. The deliverables are anticipated to support and inform elements for consideration ahead of the Phase 2 State Hwy 67 reconstruction.



Mount Horeb Downtown Plan Streetscape Section

- a. Develop Streetscape Cross Section and Plan View – Provide a plan view and a typical cross section version of a streetscape design for the planning area which can be used to inform elements for consideration ahead of the Phase 2 State Hwy 67 reconstruction.
- b. Develop Streetscape Amenities Palette – Provide graphic images as recommendations for a unified streetscape amenities palette to include features such as street lighting, street furniture and other decorative and wayfinding elements.

SCOPE OF SERVICES

Work Element 4. Redevelopment Sites Opportunity Analysis

The redevelopment sites opportunity analysis will review properties within the planning area to identify market opportunities, identify parking reorganization opportunities, and potential redevelopment sites and recommendations with a graphic map summary format and supporting text. An implementation strategy will provide direction for implementation action steps such as actions, policies, and projects the Village and its partners need to undertake to bring the area's vision to life (zoning, capital planning, marketing, financing, coordination, partnerships, etc.).

- a. Develop Graphic Summary of Redevelopment Site Analysis – Engaging graphic plan view of the planning area identifying potential redevelopment sites and key opportunities with supporting images and text.
- b. Create Implementation Action Plan – Tabulate summary of recommended implementation action steps.

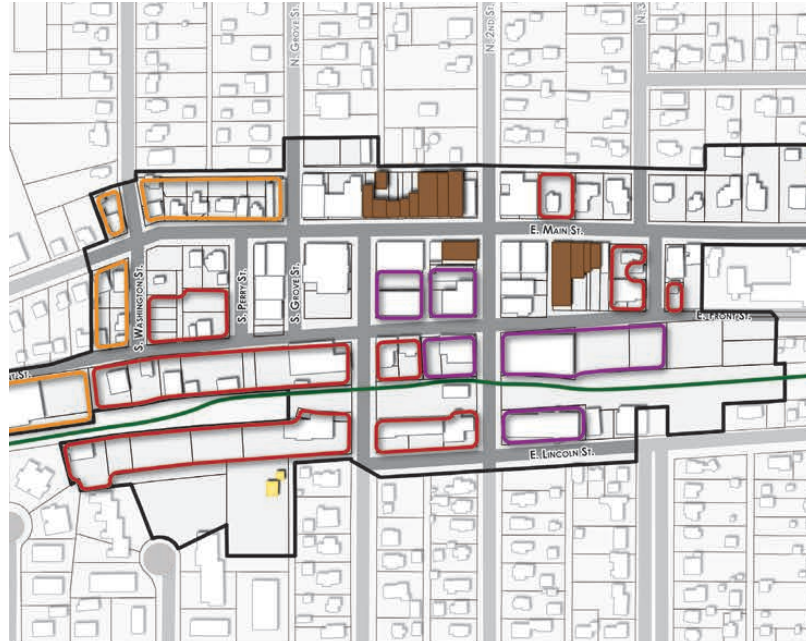
Work Element 5. Document Completion & Adoption

Building upon the community input received, the existing conditions inventory, the opportunity analysis, the streetscape layout design, and the redevelopment sites opportunity analysis, a final document will be compiled to be presented as the Williams Bay Downtown Master Plan.

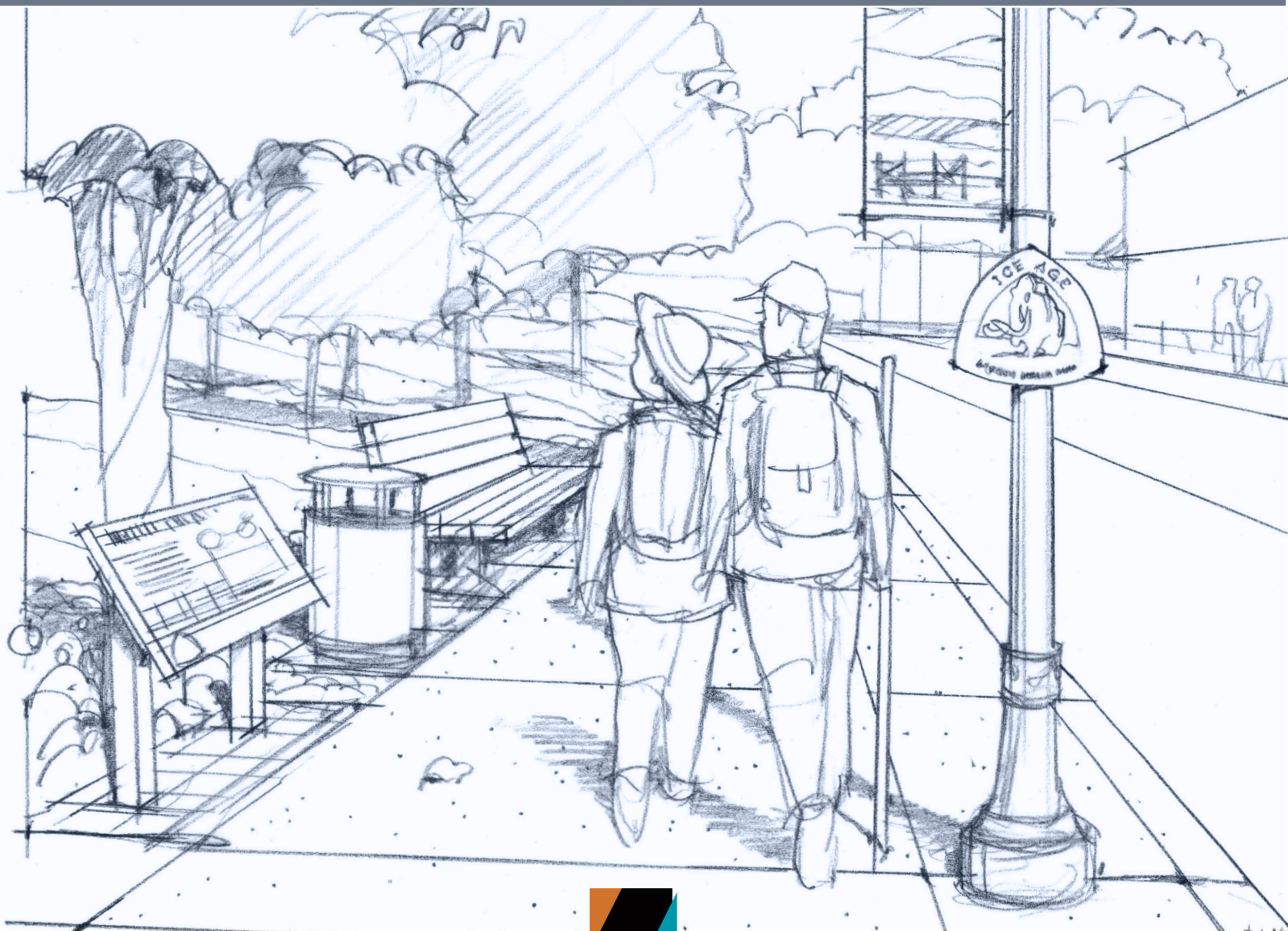
- a. Complete Final Report – The final report is expected to be delivered as a graphic-heavy document with supporting text in order to convey all information developed through the course of the project in an easy-to-digest document. The final report will include work products development in Work Elements 1-4.
- b. Joint Plan Commission & Village Board Adoption Plan Meeting – Attend one in-person meeting held jointly between the Plan Commission and Village Board to review findings of the report and to consider final acceptance of the project document.

Optional Tasks

- a. Community Visioning Workshop (In-Person) – Facilitated community-wide visioning workshop to solicit input and feedback on downtown needs and opportunities.
- b. Joint Plan Commission & Village Board Draft Plan Meeting (In-Person) – A review of the draft plan to provide additional comments and direction prior to the final approval.
- c. Concept Redevelopment Site Plan and Visual Rendering Sketch – Selection of a priority redevelopment site and creation of a concept site plan and visual rendering sketch to provide an inspiring vision for a catalytic development in the planning area.
- d. Lakefront Park Concept Plan – Creation of a concept plan for Edgewater Park that will enhance existing community events and study compatible opportunities for other uses of the park.



**Mount Horeb Downtown Plan
Rehabilitation & Development Opportunities**



RELATED TECHNICAL EXPERIENCE



Watertown Main Street Main Street Transformation

The upcoming full reconstruction of Main St is planned by WisDOT and the intent of this project is to provide design recommendations in coordination with these efforts and develop a [vision for Downtown Watertown](#).

The “new” Main Street can transform Watertown into a vibrant city ready to stake its claim as a top place to live and do business. This vision for downtown Watertown and the enhancement of the reconstruction of Main Street includes developing the City’s preferred configuration of Main Street, identifying the components of the new streetscape, activating the public spaces near Main Street, enhancing the appearance of downtown, and getting people to Main Street and nearby destinations. Objectives include:

- Welcome visitors to a unique place
- Portray, create, and strengthen the unique downtown Watertown Identity
- Create spaces for visitors to pause, rest, gather and socialize, read
- Increase visitor comfort and enhance the visitor experience

The Main Street Design communicates the City’s preferences for curb configuration, bump-out locations and types, vehicle and pedestrian flow, traffic calming, small gathering place, and locations for features, street trees, benches and trash receptacles, block identification, and planters. These proposed enhancements reflect the City’s vision for a pedestrian-friendly and attractive Main Street. This includes curb configurations and bump-outs, crosswalks, amenity areas, street furniture and feature locations, and accommodating truck and traffic flow needs.

The Streetscape Components include what will inhabit the new Main Street and pedestrian areas - a consistent palette of features and “street furniture” that will reflect the desired aesthetic of downtown, the spirit of Watertown, and its history. Components include entry features, lighting, kiosk, block identity features, wayfinding signage, parking lot identity features, benches, trash receptacles, street trees, planters and bike racks.

The Public Spaces reach beyond Main Street and its components and identifies opportunities, in the core blocks of downtown, to create public spaces for gathering, pedestrian connections, and enhance the experience for all users of downtown Watertown. This includes event venues and street closures, art and enhancements and naming and enhancement of public parking lots.

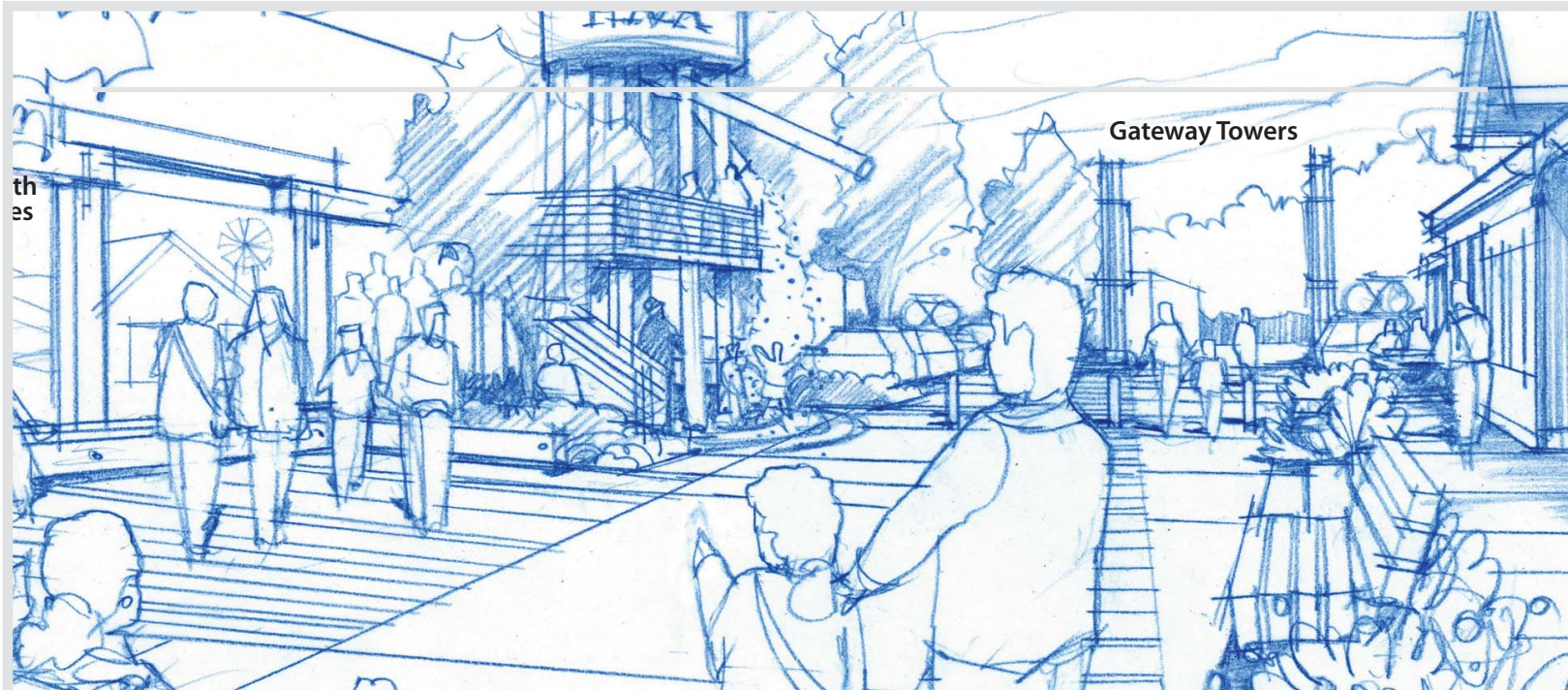
The Wayfinding System lays out plans for a new wayfinding system that includes the most significant destinations, primary routes, and locations for wayfinding signage for both the downtown heart of the City as well as prominent destinations outside of downtown. This included downtown and community wayfinding plans as well as signage designs.



REFERENCE:

Mason Becker, Strategic Initiatives
and Development Coordinator
P: (920) 567-8181
E: MBecker@watertownwi.gov

DATES: 2023-2024



Mount Horeb Downtown Plan

Opportunity Analysis + Downtown Plan

Vandewalle & Associates worked with the City and the MHAEDC to develop the [Downtown Redevelopment Plan](#) and Downtown Tax Increment District. The Plan included a series of graphics depicting multiple redevelopment opportunities and concrete implementation steps to help the Village, MHAEDC and Chamber work in close coordination to attract new businesses and visitors to create a regional destination. Also included was a detailed list and cost estimate for new and enhanced public facilities needed to support and catalyze the private reinvestment. Vandewalle has continued to work side by side with these partners to create incentive programs including façade and building improvement grants as well as private, low-interest loan program in conjunction with local banks. In addition, we help to negotiate and structure TIF development agreements for major redevelopment projects with terms that are fair and equitable to both parties. We also identified and helped procure state funding programs that have brought \$500,000 to support private redevelopment efforts as well \$600,000 in state funds to directly contribute to Village infrastructure improvements. The result has been visually and economically stunning while also respecting and enhancing the downtown core's historic character.

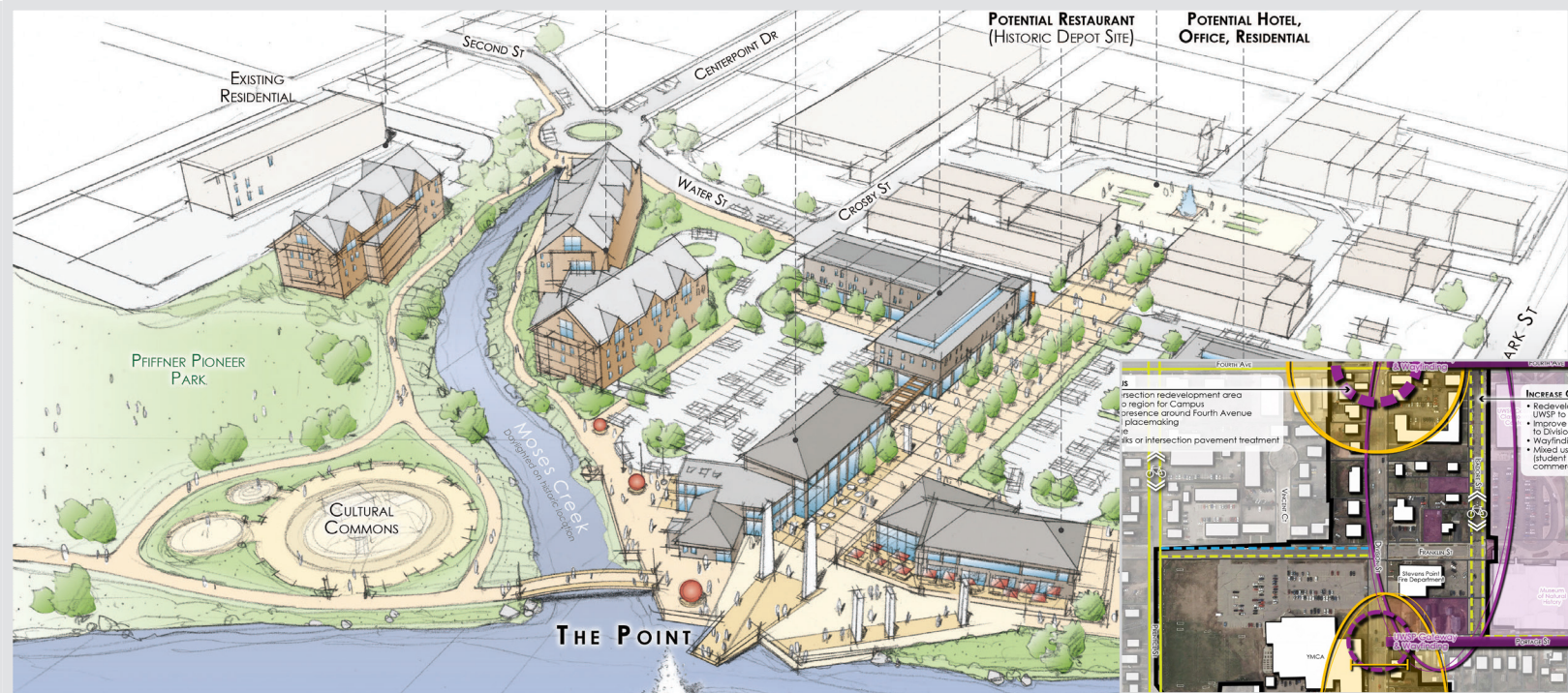


REFERENCE:

Nicholas Owen, Village Administrator
P: (608) 437-9409
E: nic.owen@mounthorebwi.info

DATES: 2017





Stevens Point Downtown & Division Street Targeted Area Master Plan

Because of the increasing costs of land and utilities, there are fewer opportunities for new or greenfield real estate development that makes financial sense in Stevens Point. Development and growth opportunities in the city now focus more on redevelopment, placemaking, adaptive reuse, and ensuring connections among the established plans and projects of large property owners, including Sentry Insurance and the University of Wisconsin-Stevens Point.

Vandewalle & Associates worked with the Redevelopment Authority of the City of Stevens Point to develop master plans for the [Downtown](#) and [Division Street corridor](#). While the resulting analysis, strategies, and action items are separated into a distinct plan document for each targeted area, both plans share a common long-term vision and many high-level recommendations. These recommendations provide a framework under which additional planning and decision-making may occur, as well as a logical sequence of actions that ultimately serve to implement the community's long-term economic development and quality of life goals.

In addition to establishing priorities for the city's future land use, transportation network, park and open spaces, and major development projects, the plan guides near-term implementation of real estate and infrastructure investments and planning and economic development activities. It builds on prior plans and modern trends, along with recent and ongoing development activity. Further, it was developed with input from the local and broader community, reflecting the needs and desires of the populace and enlisting their support for the resulting recommendations.

The City is currently working with V&A to update and adopt the Downtown Master Plan and redevelopment planning for a former Shopko site.

REFERENCE:

Ryan Kernosky, MPA, Director of
Community Development
P: (715) 346-1568
E: rkernosky@stevenspoint.com

DATES: 2019 and 2024





Viroqua Main Street Pedestrian Safety and Placemaking Improvements

Connecting People to Downtown

REFERENCE:

Nathan Torres, City Administrator
P: (608) 637-7154
E: ntorres@viroqua-wisconsin.com

DATES: 2021-present

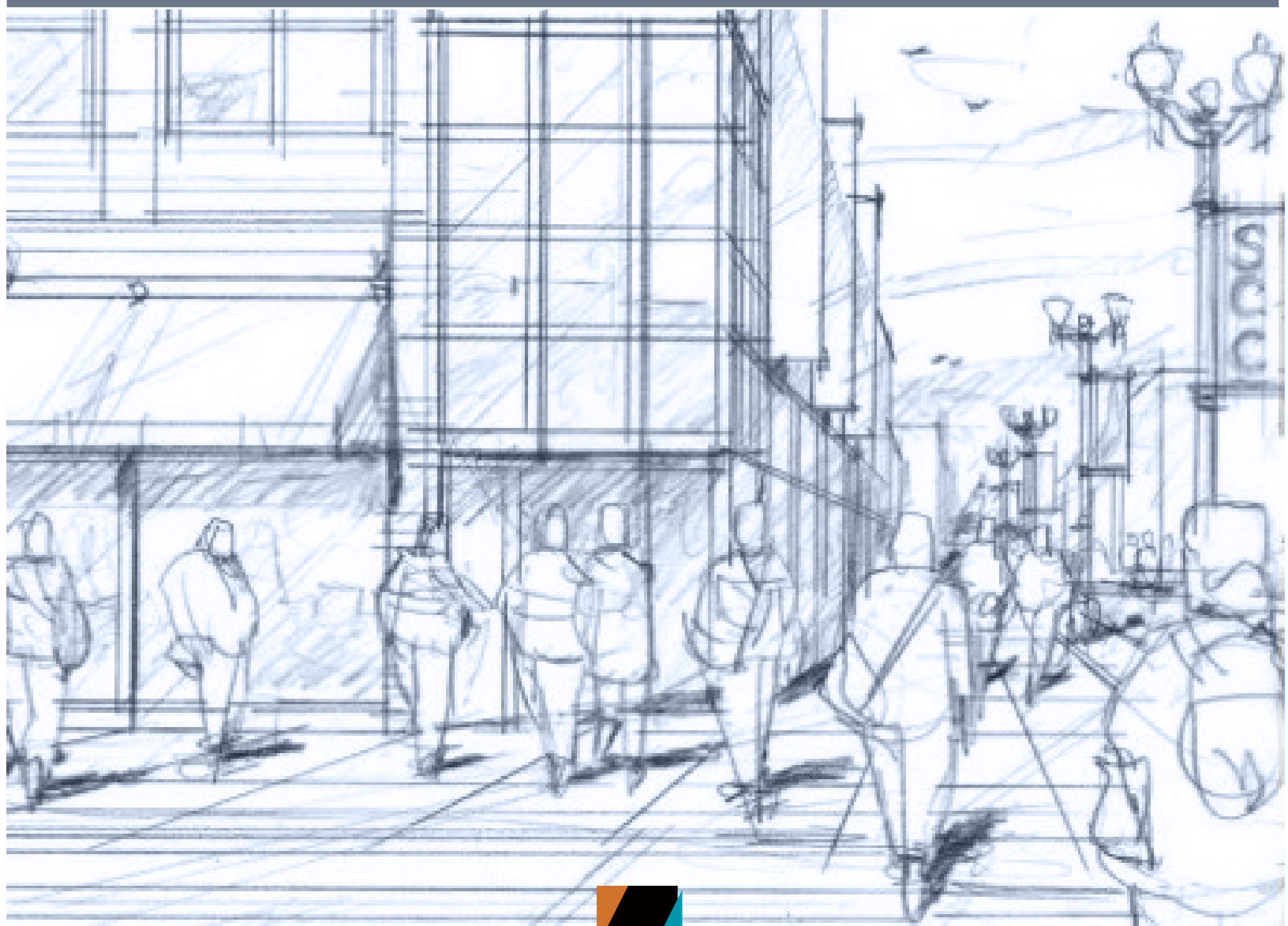
VANDEWALLE & ASSOCIATES INC.

EYE LEVEL STUDIO™
A Division of Vandewalle & Associates

City received a state grant to make pedestrian safety improvements on Main Street in the heart of the downtown that also serves as a busy state highway. Viroqua is top tourist destination in Wisconsin's Driftless region, boasting several local food, crafts, and arts establishments. Vandewalle's role was to identify current and future redevelopment sites, parking needs, and circulation patterns as a basis for evaluating various improvement alternatives prepared by Strand Associates Engineers. In addition, we prepared goals and concepts for beautifying and further activating Main and other downtown streets. We conducted direct outreach to downtown merchants and property owners as well as hosting two well-attended, virtual public meetings in the midst of the pandemic.

As part of the plan process, we prepared streetscape enhancement goals and concepts based on existing community/downtown assets and the City's rich history; elements included street furniture, planters, trees, public art, and enhanced lighting; enhanced sidewalks and crosswalk paving/markings and signals; wayfinding and informational kiosks; and activity areas for outdoor dining, gathering and small performances.

Based on our impact analysis and public input, the City Council unanimously approved one of the alternatives, which also was accepted by the state DOT and is currently under final design with construction scheduled for 2024.



PROJECT STAFFING + ORGANIZATION

FIRM PROFILE: VANDEWALLE & ASSOCIATES



VANDEWALLE & ASSOCIATES: WHO WE ARE TOP-LEVEL TEAMS TURNING ASSETS INTO ECONOMIC OPPORTUNITIES, TRANSFORMATIONAL PROJECTS, AND IMPACTFUL SOLUTIONS

Vandewalle & Associates is a collection of passionate professionals with expertise in disciplines that converge to best impact change and make places work better for people.

Tools we use:

- Urban design and architecture
- Downtown and corridor planning
- Multi-layered asset analysis
- Community planning
- Economic strategy
- TIF planning and assistance
- Development financial analysis
- Market analysis
- Redevelopment
- Marketing
- Project & community branding
- Real estate expertise
- Public-private partnerships
- Graphic storytelling
- Multilingual community outreach

Established in 1976, V&A has been a Midwest leader in place-based analysis, economic strategies, visioning, planning, and implementation for more than four decades. We work in partnership with our clients to identify core, place-based opportunities and translate them into strategic plans and innovative projects.

The Vandewalle & Associates team is guided by one purpose: to impact lives and bring positive change by rebuilding communities and retooling economies to foster inclusion and equity, better living experiences, new jobs, and higher quality of life. We are driven to find new and better ways to uncover new opportunities, making more of each place's assets and resources than was thought possible.



2 offices
40+ years



KEY PERSONNEL

Decades of Experience. From a firm of 20 in-house experts, Vandewalle & Associates has assembled an experienced project team that works together seamlessly. Our broad range of backgrounds and areas of expertise expands the perspective we bring to each project and the integration and involvement of principals into projects grounds our work in decades of experience. Firm leadership will take an active role in all phases of the project and work closely with all team members to ensure top-quality deliverables and project management.

We pride ourselves on our ability to provide cost-effective, just-in-time solutions that are responsive to constantly evolving project needs and deadlines, which may arise on a moment's notice. All of the Project Team members will be available and have the capacity to complete the project.

PROJECT TEAM MEMBERS & ROLES

SONJA KRUESEL, AICP



ROLE: Project Manager, Community Knowledge, Public Engagement

JEFF MALONEY



ROLE: Principal-in-Charge, Design and Graphic Management

SCOTT HEACOCK



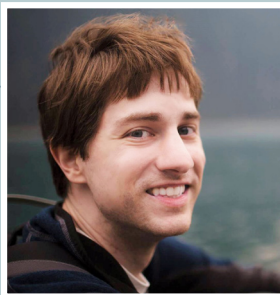
ROLE: Assistant Planner, Project Administration

SCOTT HARRINGTON, AICP



ROLE: Principal Planner, Redevelopment Planning, Vision and Implementation

DAN ECKBERG, AICP



ROLE: GIS Planner, Graphic Development and Assistance

ELONA BARTNICK



ROLE: Associate Designer, Site Layout, Urban Design

SONJA KRUESEL, AICP ASSOCIATE PLANNER



Sonja brings 10 years of professional leadership in municipal planning and zoning, along with a passion for community development and Midwest places. Having served previously as City Planner / Planning Director for both the cities of Monona and Fitchburg, WI, she has experience in comprehensive planning, project leadership and management, and strategic planning across a variety of geographies and socioeconomic contexts. She also brings technical expertise in the implementation of park and open space plans and policies, TIF, environmental issues, municipal zoning, subdivision regulations, housing, real estate, greenfield development, urban redevelopment/ revitalization, form-based regulation, and farmland preservation zoning.

Working as Planning Director for both cities, Sonja served alongside the Vandewalle & Associates team on Comprehensive Plans and key projects such as the catalytic Monona Waterfront Redevelopment.

In her current role as an Associate Planner at Vandewalle & Associates she enjoys guiding projects from concept to occupancy and facilitating communication with developers, elected officials, and the public. Sonja leads municipal planning and development review for over ten clients in southeastern Wisconsin including interim zoning administrator services on an as needed basis. In addition, she has led Comprehensive Plan efforts, completed major Urban Service Area Amendment applications, and other strategic initiatives.

PROJECT AWARDS

- Plenary Panel Speaker “Forwarding Equity” APA Upper Midwest Planning Conference (2019)
- Speaker “Strategies for Market-Ready Redevelopment” APA Upper Midwest Planning Conference (2015)
- Fitchburg Mayoral Award for Outstanding City Department (2020)
- Wisconsin County Code Administrators Scholarship Recipient (2012)



Vandewalle & Associates Madison Office

Phone: 608.255.3988

skruesel@vandewalle.com

YEARS WITH FIRM

- 4 years

EDUCATION

- M.S. Urban and Regional Planning
University of Wisconsin -
Madison, Wisconsin
- B.A. Geography, History,
Environmental Studies
University of Wisconsin -
Madison, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of
Certified Planners
- Member, American Planning
Association (APA) & Wisconsin
Chapter (APA-WI)



JEFF MALONEY PRINCIPAL DESIGNER

Jeff Maloney is a Principal Urban Designer specializing in urban redevelopment, mixed-use neighborhood design, and streetscape/riverwalk design. Jeff has over two decades of experience leading design and public processes for redevelopment projects by envisioning site reinvestment opportunities through place-based assets, preparing site plans, and recommending and designing associated public improvements. He works closely with municipal staff to implement projects including development recruitment, TIF District establishment, and grant funding procurement. He also has experience guiding private projects through the entitlement process, focusing on site design, landscape architecture, and site rezoning.

As the lead designer, project manager, and implementation specialist for communities of various populations throughout the Midwest, Jeff is able to prioritize community needs to create a revitalization strategy and associated public improvement program.

As an example, Jeff's work in Racine's RootWorks and Uptown areas include detailed urban design strategies for public and private space development within areas fraught with disinvestment and higher than average unemployment and poverty rates as well as a disproportionate level of brownfield sites. Plans and implementation focus on creating a sense of place that complements planned new investment, while also honoring the existing urban fabric and meeting the needs of residents. In his work in urban redevelopment planning and design, Jeff has led public meeting outreach and interactive discussions.

Jeff has worked in recent years with public and private sector clients throughout the Midwest, including Middleton, Racine, Hartford, Sussex, Wauwatosa, Milwaukee Regional Medical Center, and the Milwaukee County Research Park.

In addition to both design work and redevelopment projects, Jeff holds a keen awareness of visual communication. He possesses the ability to visually explain complex planning concepts and continuously develops new methods in graphic communication. Jeff also oversees design team workflow and daily graphic production.



Vandewalle & Associates Madison Office

Phone: 608.255.3988

jmaloney@vandewalle.com

YEARS WITH FIRM

- 25 years

EDUCATION

- B.S. Landscape Architecture
University of Wisconsin - Madison

PROFESSIONAL LICENSES & MEMBERSHIPS

- Associate, American Society of
Landscape Architects National and
State Chapters
- Member, University of Wisconsin
Landscape Architecture Department
Alumni Committee



SCOTT HEACOCK ASSISTANT PLANNER

Assistant Planner Scott Heacock joined Vandewalle & Associates in early 2023 after graduating from the University of Wisconsin-Madison with a Masters in Urban and Regional Planning. A native of a small town in the Fox Valley, he is passionate about helping Wisconsin municipalities identify unique opportunities to make their community a better place for everyone.

Scott has worked for state, local, and nonprofit organizations developing sound public policy and advancing issues of housing and economic equality, as well as equity inclusion. In his previous work with the Wisconsin State Legislature, Scott honed a skillset for public engagement and policy analysis. He regularly met with constituents and interest groups to listen to their thoughts on how state level issues affected them locally. In that role he also managed diverse policy portfolios, developed press strategies, and provided recommendations on pending legislation. Scott draws on this experience and others to assist clients with accessing state and federal grants, navigating bureaucratic processes, and connecting the dots between complex problems and core values during public engagement.

During his time at Vandewalle & Associates, he has assisted communities with a full range of planning services. He has worked on Brownfield Redevelopment and Reuse Plans, Comprehensive Plans, Park and Open Space Plans, TIF Project Plans, Urban Sewer Service Area Amendments, State of WI Grant Applications, Zoning Code Updates, and many others. He is passionate about delivering actionable results that set communities up for success.



**Vandewalle & Associates
Madison Office**
Phone: 608.255.3988
sheacock@vandewalle.com

YEARS WITH FIRM

- 1 year

EDUCATION

- M.S. Urban and Regional Planning
University of Wisconsin - Madison,
Wisconsin
Specialization: Community
Development and Affordable
Housing
- B.S. Political Science, Certificate
Environmental Studies
University of Wisconsin - Madison,
Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Planning
Association, National and Wisconsin
Chapters



SCOTT HARRINGTON, AICP PRINCIPAL PLANNER

Scott Harrington is a Principal Planner and project manager at Vandewalle & Associates, contributing special expertise in the creation and implementation of urban redevelopment initiatives. Since 1986, Scott has worked on the front lines in a number of cities in the Midwest, Southern and Western U.S. He is well-versed in the complex processes of management, community participation, financing and negotiations required to craft and implement long-range planning and large-scale revitalization efforts. His ease among elected bodies, plan commissions, the public, and government finance is second to none.

Given his diverse background, Scott leads and assists with a wide variety of projects at Vandewalle & Associates including everything from regional economic positioning initiatives, to municipal comprehensive plans and zoning regulations, to redevelopment strategies for downtowns, county-wide economic development strategies, corridors and sites. Recently, Scott has served as the principal in charge of several projects focused on revitalizing urban corridors and neighborhoods. These include “The Current”, a \$45-million riverfront redevelopment in Monona; the visioning and master planning for the Alliant Energy Center and surrounding “Destination District” in Madison; the East Washington Capital Gateway Corridor in Madison; Northwest Gateway in Downtown Fayetteville, North Carolina; Downtown and North Division Street Corridor in Stevens Point; Janesville Town Square; Downtown Mount Horeb; and Downtown Slinger. His projects have included a wide range of interactive methods and forums for engaging the public – including pop-up events, keypad polling, online surveys, charrettes, and visual preference surveys – as well as engaging historically under-represented communities through bi-lingual staff and by partnering with community organizations.

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association, National, Wisconsin, and Illinois Chapters
- Former Member, Technical Advisory Committee to Legislature on Intergovernmental Coordination, Florida Department of Community Affairs
- Former Board Member, Colorado Chapter of the American Planning Association
- Presenter, “Market-Ready Redevelopment” American Planning Association Upper Midwest Conference (2015)
- Presenter, “Using Charrettes as a Planning Tool” WCCMA & WAMCAM Annual Conference (2010)
- Presenter, “Content Sensitive Design and Corridor Planning” Innovations in Transportation Conference (2008)
- Presenter, “Preserving Neighborhood Character” American Planning Association National Conference (1996, 2002)
- Co-author, “Innovative Water Conservation Ratemaking,” Florida Water Resources Journal (August 1995)



Vandewalle & Associates Madison Office

Phone: 608.255.3988

sharrington@vandewalle.com

YEARS WITH FIRM

- 20 years

EDUCATION

- M.U.P. Urban Planning
University of Michigan - Ann Arbor,
Michigan
- B.S. Natural Resources
University of Michigan - Ann Arbor,
Michigan

PROJECT AWARDS

- Outstanding Urban Design from the Wisconsin Chapter of the American Planning Association in 2010 – for the City of Madison East Washington Avenue Capitol Gateway Corridor Plan
- Award of Merit from the American Society of Landscape Architects for Urban Planning and Design – for the Gulf Stream, Florida Design Manual



DAN ECKBERG, AICP GIS PLANNER

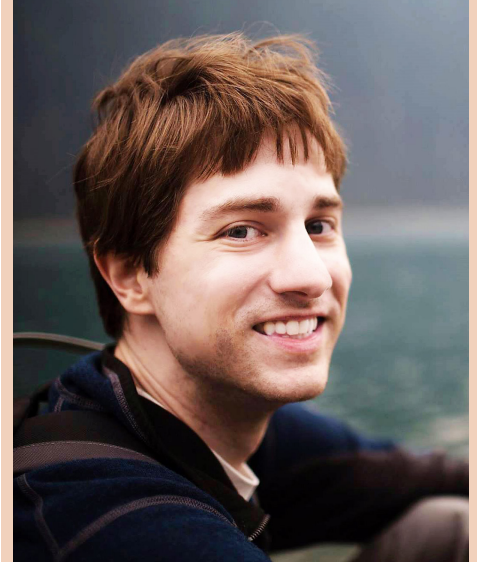
Dan Eckberg is a GIS Planner whose primary responsibilities include map creation and spatial data acquisition, organization, manipulation, and analysis.

Dan utilizes extensive experience with ESRI's ArcDesktop GIS software, including Python scripting, to apply cartographic techniques to a range of planning projects. These include conducting and writing a formal analysis of potential Fire Station sites for the City of Watertown, mapping Environmental Justice populations and developing novel approaches for ensuring NEPA compliance for WisDOT highway studies, evaluating bike trail routes for the Village of Oregon, analyzing demographics of food deserts in Freeport, IL, geocoding survey results for city development projects, designing and creating a database of possible Brownfield sites for the City of Janesville, managing Urban Service Area applications, producing numerous Comprehensive Plan maps, and preparing Official Zoning Maps for nearly a dozen Wisconsin communities.

Dan has also worked on several large-scale highway corridor impact analysis studies with Vandewalle & Associates. These include the US 14 project in Rock County, the Wis 23 project in Fond du Lac County, the Wis 29 project in Marathon County, the US 51 project in Dane County, and the US 41 Interstate conversion between Green Bay and Milwaukee. Dan's work on these projects has focused on preparing mosaics of local and regional maps from a broad variety of sources into corridor-wide maps which compile data depicting soils, natural resources, existing land use and adopted land use plans from towns, villages, cities, counties, and regional and federal agencies. These maps are the focus of the Expert Panel analysis of highway alternatives for the Indirect and Cumulative Effects portion of the DEIS and EIS phases of WisDOT's analysis under NEPA and WEPA.

Dan is a licensed commercial Unmanned Aircraft System (drone) pilot registered with the FAA and is able to provide clients with high quality aerial video footage.

Previously Dan held an internship with U-PLAN, a community planning group for the Frogtown/Rondo neighborhood of St. Paul, MN where he helped design a traffic impact analysis for the neighborhood using the CommunityViz extension of ArcGIS.



Vandewalle & Associates Madison Office

Phone: 608.255.3988

deckberg@vandewalle.com

YEARS WITH FIRM

- 14 years

EDUCATION

- B.A. Geography (City Systems)
Minor - Geographic Information Systems
University of Minnesota -
Minneapolis, Minnesota

AWARDS & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Excellence in Planning Award,
"Madison Metropolitan School District Enrollment Projections: 2017-2037 - APA-WI Chapter, 2017
- Guest Lecturer (Applications of GIS in Planning) – University of Wisconsin-Madison, 2012



ELONA BARTNICK LEAD ASSOCIATE DESIGNER

Elona Bartnick is an Associate Urban Designer involved in a broad range of projects at Vandewalle & Associates. She is skilled in the areas of site analysis, site planning and design, neighborhood design, landscape architecture, and graphic communication. These skills are utilized and communicated through computer graphics, CAD design, SketchUp modeling, GIS analysis, and hand illustration.

In her time at Vandewalle & Associates, Elona has contributed to a diverse range of projects, including assisting in land and development plans for mixed-use and traditional neighborhood projects. She has worked on a number of redevelopment and downtown master plans identifying areas that would benefit from reinvestment and revitalization and developing guidelines and site design for future redevelopment. Her involvement in comprehensive plan development includes creating regional and local asset and opportunity analysis, future growth or redevelopment scenarios and site designs, and additional graphics specific to each plan. Elona's landscape architecture experience focuses on design and construction documents for hardscape and planting plans for parks, streetscapes, naturalized areas, roadway planting schemes, riverfronts, and urban design elements.

Projects that Elona has been and continues to be involved in include: Grandview Commons Neighborhood in Madison, Wisconsin; Fitchburg Technology Campus in Fitchburg, Wisconsin; Brookfield, Wisconsin and Lake Geneva, Wisconsin Comprehensive Plans; Marshfield Zoning Ordinance; Harwood Heights, Illinois Streetscape; Ripon, Wisconsin Downtown Master Plan; Thrive-Madison Region and Quad Cities Region Assets and Opportunities Analysis; and Middleton, Racine, and Sturgeon Bay, Wisconsin; and Waterloo, Iowa Redevelopment and Implementation.



Vandewalle & Associates Madison Office

Phone: 608.255.3988
ebartnick@vandewalle.com

YEARS WITH FIRM

- 20 years

EDUCATION

- B.S. Landscape Architecture
University of Wisconsin - Madison,
Wisconsin

PROFESSIONAL LICENSES/ MEMBERSHIPS

- Associate, American Society of
Landscape Architects National
and State Chapters



TIMELY COMPLETION OF PROJECT

PROPOSED PROJECT TIMELINE

Workload Capacity. Our team is prepared to meet the capacity needs of this project. We will bring the collective capabilities of our multi-disciplinary team to bear to advance this project expeditiously. All members of our Project Team are available and have capacity to complete this project in the 6-month timeframe as identified in the RFP.

Project Timeline. We have provided a timeline for the development of the new Downtown Master Plan that will result in final adoption in September 2024, but which also builds in additional time to ensure a quality planning process and final deliverable. This timeline ensures that the Village is provided with ample time to shape the direction and content of the draft plan authentically so that the final Plan is a true reflection of the community and a working document that helps guide policy and decision making.

Village of Williams Bay Downtown Master Plan		Project Timeline					
		Months					
		Apr	May	Jun	Jul	Aug	Sept
		2024					
WE 1: Community Engagement & Meeting Attendance							
1.A	Kick Off Meeting (1 Virtual Meeting)						
1.B	Village Staff Meetings (4 Virtual Meetings) and Project Communications						
1.C	Joint Plan Commission & Village Board Input Meeting (1 In-Person Meeting)						
1.D	Stakeholder Focus Group Meeting (1 In-Person Meeting)						
1.E	Individual Stakeholder Interviews (2 Virtual Meetings)						
WE 2: Existing Conditions & Opportunity Analysis							
2.A	Review and Summarize Existing Plans and Recommendations						
2.B	Conduct an Existing Conditions Inventory & Analysis						
2.C	Complete an Inventory of Existing Parking & Identify Parking Opportunities						
2.D	Develop an Opportunity Analysis Graphic with Summary Text						
WE 3: Streetscape Design Layout							
3.A	Develop Streetscape Cross Section and Plan View						
3.B	Develop Streetscape Amenities Palette						
WE 4: Redevelopment Sites Opportunity Analysis							
4.A	Develop Graphic Summary of Redevelopment Site Analysis						
4.B	Create Implementation Action Plan Summary						
WE 5: Document Completion & Adoption							
5.A	Complete Final Report						
5.B	Joint Plan Commission & Village Board Adoption Plan Meeting (1 In-Person Meeting)						



WORK ELEMENTS / COST PROPOSAL

COST PROPOSAL

In an effort to be transparent, we have developed the following proposed project budget including our hourly rates, hours planned for each task, and all other expenses associated with the work we will perform. We have completed several comparable projects over the past few years in similar communities as detailed within our Technical Experience section. Those projects also utilized a comparable approach and scope to the one proposed for this project. We believe that this approach works well and that our client communities have found it to be of great value.

The Proposed Project Budget below provides estimates for each task and an overall cost. While the actual cost of individual tasks may ultimately be more or less than the amount presented in this proposed budget, the total project cost for completing the work described in the Scope of Services will not exceed a lump sum fee amount of \$28,515, not including any optional tasks. We understand that this budget is larger than what the Village may have available for this project. V&A is willing and able to negotiate with the Village to come to a mutually desirable cost arrangement that best fits your needs and desires.

Tasks beyond those identified in the final contract can be completed through an additional scope and budget or Work Order and billed on a time and materials basis.

If selected, our goal with this project, like yours, is to develop a new Downtown Master Plan that will guide the positive transformation of this area over the next 20 years.

Village of Williams Bay Downtown Master Plan Proposed Cost of Services		HOURS BY POSITION					Total V&A Labor	Travel Costs	TOTAL COSTS
		Principal Planner Scott Harrington \$225	Associate Planner Sonja Kruesel \$150	Assistant Planner Scott Heacock \$95	Principal Designer Jeff Maloney \$200	Lead Urban Designer Elona Barthick \$150			
Tasks from Scope of Services									
WE 1: Community Engagement & Meeting Attendance									\$9,130
1.A	Kick Off Meeting (1 Virtual Meeting)		8	8		4	\$2,560	\$130	\$2,690
1.B	Village Staff Meetings (4 Virtual Meetings) and Project Communications		6	6		4	\$2,070		\$2,070
1.C	Joint Plan Commission & Village Board Input Meeting (1 In-Person Meeting)		6	8			\$1,660	\$130	\$1,790
1.D	Stakeholder Focus Group Meeting (1 In-Person Meeting)		6	8			\$1,660	\$130	\$1,790
1.E	Individual Stakeholder Interviews (2 Virtual Meetings)		2	2		2	\$790		\$790
WE 2: Existing Conditions & Opportunity Analysis									\$6,290
2.A	Review and Summarize Existing Plans and Recommendations		1	4			\$530		\$530
2.B	Conduct an Existing Conditions Inventory & Analysis		2	6	2		\$1,270		\$1,270
2.C	Complete an Inventory of Existing Parking & Identify Parking Opportunities	1	2	4	2		\$1,305		\$1,305
2.D	Develop an Opportunity Analysis Graphic with Summary Text	1	4	8	2	8	\$3,185		\$3,185
WE 3: Streetscape Design Layout									\$5,200
3.A	Develop Streetscape Cross Section and Plan View		1		6	16	\$3,750		\$3,750
3.B	Develop Streetscape Amenities Palette		1		2	6	\$1,450		\$1,450
WE 4: Redevelopment Sites Opportunity Analysis									\$4,155
4.A	Develop Graphic Summary of Redevelopment Site Analysis	1	4	8	2	8	\$3,185		\$3,185
4.B	Create Implementation Action Plan Summary			6	2		\$970		\$970
WE 5: Document Completion & Adoption									\$3,740
5.A	Complete Final Report		4	16	2		\$2,520		\$2,520
5.B	Joint Plan Commission & Village Board Adoption Plan Meeting (1 In-Person Meeting)		6	2			\$1,090	\$130	\$1,220
TOTAL PROJECT COSTS									\$28,515
	Total Hours	3	53	86	20	48			
OPTIONAL TASKS									
A	Community Visioning Workshop	2	8	12	6	6	\$4,890	\$195	\$5,085
B	Joint Plan Commission & Village Board Draft Plan Meeting (1 In-Person Meeting)		8	2			\$1,390	\$195	\$1,585
C	Concept Redevelopment Site Plan and Visual Rendering Sketch (Per Site)				10	20	\$5,000		\$5,000
D	Lakefront Park Concept Plan				2	10	\$1,900		\$1,900



VILLAGE OF WILLIAMS BAY

Request For Proposal (RFP)

Professional Services to Develop A Downtown Master Plan For Williams Bay

1. **Purpose:** The Village of Williams Bay, Wisconsin, (Village) is hereby soliciting consultant proposals for professional services to provide a Master Plan for downtown, lakefront and surrounding area. This request invites qualified consultants to submit proposals for accomplishments of the items of work described below under Preliminary Scope of Services. Proposals shall be prepared and submitted in accordance with the requirements described in this Request for Proposals (RFP). Once the firm is selected, a contract will be negotiated based on a mutually agreed upon scope of services.
2. **Project Description:** The study area is defined by the lakefront to the south, Harris Road to the east, Williams Street to the west and Stark Street to the north (as depicted on the enclosed boundary map). The Village budget for this project is up to \$20,000. The selected Consultant will develop a Downtown Master Plan that builds upon and compliments the Village's Comprehensive Plan with focus on public improvements, including parking, streetscape, park and lakefront. The Consultant will complete utilize the existing Streetscape Plan and Parking Census to evaluate traffic and pedestrian traffic flow and analyze the availability of existing parking, both private and public, and how that compares to the future demand projected for Downtown Williams Bay. The study will require the Consultant to work with Village Staff as well as the Village's Committees.
3. **Proposal Submission:** Responses to the RFP (electronic PDF) must be received by the Village of Williams Bay by March 22, 2024 no later than 4:00 PM. Send response to David Lothspeich, Village Administrator admin@vi.williamsbay.wi.gov

During the proposal evaluation, the Village reserves the right to request additional written information to assist in the evaluation of proposals.

Proposals and written responses to the Village's request for additional information shall be signed by the proposer (if an individual), by an officer of the proposing firm, or by a designated agent empowered to bind the firm in a contract.

Upon receipt, the proposals shall become the property of the Village of Williams Bay for disposition or usage by the Village of Williams Bay at its discretion.

4. **Proposal Content:** To standardize responses and simplify the comparison and evaluation of responses, all statements must be organized in the manner set forth below, separated into sections, and appropriately labeled. All information and materials requested shall be provided in the proposal under a single cover.
 - a. **Business Organization.** The full name and address of the firm's organization and the branch office that will perform the services described herein shall be stated. The Principal-in-Charge of the branch office shall be identified. A statement shall be included from the firm that to the best of its knowledge, there are no circumstances that shall cause a conflict of interest in performing services for the Village of Williams Bay. A statement shall be included that the Insurance and Indemnification Requirements included as Attachment 1 have been read and understood; and will be accepted by the Consultant without modification upon entering into an agreement with the Village of Williams Bay.

- b. **Technical Approach and Scope of Work.** The responding firm shall state its understanding of the project as outlined in the Scope of Services. The approach in rendering the services required, including the use of sub-consultants, shall be detailed in a proposed Scope of Services.
 - c. **Related Technical Experience.** Descriptions of a minimum of two (2) and a maximum of five (5) projects of similar size and nature shall be submitted. The project description must contain the scope of services performed, location and reference (contact person).
 - d. **Project Staffing and Organization.** Qualifications of the project manager and personnel, including anticipated sub-consultants, with specialized skills shall be highlighted. A list of sub-consultants that will be used and the work they will perform. Resumes for all key personnel listed shall be included and show the following:
 - 1. Name, specialty, and job title
 - 2. Years of relevant experience with firm (and previous employers)
 - 3. Academic degree(s), discipline, and year degree(s) received.
 - 4. Professional registrations
 - 5. Office location where employed.
 - 6. A synopsis of experience, training or other qualities that reflect the individual's related experience and expected contribution to the project.
 - e. **Timely Completion of the Project.** Discuss the consultant's and anticipated sub-consultant's current workload and its ability to complete the project in a timely manner.
 - f. **Work Elements.** Provide a matrix of work elements that would be included, personnel classifications and hours you feel would be appropriate for the work requested. Provide a range of total estimated fees for the professional services requested, including sub-consultants.
 - g. **Additional Information.** Provide any additional information regarding your firm's experience and capabilities that you feel would be important to the success of the project.
5. **Scope of Services:** A proposed Scope of Services is included as Attachment 1. The proposed Scope of Services is not intended to be a detailed scope of work that will be required as a part of the final professional services agreement, but is intended to provide general information to firms wishing to submit proposals. It is the intent of the Village to draw upon the expertise and experience of firms submitting proposals as to their recommendations as to exact tasks of work to accomplish Village goals. The Village will negotiate the detailed Scope of Services with the successful firm should the Village elect to proceed with the project.
6. **Insurance Requirements:** Attachment No. 2, Insurance and Indemnification Requirements, describes the minimum insurance the consultant must have in order to enter into a professional services contract with the Village of Williams Bay. All firms that submit proposals in response to this RFP will be required to accept and comply with Attachment No. 2, Insurance and Indemnification Requirements if selected. These requirements are not subject to negotiation.
7. **Form of Contract:** The Village of Williams Bay standard form of contract will be used for this professional services agreement. A copy of the standard form of contract will be provided upon request. The contents of this RFP, of a proposal submitted in response thereto, and of the Village's official response to a question, objection, or request for clarification or interpretation regarding the RFP, and of any exception to the RFP submitted by the successful proposer and accepted by the Village, shall become part of the contractual obligation and shall be deemed incorporated by reference into the ensuing contract.
8. **Contact Person:** Any questions concerning the proposals should be directed in writing to David Lothspeich, Village Administrator. admin@vi.williamsbay.wi.gov.

- 9. Proposer Questions, and Requests for Clarification or Interpretation:** After issuance of an RFP, persons or entities who intend to respond to such RFP by submission of a competitive proposal, and who have questions regarding the RFP, or who object to any term, provision, or requirement of the RFP, or who desire clarification or interpretation of any term, provision, or requirement of the RFP, may submit such questions, objections, or requests for clarification or interpretation to the Contact Person named above no later than seven calendar days prior to the proposal due date. Such questions, objections, requests for clarification or interpretation shall be submitted in writing and shall clearly identify the individual or entity submitting same, including the name, address, telephone number, and e-mail address of such person or entity.
- 10. Village's Response to Proposer Questions, Objections, and Requests for Clarification or Interpretation**
Issuance of Addenda to RFP: David Lothspeich, Village Engineering Supervisor, will respond in writing to all questions, objections, requests for clarification or interpretation presented to the Village as provided above or raised or presented at the pre-submittal conference as provided above. Only the Village's written responses shall be considered the Village's official response binding upon the Village. In addition to making a written response, the Village may issue addenda amending the RFP by changing, deleting, or adding terms, provisions, or requirements to the RFP. Written answers to all written inquiries will be sent to all firms that have been sent this RFP and posted on the Village website. In no case will verbal communications override written responses or requirements of this RFP.
- 11. Cost of Responding to this RFP:** The Village will not pay for any information requested in the RFP or any cost incurred in submitting proposals, responding to additional questions, or participating in the interview process.
- 12. Evaluation and Selection Process:** Proposals will be evaluated by a selection committee established by the Village using the Selection Criteria included in Attachment 3 to identify the firm or firms best qualified to meet the Village's needs on this project. The firms deemed best qualified by the selection committee will be invited for additional presentations and interviews. However, the Village reserves the right to request interviews of any, all, or none of the consultants.
- 13. Rejection of Proposals:** The Village reserves the right to reject any or all proposals in whole or in part and to waive irregularities in proposals received. All firms submitting proposals will receive a written response from the Village as to which firm the Village selected to proceed with contract negotiation and award for services related to this RFP.
- 14. Village Board of Evaluation and Selection Committee Recommendation as to Best Proposal – Opportunity for Input by the Public:** When the evaluation and selection committee's recommendation comes before the Village Board for consideration, the Village Board may request that the proposer whose proposal is recommended for selection appear before the Board to give a presentation or to answer questions regarding its proposal. Competing proposers will not be allowed to speak at that time unless a prior request has been made by such a proposer and permission to speak granted by the President, or unless a Village Board member requests that the competing proposer be allowed to speak and the Board consents to such request. Members of the public may likewise be allowed to speak regarding the selected proposal.
- 15.** The Village reserves the right to select another consultant to complete the Scope of Services if at any phase of project development the Village determines that the selected consultant is not performing work in accordance with executed Village agreements.
- 16. Award of Contract:** Award of contract, if any, will be to the consultant deemed best qualified by the Village, in accordance with the selection criteria, to perform the services outlined in this RFP.
- 17. Assignment of Contract Prohibited Unless Approved in Writing by the Village:** No contract awarded pursuant to RFP shall be assignable by the successful proposer without the written consent of the Village Board.

ATTACHMENT I

SCOPE OF SERVICES DOWNTOWN MASTER PLAN

1. Preliminary Scope of Services

A final scope of services will be developed by the Village and the respondent submitting the selected proposal (“The Consultant”) following selection. This document only presents a preliminary scope to generally communicate the Village’s expectations. All respondents will be held strictly to the service and capability representations made in this RFP process and the RFP will be referred to in the final contracting document.

Process.

The consultant team is anticipated to evaluate existing resources, analyze the marketplace, gather stakeholder input (a minimum three (3) public input sessions anticipated, one with stakeholders, one with Plan Commission and one with Village Board), prepare and present alternative concepts, refine the preferred alternative, prepare an implementation plan, and document the final recommendations in the Downtown Master Plan report. The project is anticipated to be guided by a diverse group of stakeholders, including elected and appointed officials, property owners, business owners, Williams Bay residents and representatives of other local taxing bodies, State and County officials.

Short and Long-term Vision & Comprehensive Strategies.

An Opportunity Analysis may be conducted to examine resources, stakeholder interest, and market place conditions. Development of Alternative Strategies are encouraged based on a conceptual framework created with the selection of a preferred strategy by the stakeholders for further refinement. The preferred strategy will be presented to the Planning Commission and Village Board. Upon approval, the findings and recommendations will be documented in the Downtown Master Plan report for presentation to the Village Board for final approval.

Project Goal and Objectives

Project goals and objectives are anticipated to be established for the Master Plan. The goal and these objectives will be utilized to develop the preferred concept plan. Project Goals strengthening and enhancing Downtown’s unique qualities to ensure that it remains a centerpiece of Williams Bay’s image and identity, as a high-quality destination for visitors, and an engaging live / work / play / shop environment for community residents and their families. Project Objectives to retain existing successful businesses to attract and encourage new businesses to Downtown. Strategies to strengthen the consumer base to strengthen the confidence of potential commercial investors to develop in the business district. Opportunities to broaden and enhance downtown’s appeal, to increase the opportunities for more residents to utilize Downtown for their daily commerce needs. Opportunities to strengthen Downtown’s identity and hospitality strategies for Downtown to strongly distinguish it’s attributes from the surrounding commercial choices to ensure that Williams Bay remains a high quality commercial destination within the region. Enhance Open Space to create improved open spaces and adding public amenities that also benefit the environment. Identify the high-quality standards that are expected from Downtown investors and facilitate the desired the patterns of development.

Perform an opportunity analysis conducting background research and analysis to identify and understand marketplace dynamics, stakeholder interests, and available resources identifying the best opportunities exist where the three dimensions overlap. The components of the Analysis to include:

Marketplace.

Market Conditions Summary.

Stakeholder Interests. Understanding stakeholder interests and identifying broad consensus regarding key issues, problems, recommended strategies, and implementation procedures,

Stakeholder Interviews. Solicit input, including personal interviews, from a variety of project stakeholders, including property owners, merchants, public officials, and residents. In addition, input from school, Kishwaukee. Include a summary of the resources and comments.

- ❖ General Land Use Information and Zoning
 - ❖ Pedestrian Pathways Conditions
 - Identify opportunities and potential locations for additional multi-use pathways and bicycle parking within the downtown study area.
- ❖ Downtown Streetscape Plan - Street Furnishings / Lighting
 - √ Review existing Downtown Streetscape Plan and provide recommendations on potential changes coordinated with the study results.
- ❖ Overhead and Underground Utilities
- ❖ Topography and Natural Features
- ❖ Architecture
- ❖ Vehicular Circulation / Parking
 - √ Existing Conditions, Data Collection and Analysis
 - Confirm the existing and approved uses/development, on- and off-street parking inventory, taking into account changes resulting if streetscape improvements and entitled development projects become reality.
 - Conduct field observations to determine occupancy rates in the public and private parking spaces between 8 a.m. and 7 p.m. during both weekdays and weekends and circulation and queuing on the streets. Including an assessment of seasonal fluctuation, and special events.
 - Identify and interview and/or conduct a public input meeting with downtown stakeholders (including adjacent residents and businesses (owners and operators) to identify key areas of interest and concern. Provide summary of input received.
 - √ Future Parking Demand
 - Develop mid- and long-term scenarios for a reasonable build-out of the downtown under current zoning and future development scenarios parking demand.
 - √ Parking Recommendations
 - Recommend short-, mid-, and long-term strategies to provide parking availability during peak periods, including, but not limited to, permit pricing, enforcement strategies and technologies, and changes to existing time limits.
 - Identify options for increasing the existing supply of parking, including, but not limited to, restriping or reconfiguring existing parking, potential alternative locations for parking and opportunities for joint development on private property.

Business Retention and Recruitment.

- New Development / Redevelopment
- Financing - Tax Increment Financing (TIF) District
- Recommendations: Short-term Opportunities

Conclusions.

- Image and Identity.
- Improved motorist and pedestrian access to and barrier free circulation within Downtown. conveniently located and accessible on- and off-street parking facilities.
- New and improved activities and destinations that appeal to parents and children.
- Improved sidewalks, streetscapes, landscaping, and community gathering places.
- Enhanced signage and wayfinding.

2. Implementation Recommendations.

Implementation Action Plan. Include specific actions that should be taken by the Village to support the Downtown Master Plan goals, objectives, and recommended revitalization actions. Example actions may include: adopting the Master Plan as public policy; review of municipal codes and policies and modify as necessary to align with the Master Plan goals, objectives, and recommended revitalization strategies; design Guidelines to support the intent of the Master Plan; review properties in the Downtown and immediate surrounding area for possible zoning change or Village acquisition.

Confirm the Village's role in the implementation process, including: planning / design / engineering / facilitation of public and private sector development ownership / infrastructure construction / management property assembly developer recruitment / assistance, business development, coordinate Village plans and improvements that include water/sewer replacement and possible Streetscape improvements with WisDOT plans for the reconstruction of the roadway and scheduled for STH 67 (west).

Confirm and prioritize public improvement projects. Explore alternative strategies for developer participation in designing, financing, and constructing public improvements. Evaluate plan review, zoning review, and public meeting procedures to ensure that consensus can be reached on desirable new projects in the timeliest manner possible.

Confirm entitlement and development procedures for priority revitalization opportunities to promote confidence about Village commitment and timing.

Public Improvements. Identify the type, character, construction costs of public infrastructure and amenities that will inspire investor confidence and help to stimulate private market investment.

3. Meetings and Progress Reports.

The Consultant will be expected to meet with the Williams Bay Committee(s) several times during the course of the study (a minimum of 3 stakeholder meetings anticipated). In addition, regular meetings with Village staff will occur over the course of the project, on an as-needed basis (staff meetings can be attended remotely). The Consultant will be expected to present the final recommendations of the study to the Village Committee(s), Village Plan Commission and Village Board following the completion of the study. The Consultant should estimate the number of meetings they will need to attend and should include that in their fee estimate for this proposal.

The Consultant will be expected to release progress reports at the completion of each task. Each progress report and the final report will detail all assumptions.

4. Deliverables.

The Consultant will be responsible for preparing a DRAFT report and a Final Report for Village Staff and the Williams Bay Plan Commission and Village Board. The Village desires that the project be completed within six (6) months. Include an approximate time schedule for completion of the study.

ATTACHMENT II

VILLAGE STANDARD PROFESSIONAL SERVICES – MAJOR INSURANCE & INDEMNIFICATION REQUIREMENTS

For purposes of this Attachment and all provisions included herein, the term "Consultant" means and includes the Consultant, its officers, agents, employees, subcontractors, sub-consultants and others under the control of Consultant, and the term "VILLAGE" means and includes the Village of Williams Bay, Wisconsin its elected and appointed officials, and its agents, employees and volunteers.

1. GENERAL

The Consultant shall purchase and maintain insurance to protect the Consultant and the Village of Williams Bay, Wisconsin (VILLAGE) throughout the duration of the Agreement. Said insurance shall be provided by an insurance company(ies), "admitted" and "nonadmitted" to do business in the State of Wisconsin, having no less than an A. M. Best Rating of "B+." All policies, except professional liability, shall be written on a per occurrence basis, not a claims-made basis, and in form and amounts and with companies satisfactory to the VILLAGE. Certificates of Insurance confirming adequate insurance coverage shall be submitted to the VILLAGE prior to Agreement execution or commencement of work and/or services.

2. INSURANCE REQUIREMENTS

A. WORKER'S COMPENSATION & EMPLOYER'S LIABILITY INSURANCE: The Consultant shall procure and maintain, during the life of this Agreement, Worker's Compensation Insurance, including Employer's Liability Coverage, in accordance with all applicable statutes of the State of Wisconsin. The coverage limits shall include \$500,000 each accident for Bodily Injury by Accident, \$500,000 each employee for Bodily Injury by Disease, and \$500,000 policy limit for Bodily Injury by Disease.

B. COMMERCIAL GENERAL LIABILITY INSURANCE: The Consultant shall procure and maintain, during the life of this Agreement, Commercial General Liability insurance on a per occurrence basis with limits of liability not less than \$1,000,000 per occurrence and/or aggregate combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (a) Contractual Liability, (b) Premises and Operations, (c) Products and Completed Operations, (d) Independent Contractors Coverage, and (e) Personal and Advertising Injury.

Coverage shall be no less comprehensive and no more restrictive than the coverage provided by a standard form Commercial General Liability Policy (ISO CG 0001 including standard exclusions or a non-ISO equivalent form). Any additional exclusions shall be submitted with the Certificate of Insurance and shall be subject to the review and approval of the VILLAGE.

C. PROFESSIONAL LIABILITY INSURANCE: The Consultant shall procure and maintain, during the life of this Agreement, Professional Errors and Omissions Insurance with limits not less than \$1,000,000 per claim and in the aggregate. The Consultant will notify the VILLAGE if claims made erode the Policy Limits below those required above.

D. AGENTS AND SUBCONTRACTORS: The Consultant shall require that any of its agents and subcontractors who perform work and/or services pursuant to the provisions of this Agreement to purchase and maintain the same types of insurance as are required of the Consultant.

- E. ADDITIONAL INSURED & GOVERNMENTAL IMMUNITY: Except for Workers Compensation and Professional Liability, the policies providing the coverage's specified in paragraphs B, C, and D above shall include the VILLAGE Additional Insured and Governmental Immunities Endorsements. Copies of these endorsements are attached.
- F. CANCELLATION & MATERIAL CHANGES: The insurance policies providing the coverages specified in paragraphs B, C, D and E above shall include the VILLAGE's Cancellation and Material Changes Endorsement. A copy of this endorsement is attached.
- G. PROOF OF INSURANCE: The Consultant shall provide to the VILLAGE a Certificate(s) of Insurance evidencing all required insurance coverage as provided in paragraphs A through H above utilizing the latest version of the ACORD form. The Certificate(s) of Insurance shall specify under "Description of Operations/Locations/Vehicle/Special Items" the title of the Agreement and that "Where required, Additional Insured, Governmental Immunities, and Cancellation and Material Change endorsements have been included as per attached." These endorsements shall be attached to the Certificate(s) of Insurance so as to evidence their inclusion in the coverages required.

3. INDEMNIFICATION REQUIREMENTS

For professional services rendered, to the fullest extent permitted by law, Consultant agrees to defend, pay on behalf of, indemnify, and hold harmless the VILLAGE against any and all claims, demands, suits, damages or losses, together with any and all outlay and expense connected therewith, including, but not limited to, attorneys' fees and court costs and economic damages that may be asserted or claimed against, recovered from or suffered by the VILLAGE that arise out of any negligent act, error or omission of the Consultant, except to the extent caused by or resulting from the negligent act or omission of the VILLAGE or the VILLAGE'S employees, consultants, agents or others for whom the VILLAGE is responsible.

Consultant's obligation to indemnify the VILLAGE contained in this Agreement is not limited by the amount or type of damages, compensation or benefits payable under any workers' compensation acts, disability benefit acts, or other employee benefits acts.

The VILLAGE shall not be liable or in any way responsible for any injury, damage, liability, claim, loss or expense incurred by Consultant arising out of or in any way connected or associated with Consultant's work, except to the extent caused by or resulting from the negligent act or omission of the VILLAGE or the VILLAGE'S employees, consultants, agents or others for whom the VILLAGE is responsible. Consultant expressly assumes responsibility for any and all damage caused to VILLAGE property arising out of or in any way connected or associated with Consultant's work. Consultant shall ensure that its activities on VILLAGE property will be performed and supervised by adequately trained and qualified personnel, and Consultant will observe all applicable safety rules.

4. WAIVER OF SUBROGATION

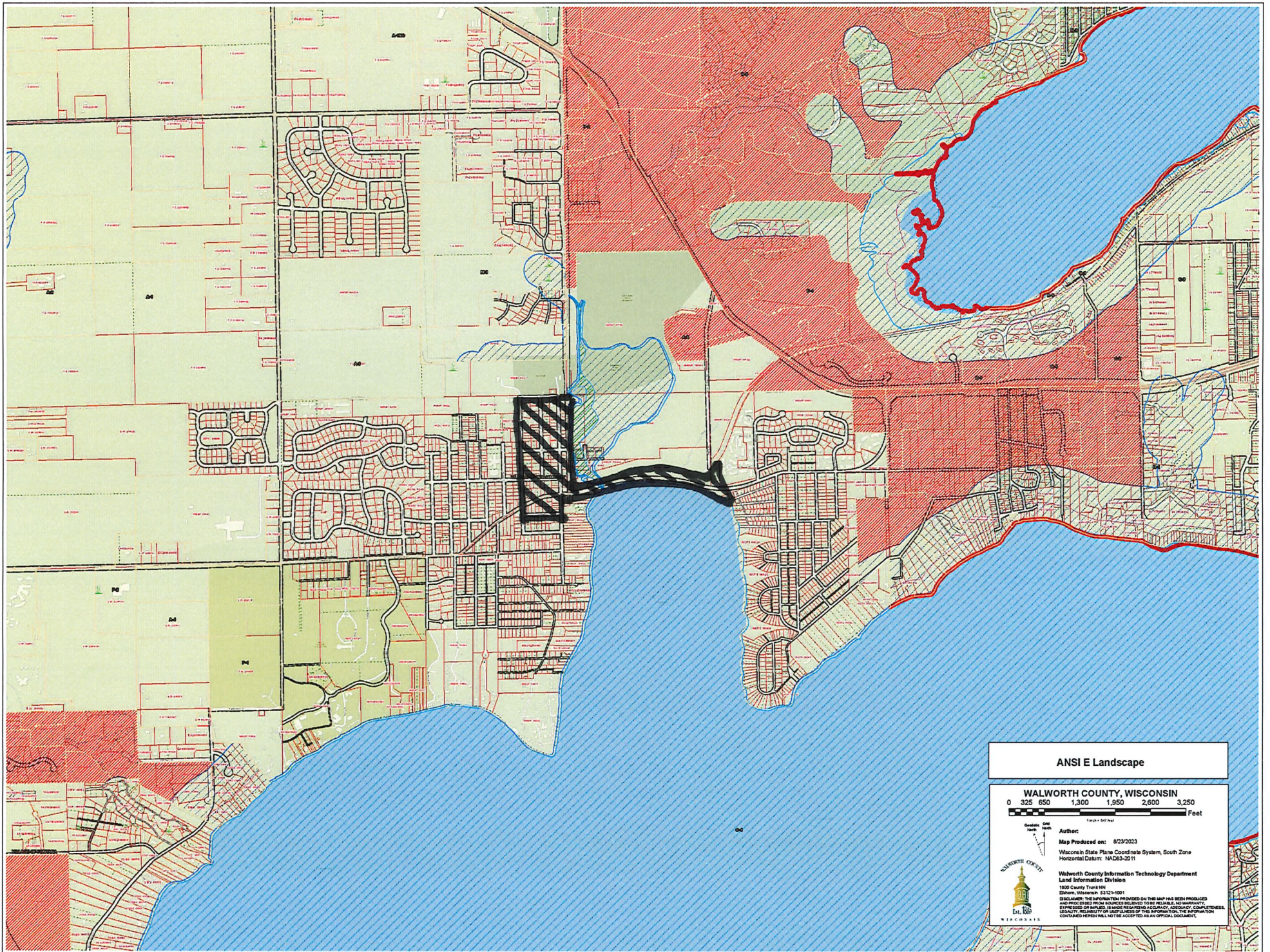
To the fullest extent permitted by law, Consultant hereby releases the VILLAGE, its elected and appointed officials, its agents, employees and volunteers and others working on its behalf from and against any and all liability or responsibility to the Consultant or anyone claiming through or under the Consultant by way of subrogation or otherwise, for any loss without regard to the fault of the VILLAGE or the type of loss involved, including loss due to occupational injury. This provision shall be applicable and in full force and effect only with respect to loss or damage occurring during the time of this Agreement. The Consultant's policies of insurance shall contain a clause or endorsement to the effect that such releases shall not adversely affect or impair such policies or prejudice the right of the Consultant to recover thereunder.

ATTACHMENT III

SELECTION CRITERIA

The consultant Selection Committee established by the Village for this project will evaluate each firm in accordance with the following criteria to identify the firm or firms best qualified to meet the Village's needs on this project. The firms deemed best qualified by the Selection Committee will be invited for additional presentations and interviews. However, the Village reserves the right to request interviews of any, all, or none of the consultants.

<u>Item</u>	<u>Description</u>	<u>Rating Ranges</u>
1.	Experience, Qualifications and Expertise Firm's experience with similar projects, qualifications and expertise of key personnel and sub-consultants.	(0 – 30)
2.	Capabilities and Resources Projects currently under contract involving equipment and key personnel that would also handle this project along with estimated time of completion. Availability and responsiveness of staff in local area.	(0 – 20)
3.	Project Overview Convey your understanding of the project objectives. Identify major problems that you perceive at this time. Describe the overall approach you will use to overcome these problems and efficiently complete this project.	(0 - 20)
4.	References Information on other organizations for which your firm has provided comparable consulting services.	(0 – 5)
5.	Quality and Thoroughness of Proposal	(0 – 10)
6.	Geographic Location of your Firm	(0 – 5)
7.	Additional Factors a. Village Experience b. Other related information	(0 – 5)
8.	Work Elements Appropriateness of estimated staff hours and cost in relation to objectives and methodology for project.	(0 – 5)



Village of Williams Bay Downtown Master Plan Q&A

1. Parking: One of the central themes highlighted in the RFP concerns parking demand and the need for a masterplan that fosters an optimal live, work, and play environment with convenient parking and barrier-free pedestrian experiences. Specifically:

a. Could you please confirm whether parking data was collected during the comprehensive planning process and if this data will be made available to our team? *The only data that I'm aware of is the attached Parking Estimate Table.*

b. The RFP mentions the necessity for periodic data collection to understand peak demand, demand during special events, and typical seasonal demand. To streamline costs, we propose employing an individual to utilize drone technology for capturing images of the study area during these times for data gathering purposes. We would appreciate your insights on whether this approach aligns with the project's needs and if we should include it in our fee and process planning. *This sounds like a very efficient way to collect data and we would just need to make sure that the drones are allowed/coordinated with the required agencies. I would include and consider breaking out as an individual line-item cost in case not accepted or permitted.*

2. Timeline: Could you provide clarity on the expected timeline for the downtown masterplan study? *The RFP references completion with 6 months after the award date. If this timeline is not something that you feel comfortable with, please indicate so in your proposal and consider including a Gantt chart or schedule to support the time-line.*

3. Q&A: Are you able to share any of the questions and answers posed by other consultants regarding this RFP? *Please see Q&A below.*

1. It does not appear that much of the 2004 Downtown Streetscape Plan has been implemented. Can you share reasons for this? Was it primarily a matter of funding, political will/change of priority, or other? Depending on the reason/background, have the barriers to that changed such that implementation will be more successful with this effort? *I believe that it was primarily funding limitations and other priorities.*

2. The RFP indicates a 6-month turnaround time. If a consultant can complete the effort in a shorter timeframe will that be acceptable or is the timeline tied to anything like funding stream, availability for meeting attendance, etc. that would become the basis for the project schedule? *The 6-month deliverable schedule was meant as a backstop to have the review completed in time for consideration of funding for implementation during the budget review cycle for following year 2025. If the project can be completed in a shorter time frame there would not be concerns.*

3. The RFP indicates that \$20,000 is budgeted for the project. Is there any potential to assemble additional funding if the scope of work warrants more time/fee? *This is the \$ amount budgeted and if there are reasons that the Village Board agrees with the budget could possibly be increased.*

From: David Lothspeich
Sent: Friday, March 15, 2024 3:31 PM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: RE: Village of Williams Bay Downtown Master Plan RFP - Q&A #1

Dear Planning and Zoning Consultants,

The Village of Williams Bay, WI is soliciting proposals for professional services to develop a Downtown Master Plan. The following Q&A was shared with a prospective planning group and is being provided to all so that everyone has the same information and opportunity. I would add that the budgeted amount referenced in the RFP is for the Master Planning services and additional projects as noted below would be considered as separate from and in addition to the development of the Master Plan.

- Can you please confirm whether the scope of work is construction document level, with cost estimates or concept plan level? *Limited to concepts.*
- Can you please confirm if visual renderings of downtown concept plans is sought, or if facilitation of goals and objectives are sought in order to further refine a preferred concept plan later on? *Visual renderings may be a separate request after the concept plan is finalized.*
- What refinements to existing renderings and concepts are sought that may be different from the Streetscape Plan completed in 2004? To be determined through the Master Plan process. *Recommendations in written descriptions with possible sketch level renderings.*
- Does the City intend to implement any of the streetscaping improvements from 2004 Streetscaping Plan? To be determined after the Master Plan Process. *The goal is to have an agreed upon plan to avoid conflicts between the Master Plan and Streetscape to have Streetscape Plan implemented and, if possible, coordinated with the STH 67 reconstruction.*
- Could the desired wayfinding signage and entry signage be attached to existing light poles? To be determined in the Master Plan process. *Proposing options with recommendations and will need to confirm ownership of light poles and if the owner not the Village that owner's policies.*
- Regarding the desired parking improvements, can you please confirm whether the scope of work is construction level or concept level? *Concept level.*
- With regards to parking recommendations, is the zoning code expected to be reviewed? To be determined through the Master Plan Process. *The Master Plan should take the existing zoning into account with recommendations for amendments if necessary.*
- Is there a construction budget for any implementation of the planned parking and/or streetscaping improvements? *Not at this time, the implementation would be at least a couple of years following the finalization of the Master Plan and the Village would consider adding improvements to our Five Year Capital Plan and possible round of borrowed funds.*
- Regarding the overhead and underground utilities mentioned on page 5, are you seeking recommendations or estimated costs for any relocation? *Recommendations with very high level, order of magnitude, cost estimates.*
- Regarding Architecture , are you seeking further refined standards, such as zoning design guidelines and standards or merely recommendations on themes/concepts or something else? *The Master Plan would be limited to themes/concepts with possible next step zoning design guidelines as a separate and additional project.*

- Regarding the Business Retention and Recruitment services sought on page 5, can you please confirm whether the scope of work includes establishing boundaries for a TIF district, as mentioned in the Comprehensive Plan from 2023? *The scope does not include work for exploring the establishment of a TID. The Village has made an initial exploration of a possible TID that would include the Downtown with estimated increment to serve as a starting point.*
- Regarding Image and Identity mentioned on page 5, are you seeking marketing design work or recommendations on how to capitalize on strengths? *Master Plan would be limited to recommendations on how to capitalize on strengths. Next possible step that would be in addition to and separate from the Master Plan would be possible marketing design work.*

As a reminder, responses to the RFP (electronic PDF) must be received by the Village of Williams Bay by **March 22, 2024 no later than 4:00 PM**. Send response to David Lothspeich, Village Administrator admin@vi.williamsbay.wi.gov

Thank you again for your consideration.

Dave

David Lothspeich
Village Administrator
Village of Williams Bay, WI
262-245-2700

Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 1.26.24

☐ Town ☒ Village ☐ City of WILLIAMS BAY

County of WALWORTH

The named organization applies for: (check appropriate box(es).)

☐ A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.

☐ A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 4.4.24, 5.9.24, 6.6.24, 7.11.24, 8.1.24, 9.5.24, 10.3.24, 11.7.24, 12.4.24 and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →

- ☒ Bona fide Club ☐ Church ☐ Lodge/Society
☐ Chamber of Commerce or similar Civic or Trade Organization
☐ Veteran's Organization ☐ Fair Association

(a) Name WILLIAMS BAY LIONESS LIONS CLUB

(b) Address PO BOX 15, WILLIAMS BAY, WI 53191
(Street)

☐ Town ☒ Village ☐ City

(c) Date organized SEPT 7, 2021

(d) If corporation, give date of incorporation _____

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: ☒

(f) Names and addresses of all officers:

President KARIN BARBIAN

Vice President SUSAN JONES

Secretary MARNIE STANLEY

Treasurer SHARON OCKERLUND

(g) Name and address of manager or person in charge of affair: RENA MONROE
372 FAIR OAKS DR WMS. BAY, WI 53191

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number 270 N. ELKHORN RD, WMS BAY, WI 53191

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? YES

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover:

3. Name of Event

(a) List name of the event WILLIAMS BAY LIONS BINGO HOSTED BY WB LIONESS

(b) Dates of event 4.4.24, 5.9.24, 6.6.24, 7.11.24, 8.1.24, 9.5.24, 10.3.24, 11.7.24, 12.4.24

DECLARATION

The Officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

Officer Rena Monroe
(Signature/date)

Officer Sharon Ockerlund
(Signature/date)

Date Filed with Clerk _____

Date Granted by Council _____

WILLIAMS BAY LIONESS LIONS CLUB
(Name of Organization)

Officer Marnie Stanley
(Signature/date)

Officer K. Barbian
(Signature/date)

Date Reported to Council or Board _____

License No. _____

Experian AutoCheck Report

Report run: 03/21/2024 17:15:06 EDT

2019 Ford F-150 Lariat / XL / XLT

Crew Cab 4D (2.7L V6 DI)

VIN: 1FTEW1EP2KFB93672
Class: Pickup - Fullsize
Country of Assembly: United States
Vehicle Age: 5 year(s)
Last Reported Odometer: 47,641 (04/11/2022)



Vehicle Usage
Personal



AutoCheck Score

Similar vehicles usually range between 90 and 95

Vehicle History at a Glance



State Title Brand



Clean



Auction Brand / Issues



No Issue



Accident / Damage

No Accidents or Damage Reported



No Issue



Open Recall Check



No Open Recalls



Insurance Loss / Transfer



No Issue



Odometer Check

Last reported odometer:
47,641 (04/11/2022)



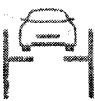
No Issue



Certified Pre-Owned



No CPO Info Available



Service / Repair



No Issue



Additional History



No Issues Reported



2% Fire Dues Program

Prepared by: Andrea Brauer, Staff Attorney

Any city, village, or town with a fire department is eligible to receive a portion of the fire insurance premiums collected by insurers doing business in Wisconsin, commonly known as the 2% fire dues program.

SOURCE OF FIRE DUES

Every year, all insurers conducting fire insurance business in Wisconsin must pay the state 2% of all premiums they have collected for insurance loss by fire. The state also contributes 2% of premiums paid to the local government property insurance fund for the insurance of public property, other than state property.

These funds are collected by the Department of Safety and Professional Services (DSPS) and distributed to qualifying municipalities annually, under criteria described below.¹

QUALIFICATION CRITERIA

To qualify to receive fire dues, a municipality must have a local fire department that satisfies all of the following criteria:²

- Is organized to provide continuous fire protection and have a designated chief.
- Is able to ensure the response of at least four firefighters, none of whom is the chief, to a first alarm for a building, either on its own or in combination with another fire department under a mutual aid agreement.
- Provides a training program prescribed by DSPS, which includes biannual training that prepares firefighters to safely perform their duties and monthly training consistent with established fire ground operating procedures.
- Provides facilities capable of receiving an alarm and dispatching firefighters and apparatus without delay.
- Keeps required records of fires.
- Satisfies fire inspection duties and provide public fire education services.

A municipality may qualify to receive fire dues, regardless of whether its fire department is organized as a municipal agency, nonprofit corporation, fire company, or stock corporation. If fire dues are granted, DSPS pays the dues to the municipality, which must then distribute the funds to the municipal or contracted fire department.

Private fire departments, which are generally exempt from state fire standards and are instead generally regulated under federal law, must meet the above criteria to be eligible to receive fire dues.

AMOUNT OF FUNDS

Each qualifying municipality is generally entitled to a proportionate share of the fire dues based on the equalized valuation of its real property improvements, except that each qualifying municipality is entitled to receive not less than the amount of fire dues it received in 1979.³

DSPS reports the total amount of fire dues distributed for the previous eight years as follows:

- Fiscal Year 2011 = \$14,849,925.74.
- Fiscal Year 2012 = \$16,098,609.70.
- Fiscal Year 2013 = \$15,889,402.12.
- Fiscal Year 2014 = \$17,977,549.14.
- Fiscal Year 2015 = \$17,136,066.39.
- Fiscal Year 2016 = \$18,575,142.40.
- Fiscal Year 2017 = \$20,133,993.89.
- Fiscal Year 2018 = \$19,919,554.94.

USE OF FUNDS

A fire department may utilize fire dues only for the following purposes:⁴

- Purchasing fire protection equipment.
- Performing fire inspection and public education.
- Training firefighters and inspectors.
- Funding pension funds or other special funds for disabled or superannuated firefighters.

DSPS OVERSIGHT OF THE FIRE DUES PROGRAM

Each municipality seeking fire dues must submit an annual self-certification form to DSPS. The form includes information regarding the municipality's operations and whether the fire department is in substantial compliance with state law that applies to the fire dues program.

DSPS has authority to perform audits of fire departments for compliance with state standards. If a fire department is noncompliant, DSPS will pay the dues for that year and issue a notice of noncompliance. No future dues will be paid until the fire department comes into substantial compliance with state law that applies to the fire dues program.⁵

¹ ss. 1 01.573 and 601.93, Stats.

² s. 1 01.575, Stats.; and s. SPS 314 (14) (a), Wis. Adm. Code.

³ s. 1 01.575 (1) (a), Stats.

⁴ s. 1 01.575 (6), Stats.; and s. SPS 314.01 (14), Wis. Adm. Code.

⁵ s. 1 01.575 (1) (am), Stats.; and s. SPS 314.01 (14), Wis. Adm. Code.

VILLAGE PIER BOAT SLIP WAITING LIST

RESOLUTION

R - 13 ~~—~~ 24

WHEREAS, the Village of Williams Bay has had a long-term policy regarding its pier boat slip leases and the establishment of a waiting list for those residents wanting a pier boat slip when none are available and the rules for said residents in obtaining a pier boat slip when one is vacant, and

WHEREAS, the Village has come to realize that it is necessary to render these long-term policies in writing to ensure said policies are administered fairly and consistently now and in the years to come, and

WHEREAS, for the purpose of this resolution, the term “resident” shall include the owner of improved ~~residential real estate or vacant residential real estate and the owner of improved or vacant commercial real estate~~ located in the Village, and

WHEREAS, for the purpose of this resolution, effective January 1, 2024 no additional owners of vacant residential real estate or improved or vacant commercial real estate may enter their name on the waiting list, and

NOW, THEREFORE, IT IS HEREBY RESOLVED that the following steps and procedures will be taken regarding the Village Pier Boat Slip Waiting List:

1. Only Williams Bay residents and their spouses may enter their name on the Pier Boat Slip Waiting List. If the property is recorded under a Trust, then only the principal Trustee and their spouse may jointly enter their name on the Village Pier Boat Slip Waiting List. ~~If the property is recorded in the name of an entity such as a corporation, LLC, LLP or partnership, then only one individual holding an ownership interest in that entity and their spouse may jointly enter their name on the Village Pier Boat Slip Waiting List.~~
2. When an individual’s name comes to the top of the waiting list, they must meet the boat slip lease criteria to enter into a lease or must go to the bottom of the list. Once offered a lease, the individual has 14 days to enter into the lease with the Village or will forfeit their space on the waiting list.
3. A resident already owning a lease with the Village may enter their name on one waiting list for a different size pier boat slip, but once they obtain that pier boat slip, they must surrender the current pier boat slip they possess (a resident cannot lease two pier boat slips at one time.)
4. Waitlist application shall be non-transferable to anyone other than a spouse.
- ~~3-5.~~ The Municipal pier eighteen (18) foot waitlist shall be frozen effective the date of approval of this resolution. Once all applicants currently on the Municipal pier eighteen (18) foot waitlist have been depleted, applicants will be pulled from the twenty-four (24) foot waitlist.

APPROVED by the Village Board of the Village of Williams Bay this ~~19XX~~th day of ~~MarchXXXXX~~, 201824.

VILLAGE OF WILLIAMS BAY

By: _____
William Duncan, President

Attest: _____
~~Elizabeth Gasparac~~ Tina Kolls, Clerk

RESOLUTION
R-14-24

RESOLUTION TO EXTEND THE VILLAGE OF WILLIAMS BAY MUNICIPAL BOAT
VESSEL LENGTH RESTRICTION FROM 18' TO 21'

WHEREAS, the Village of Williams Bay has a long-term policy regarding its pier boat slip leases and the establishment of a waiting list for those residents and property owners who desire to lease a boat slip; and

WHEREAS, the current length restriction for vessels using the Municipal Slips is 18'; and

WHEREAS, there is a growing demand for larger vessels to use the Municipal Slips; and

WHEREAS, extending the length restriction to 21' would allow more vessels to use the Municipal Slips, which would provide more recreational opportunities for residents; and

WHEREAS, on March 4, 2024, the Parks & Lakefront Committee determined that it is in the best interest of the Village to recommend approval of extending the length restriction for vessels using the Municipal Slips from 18' to 21'; and

NOW, THEREFORE, the Village Board of the Village of Williams Bay, County of Walworth, State of Wisconsin, do hereby ordain as follows:

Section I: Recitals. The foregoing recitals are hereby incorporated herein as findings of the Village Board of Trustees.

Section II: Approval. The President and Board of Trustees hereby approves the recommended proposal and authorizes an agreement, therefore.

Approved by the Village Board of the Village of Williams Bay this XXth day of March 2024.

VILLAGE OF WILLIAMS BAY

By: _____

William Duncan, President

Attest: _____

Tina Kolls, Clerk



williamsbay.org

VILLAGE OF WILLIAMS BAY

P.O. Box 580 • 250 Williams Street

Williams Bay, WI 53191

P: (262) 245-2700

2025 BOAT SLIP LEASE AGREEMENT

THIS INDENTURE made this **1st day of April 2025**, by and between the Village of Williams Bay (herein referred to as "Lessor") and **first name, last name**, whose residential street address in the Village of Williams Bay is **village address** (herein referred to as "Lessee").

WITNESSETH:

1. Lease. Lessor leases to Lessee a specified boat slip on a Village owned pier, more specifically, being identified as slip number **slip number** such slip being located on a village owned piers. This lease is for a term of one (1) summer season commencing on the first date of the summer season, or on the date of this lease if after such date and terminating October 31, 2025, at 12:00 noon. A summer season is defined for 2025, as commencing when the piers are installed in Geneva Lake annually in the spring and after the piers are painted by the Village and ending when the municipal piers are removed from Geneva Lake in the fall, or October 31st at 12:00 noon, whichever first occurs annually. Lessee agrees to remove his/her boat prior to the end of each summer season. Lessor is not responsible for boats not removed annually at the end of the summer season.
2. Rent. Lessee agrees to pay to Lessor as rent for the slip identified above the total sum in advance as stated in Schedule A attached hereto and made part of this Lease. All such rent payments shall be made payable to and delivered to the Village of Williams Bay Treasurer whose address is P.O. Box 580, Williams Bay, Wisconsin 53191 with 2 attachments: **copy of current Wisconsin boat registration card (Lessee's name must be on registration) and this signed lease.**
3. Use of Slip. Lessee agrees to use the leased slip for the purpose of securing watercraft registered to the Lessee in the State of Wisconsin. **A copy of the current Wisconsin registration must be sent in with the annual lease payment.** Lessee also agrees not to engage in any unlawful activity on or around the leased slip and to comply with all Village Ordinances and Resolutions at all times. Lessee agrees to comply with all *Conditions for Use* as stated in Schedule B and *Tie Down Instructions* as stated in Schedule C", attached hereto and made part of this lease.

No watercraft larger than twenty-one feet (21') will be allowed to use the leased slips on at the Village owned (Municipal) pier.

No watercraft larger than twenty-one (21') will be allowed to use the leased slips numbered one (1) through thirteen (13) (inclusive) on the East pier and numbered fourteen (14) through twenty-six (26) (inclusive) on the West pier.

No watercraft larger than twenty-three feet (23') feet will be allowed to use the leased slips numbered one (1) through thirteen (13) (inclusive) on the West pier and numbered fourteen (14) through twenty-six (26) (inclusive) on the East pier.

No watercraft larger than twenty-four (24') will be allowed to use the leased slips numbered twenty-seven (27) through thirty-nine (39) (inclusive) on either the East or West piers.

Watercraft over-all length includes all attachments or appurtenances to said watercraft.

In all cases watercraft must be able to fit into the slip without causing damage thereto. Personal watercrafts such as jet-skis, wave-runners and the like are not permitted. Lessee shall not assign this Lease or sublet or grant any concessions or license to use the slip or any part thereof to anyone. The slip shall be available upon commencement of the summer season on the year(s) covered by this Lease and said slip shall be vacated no later than October 31 at noon of each year covered by this lease. Any and all damages to said slip other than normal wear and tear are the responsibility of the Lessee. The Lessee agrees to, in the event of damage to said slip, promptly pay for the cost of repair of said slip. Such repairs shall be performed by the Lessor and costs incurred for said repair will be billed to the Lessee. Prompt payment means payment within 30 days of the billing date. The leased slip shall not lie dormant (with no boat in the leased slip) for more than thirty (30) days per summer season without Lessee receiving prior written permission from Lessor. Lessee's failure to secure prior written permission will result in the Lessee surrendering their leased slip in accordance with section eight of this lease.

4. Residency Required at All Times. As a material condition of this Lease, Lessee is at all times during the term of this Lease will remain a resident of Lessor. Municipal pier slips are available for lease in accordance with the written priority policy established by the Village Board to residents only. A resident is defined in said written policy as an owner of improved residential real estate located within the corporate limits of the Village of Williams Bay. If Lessee ceases to be an owner of improved residential real estate within the corporate limits of the Village of Williams Bay, then the lease shall end on the date residency ceases for that summer season and Lessee must remove his/her boat immediately. Lessor will prorate any prepaid rentals and refund unused rentals to Lessee for termination of this Lease due to loss of resident status.
5. Repair, Maintenance, and Housekeeping. Lessor agrees to provide normal and ordinary maintenance and repair to the leased slip at its own discretion and cost. Lessee agrees to keep the lease slip clear of all garbage and litter.
6. Alterations and Improvements. Lessee is specifically prohibited from altering, adding to, subtracting from, or otherwise changing the leased slip. Further, no lockboxes, gates, and other structures will be permitted with the exception of approved marine bumpers and approved solar-powered boat lifts. Boat Lifts must be solar-powered and the boat cradle of the lift, including any attachments such as guides or bumpers, cannot extend above the decking or walkway of the pier. Solar battery boxes for approved boat lifts cannot be installed on the pier and, like the boat cradle, cannot extend above the decking or walkway of the pier. Furthermore, said boat lifts must be approved by the Lessor prior to installation by the Lessee's contractor. The installation and removal of approved boat lifts shall comply with section one (1) of this lease. To coordinate the placement of boat lifts with Village owned piers, installation, *EXCEPT INITIAL INSTALLATION*, and removal of approved boat lifts shall be performed at Lessee's cost by the same contractor as the Lessor contracts with for that given year. Winter storage of boat lifts shall be permitted only in Village owned storage area and shall be at Lessee's expense.
7. Indemnification. Lessee agrees to indemnify and hold harmless the Lessor for any damage to the property (which includes the Lessee's watercraft) and/or person of the Lessee, the Lessee's family, agents, invitees, guests or companions, occurring at or around the leased slip.
8. Default and Termination. If any default is made in the performance of or compliance with any term or condition of this Lease, the Lease, at the option of the Lessor, shall terminate and be forfeited. Lessee shall be given ten (10) days written notice of intent to terminate due to any default or breach. Termination and forfeiture of the Lease shall not result if, within five (5) days of receipt of such notice of intent to terminate, Lessee corrects the default or breach to the satisfaction of the Lessor. The failure of Lessor to insist on a strict performance of any of the terms and conditions hereof shall be deemed a waiver of the rights and remedies that Lessor may have regarding that specific instance only and shall not be deemed a waiver of any subsequent breach or default in any of the terms and conditions of this Lease.

9. Voluntary Termination by Lessee. In the event Lessee desires to terminate this Lease and surrender the slip prior to the expiration of the term of this Lease, all rentals paid shall not be refundable.
10. Surrender of Slip. At the expiration of the Lease term, Lessee shall quit and surrender the leased slip in as good a state and condition as it was in at the commencement of this Lease, reasonable use and wear excepted.
11. Option to Renew. A resident existing Lessee has a first right of refusal for entry into a new Lease for succeeding terms providing such Lessee continues to be a resident and their boat is in their name on the registration. Lessor retains the right to modify the terms and conditions including the rental amounts in its offer of renewal. All renewals will be made in accordance with the current policy resolution of the Village Board concerning such renewals.
12. Total Agreement. This Lease includes the provisions of the current policy resolution of the Village Board which are incorporated herein by reference. In the event of a conflict between the provisions of this Lease and the written policy resolution, the provisions of the written policy resolution shall control.
13. Applicable Law. This Lease agreement shall be governed and construed in accordance with the laws of the State of Wisconsin.
14. Severability. Should any section of this Lease be held unlawful, unconstitutional, or otherwise invalid, all remaining terms of said Lease shall remain in force.
15. **This lease shall be non-transferable to anyone other than a spouse.**
15. I have read and understand I will adhere to all terms and conditions of the 2025 Boat Slip Lease Agreement as well as Schedule A, *Schedule of Prices for 2025*, Schedule B, *Conditions for Use*, and Schedule C, *Tie Down Instructions*.

VILLAGE OF WILLIAMS BAY

SLIP HOLDER

Village President _____ Lessee _____

Village Clerk _____ Lessee _____

Lessee's Signature(s) shall be Notarized.

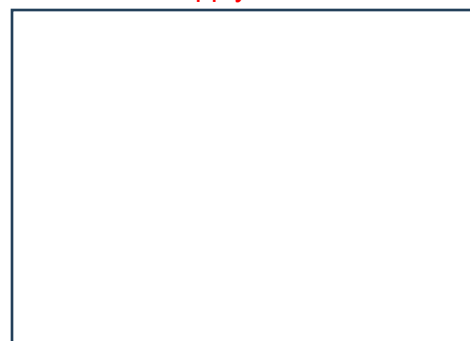
Subscribed and Ssworn to before me

this _____ day of _____, 20_____.

Notary Signature

My Commission is Permanent/Expires : _____

Apply Seal



Slip Holder Information

Lease will be returned if this section is not filled in resulting in potential loss of slip

Name _____	Slip Number _____
	Make _____
Mailing Address _____	Length _____
	Wisconsin Registration # _____
Village Address _____	email _____
Best phone _____	Optional phone _____

SCHEDULE A Schedule of Prices for 2024

Use the table below to fill out the Fee Calculator section at the bottom of the page.

Section A: Boat Slip Fees				
Max. Boat Length*	Slip Size	Slip #	Slip Location	Fee
No larger than 21'	Municipal	1-12	Municipal Pier Require a solar powered lift (see Section B)	\$2,163.00(18' Under) \$2,415.00(18.1' to 21')
No larger than 21'	24' Slip	1-13	East Pier	\$2,415.00
		14-26	West Pier	
No larger than 23'	26' Slip	1-13	West Pier	\$2,594.00
		14-26	East Pier	
No larger than 24'	28' Slip	27-39	East and West Piers	\$2,678.00
*Boat length as stated on Boat Registration				
Section B: Authorized Solar-Powered Boat Lift Installation and Removal Fees				
Event	Note			Fee
Installation	Initial installation must be done by Lessee's vendor. Future installations are done by Lessor's vendor.			\$236.00
Removal				\$236.00
Section C: Storage of Boat Lifts on Village Property				
				Fee
Lessee's are required to store boat lifts on Village Property				\$131.00

Fee Calculator			
Section	Event	Fee (includes 5.5% sales tax)	Notes
A	Boat Slip Fee		
B	Installation		Must be filled in if boat lift used
B	Removal		Must be filled in if boat lift used
C	Storage		Must be filled in if boat lift used
Total Due (A+B+C)			

SCHEDULE B

Conditions for Use

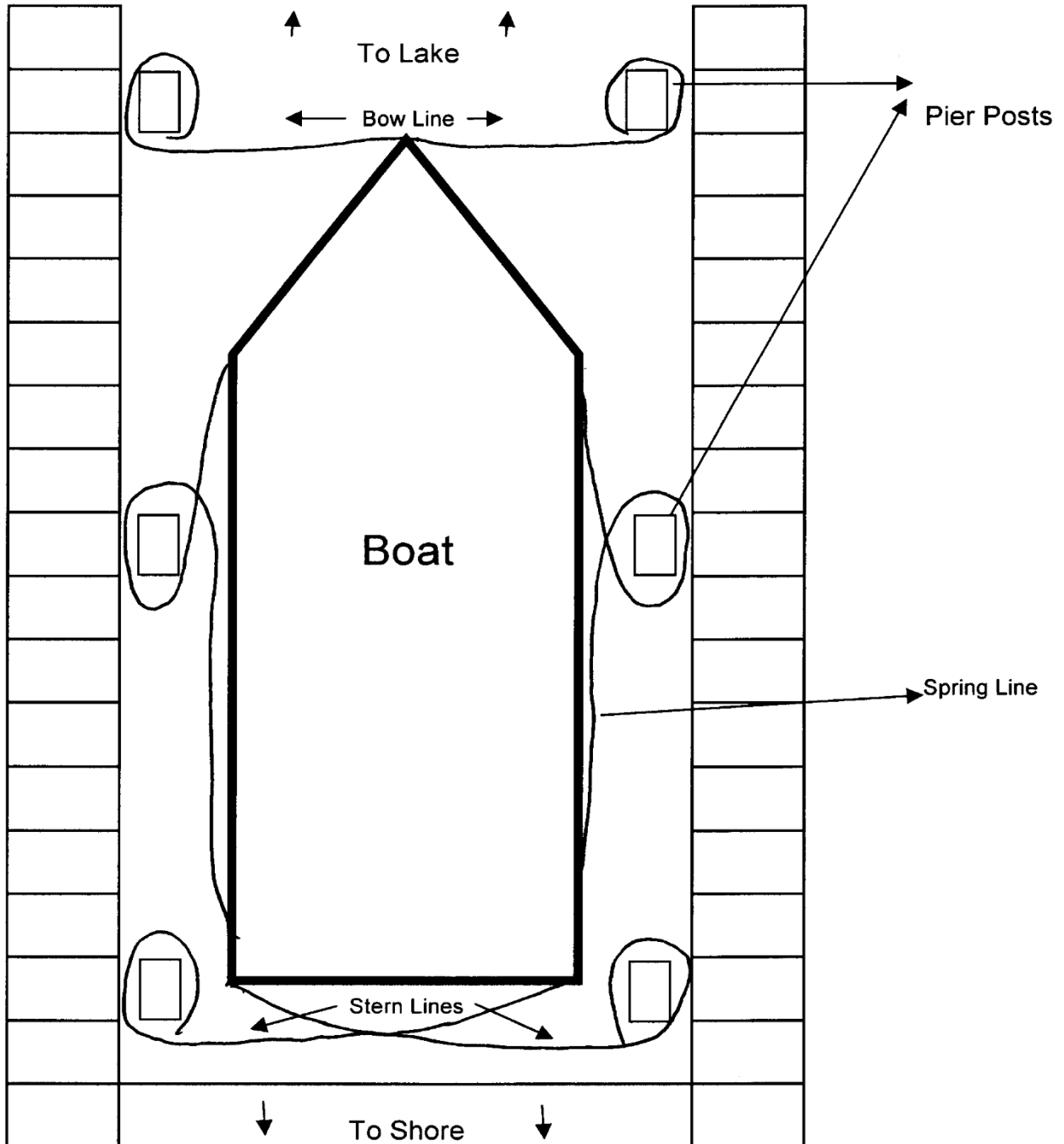
Each person that leases a ramp or slip shall obey the following regulations.

1. Only the boat registered to the leaseholder may use the ramp or slip. No ramp or slip may be subleased.
2. The boat shall be registered in the State of Wisconsin.
3. No boat gear or equipment, or other litter may be left on the dock.
4. No dock boxes, ladders or wagons, to move gear, may be left on the dock.
5. Dock lines may be coiled and left on the pier when the ramp or slip is empty. No cleats or eye hooks may be used. Lines must be tied at the lowest point on the horse. The line size should be 1/2 inch for smaller boats and 5/8 inch for larger boats. Rubber snubbers are helpful to reduce shock. **This section is not applicable to those lessees using a Village-approved boat lift.**
6. No boat or any equipment attached to the boat may extend outside of the ramp or slip or overhang onto the public pier.
7. Only approved marine bumpers will be allowed. A sample of the approved bumper is at the Village Hall. This can be purchased at any marine supply store. Installation of the approved bumper must be supervised by the Harbor Master. Only galvanized roofing nails may be used to secure the approved bumpers. THESE BUMPERS MAY NOT, IN ANY INSTANCE, BLOCK ACCESS TO BOLTS, NUTS OR PIER HARDWARE. ACCESS IS ESSENTIAL FOR PIER INSTALLATION AND REMOVAL.
8. No alcohol will be permitted on the pier. No drinking in the boat while it is docked at the pier.
9. All park regulations apply to and shall be enforced on the piers at all times.
10. No overnight use of the boat is permitted while the boat is affixed to the pier.
11. It is suggested that all electronic equipment and other valuables shall be removed from the boat when the boat is not in use.
12. No utilities are provided, and no long electrical cords are permitted, including the use of generators. The Village does not have and will not have any outlet boxes for this use.
13. All boats must be moored with the bow of the boat facing south, or away from the shore. **This section is not applicable to those lessees using a Village-approved boat lift.**
14. No running or bicycles are permitted on the pier at any time. Swimming is not permitted from the pier or from any ramp or slip.
15. **No fueling of boats or transporting of fuel on municipally owned piers and slips**, with the exception of mobile fueling stations that have received approval from the Wisconsin Department of Commerce, the Wisconsin Department of Natural Resources and can provide a Certificate of Insurance listing the Village of Williams Bay as an additional insured. The above-mentioned documentation must be on file with the Village of Williams Bay Clerk.
16. Keep the pier clean. Containers are provided for all trash.
17. Lessee is specifically prohibited from altering, adding to, subtracting from, or otherwise changing the leased slip. Further, no lockboxes, gates, and other structures will be permitted with the exception of approved marine bumpers and approved solar-powered boat lifts. Boat Lifts must be solar-powered and the boat cradle of the lift, including any attachments such as guides or bumpers, cannot extend above the decking or walkway of the pier. Solar battery boxes for approved boat lifts cannot be installed on the pier and, like the boat cradle, cannot extend above the decking or walkway of the pier. Furthermore, said boat lifts must be approved by the Lessor prior to installation by the Lessee's contractor. The installation and removal of approved boat lifts shall comply with section one (1) of this lease. To coordinate the placement of boat lifts with Village owned piers, installation, *EXCEPT INITIAL INSTALLATION*, and removal of approved boat lifts shall be performed at Lessee's cost by the same contractor as the Lessor contracts with for that given year. Winter storage of boat lifts shall be permitted only in Village owned storage area and shall be at Lessee's expense.
18. Please report any broken dock lines or other damage observed to the Harbor Master.

SCHEDULE C

Tie Down Instructions

Tie-down instructions not applicable to ramp lessees.





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

3/21/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Acrisure, LLC dba Britton Gallagher 3737 Park East Dr. STE 204 Beachwood OH 44122	CONTACT NAME: PHONE (A/C, No. Ext): 216-658-7100 E-MAIL ADDRESS:	FAX (A/C, No): 216-658-7101
INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A : Everest Denali Insurance Company		16044
INSURER B : Axis Surplus Ins Company		26620
INSURER C : Everest Indemnity Insurance Co.		10851
INSURER D :		
INSURER E :		
INSURER F :		

COVERAGES**CERTIFICATE NUMBER:** 1964529271**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADD'L INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
C	GENERAL LIABILITY ☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☒ PRO-JECT ☐ LOC			SI8ML00060-241	1/15/2024	1/15/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	AUTOMOBILE LIABILITY ☒ ANY AUTO ☐ ALL OWNED AUTOS ☒ HIRED AUTOS ☐ SCHEDULED AUTOS ☒ NON-OWNED AUTOS			SI8CA00033-241	1/15/2024	1/15/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	UMBRELLA LIAB ☒ OCCUR ☒ EXCESS LIAB ☐ CLAIMS-MADE DED ☐ RETENTION \$			P-001-000063943-06	1/15/2024	1/15/2025	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) ☐ Y / N If yes, describe under DESCRIPTION OF OPERATIONS below		N / A				WC STATU-TORY LIMITS ☐ OTH-ER ☐ E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
C	Excess Liability #2			SI8EX01313-241	1/15/2024	1/15/2025	Each Occ/ Aggregate \$4,000,000 Total Limits \$10,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Additional Insured extension of coverage is provided by above referenced General Liability policy where required by written agreement or permit.

FIREWORKS DISPLAY DATE: August 10, 2024

RAIN DATE: August 11, 2024

LOCATION OF EVENT: Geneva Lake, Williams Bay, Wisconsin

ADD'L INSURED: The Village of Williams Bay, Wisconsin, its employees, volunteers, officers, elected officials, partners, subsidiaries, divisions & affiliates, event sponsors & landowners as their interest may appear in relation to this event; Williams Bay Lions Club (sponsor); Austin Pier Service (barge supplier)

CERTIFICATE HOLDER**CANCELLATION**Village of Williams Bay
PO Box 580
Williams Bay WI 53191
USA

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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April 5, 2023

Dear Village of Williams Bay board members,

Thank you for the opportunity to submit a proposal for the 2023 Williams Bay Lions Club Corn & Brat Festival fireworks display. 2023 marks J&M's 42nd year in the fireworks business. Please let me tell you a bit about J&M's background.

J&M Displays, Inc. has enjoyed shooting your display since 2018 and looks forward to working with the Village and Lions Club again. We are no stranger to the lakes area, having shot displays both on and off the water in many communities in the area. A few of our clients include the Milwaukee Lakefront Fireworks, the Lake Geneva Jaycees Venetian Festival, the Fontana 4th of July, and the city of Delavan 4th of July. The last three of these have been J&M clients for over 25 years! We have very good working relationships with Geneva Lake Law Enforcement, the Water Safety Patrol, and many fire and police departments around the lakes area. We have a spotless safety record here.

One item that sets apart from most of our competitors is our \$10,000,000 liability insurance coverage which is extended to cover your event. I have included a copy of our insurance certificate for your verification. This coverage not only covers the Village, but also the Lions Club, and Austin Pier Service and their barges. Most policies do not cover vessels not owned by the fireworks company...ours does! We also have a few incentive programs to help out our customers during these economically challenging times.

The Village has taken part in two of our bonus programs which give FREE fireworks to the display. The first is an early pay incentive which gets you 8% Bonus fireworks for paying for your display 70 days before the show date. With this year's program, that is \$1478 in additional fireworks.

The other program is a customer loyalty program for clients who retain our services back to back years. The Village has reached our highest bonus level, 15%, and will receive \$2397 in free fireworks for this bonus. Those together total \$4175 of free material for your display.

This year's display is programed to last between 19 and 20 minutes. It will be scripted into a computer and fired on site using a wireless firing system so the creww does not have to be on board the fireworks barges during the display. The final page of the display of the proposal has a breakdown of sizes/quantities of materials that will be used in the display.(if anyone would like to see a shell by shell priced proposal, I will happy to forward that to you as well)

Fireworks proposals are very hard to compare just on paper, as quality of fireworks, timing, artistry, and consistancy usually are not listed. We hope that what we have done for you in the past years is a good representation of the type of displays and work ethic we will continue to provide you into the future.

Thank you for your consideration!

Sincerely,

A handwritten signature in black ink, appearing to read "Bryan D. Olson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Bryan D. Olson

Sales Representative/ Display Operator



J&M Displays Proposal for: Village of Williams Bay Lions Corn & Brat Festival - 2023

Opening

2.5 Inch Finales

Quantity	Name	Rising Effect
----------	------	---------------

4	Color Chrys Dark Star Salute Combo Chains 10 Shot finale chain	
---	--	--

Category Shell Count: 40

6 Inch Special Effect Shells

Quantity	Name	Rising Effect
----------	------	---------------

1	Nishiki kamuro to green strobe w/green strobe pistil	
---	--	--

Category Shell Count: 1

Section Shell Count: 41

Flights

3 Inch Color Shells

Quantity	Name	Rising Effect
----------	------	---------------

3	Half red half blue chrysanthemum with silver peony ring	
3	Gold Spangle chrysanthemum with crackling	
3	Nishiki kamuro niagara falls	
3	3" Brocade Crown crossette	
3	3" FLOWER CROWN HORSE TAIL	
3	3" WHITE STROBE HORSE TAIL	

Category Shell Count: 18

3 Inch Special Effect Shells

Quantity	Name	Rising Effect
----------	------	---------------

3	Gold glitter rays with purple and green ELECTRIC FIRE ONLY (cylinder)	
3	3" Red white blue with titanium salute (Cylinder)	
3	Farfallas and silver glitter to red ELECTRIC FIRE ONLY (cylinder)	
3	Kamuro serpents to reports with green and violet center ELECTRIC FIRE ONLY (cylinder)	

Category Shell Count: 12

4 Inch Color Shells

Quantity	Name	Rising Effect
----------	------	---------------

4	4" BROCADE CROWN HORSE TAIL	
---	-----------------------------	--

Category Shell Count: 4

5 Inch Color Shells

Quantity	Name	Rising Effect
----------	------	---------------

4	5" Red waterfall	
---	------------------	--

Category Shell Count: 4

Section Shell Count: 38

Main Event



J&M Displays Proposal for: Village of Williams Bay Lions Corn & Brat Festival - 2023

Main Event

3 Inch Color Shells

Quantity	Name	Rising Effect
----------	------	---------------

- | | | |
|---|---|--|
| 1 | Assortment H of 20 different J&M shells ELECTRIC FIRE | |
| 2 | Assortment T of 20 different J&M Brand Shells ELECTRIC FIRE | |
| 1 | Assortment Y of 10 pairs of 3" J&M shells ELECTRIC FIRE (Low fallout) | |

Category Shell Count: 80

4 Inch Color Shells

Quantity	Name	Rising Effect
----------	------	---------------

- | | | |
|---|---|--|
| 1 | Gold willow with color pistil | |
| 1 | Lemon Dahlia | |
| 1 | 4" Dispark Chrys (crackle) | |
| 1 | 4" TANGERINE PEONY | |
| 2 | 4"BLUE TO SILVER PEONY | |
| 2 | 4"GOLDEN WAVENEW GRASS GREEN | |
| 2 | 4"SILVER WAVENEW GRASS GREEN | |
| 2 | 4"YELLOW TO WHITE PEONY | |
| 1 | 4" BLUE CROSSETTE | |
| 1 | 4" PINK DRAGON (comets to reports) | |
| 1 | 4" Shell Brocade Crown | |
| 1 | 4"Blue to silver chry. | |
| 1 | 4"Flower crown coconut | |
| 1 | 4"Golden flash to color | |
| 1 | 4"RED TO BLUE CROSSETTE | |
| 2 | 4"Red Ring white strobe to salute | |
| 1 | 4"SILVER CRACKLING STARS | |
| 1 | 4"SILVER TO GREEN CROSSETTE | |
| 1 | 4"Silver time rain to white flash | |
| 1 | 4"WHITE STROBE HORSE TAIL | |
| 1 | 4"Dragon Eggs | |
| 1 | Brocade Crown crossette | |
| 1 | Brocade crown coconut | |
| 1 | Assortment O of 18 different (36 shells) J&M Brand shells ELECTRIC FIRE | |

Category Shell Count: 64

4 Inch Special Effect shells

Quantity	Name	Rising Effect
----------	------	---------------

- | | | |
|---|--|--|
| 2 | 4" BLUE STROBE HORSE TAIL | |
| 2 | 4" FALLING LEAVES GREEN | |
| 2 | 4" FALLING LEAVES RED | |
| 1 | 4" WHITE STROBE | |
| 1 | Brocade flower crown bowtie with red ring | |
| 1 | Silver dragon w/ red crossette ring (cylinder) | |

Category Shell Count: 9



J&M Displays Proposal for: Village of Williams Bay Lions Corn & Brat Festival - 2023

Main Event

5 Inch Color Shells

Quantity	Name	Rising Effect
1	5"Blue to red to crackle	
1	1/4 Peony with crackle pistil	
1	5" CRACKLING WILLOW	
1	5" NEW COLOR CROSSETTE	
1	5"Blue dark golden flash	
1	5"Brocade Crown to white flash	
1	5"Golden chry. flower (crackle)	
1	5"Green coconut w/big brocade tail	
1	5"Green spike	
1	5"New grass green chry.	
1	5"RED TRACER	
1	5"Red coconut w/big brocade tail	
1	5"Silver crown to red spike	
1	Medusa pattern (E-Fire ONLY) (assorted case)	
1	White strobe to reports	
1	Willow to variegated w/ rising flowers	
2	Assortment O of 15 different J&M Brand shells ELECTRIC FIRE	

Category Shell Count: 46

5 Inch Special Effect Shells

Quantity	Name	Rising Effect
2	Var. color crackling diadem	
1	Var. color flowers sheet with spangle pistil	
1	Var. color meteor	
1	5"Golden flash	
1	5"Lemon special flash	
1	Willow with flickering with purple and lemon dahlia pistil	

Category Shell Count: 7

6 Inch Color Shells

Quantity	Name	Rising Effect
1	Assortment B of 9 different T-Sky brand shells ELECTRIC FIRE	
1	Assortment C of 9 different J&M brand shells ELECTRIC FIRE	
1	Assortment O of 9 different J&M Brand shells ELECTRIC FIRE	
1	Assortment Q of 9 different Long Duration J&M Brand Shells ELECTRIC FIRE	
1	Assortment T of 9 different J&M brand shells ELECTRIC FIRE	

Category Shell Count: 45

Section Shell Count: 251

Finales

4 Inch Finales

Quantity	Name	Rising Effect
3	Color (rainbow) 8 shot finale chain	

Category Shell Count: 24



J&M Displays Proposal for: Village of Williams Bay Lions Corn & Brat Festival - 2023

Finales

2.5 Inch Finales

Quantity	Name	Rising Effect
----------	------	---------------

6	Spiderweb 10 Shot finale chain	
---	--------------------------------	--

Category Shell Count: 60

3 Inch Finales

Quantity	Name	Rising Effect
----------	------	---------------

15	Rainbow 10 Shot finale chain	
----	------------------------------	--

6	Red salute and blue dahlia 10 Shot finale chain	
---	---	--

Category Shell Count: 210

5 Inch Color Shells

Quantity	Name	Rising Effect
----------	------	---------------

6	Assorted Chrysanthemums (E-FIRE Only)	
---	---------------------------------------	--

5	5" Brocade Crown	
---	------------------	--

Category Shell Count: 11

6 Inch Color Shells

Quantity	Name	Rising Effect
----------	------	---------------

6	Brocade Crown crossette	
---	-------------------------	--

Category Shell Count: 6

Section Shell Count: 311

Miscellaneous

Glow Stick

Quantity	Name	Rising Effect
----------	------	---------------

10	Glow - Concert Stick (10" glow stick)	
----	---------------------------------------	--

Category Shell Count: 0

Racks - Metal

Quantity	Name	Rising Effect
----------	------	---------------

2	Carpet runner (12" X 200') for covering racks	
---	---	--

Category Shell Count: 0

Ignition Items

Quantity	Name	Rising Effect
----------	------	---------------

300	MJG 10' (non-regulated ATF) Igniters with 10' leads (FWI 10 - 30 per box)	
-----	---	--

75	MJG 15' (non-regulated ATF) Igniters with 15' leads (FWI15 - 20 per box)	
----	--	--

Category Shell Count: 0

Section Shell Count: 0

8% Free for Early Payment

Proposal #: 24126 Designed on: 2023-04-05 17:04:06 Printed on: Wed Apr 5 12:04:59 2023 Page: 4 of 6

18064 170th Avenue, Yarmouth, Iowa 52660-9772
1-800-648-3890 • Fax: 1-319-394-3265 • main@jandmdisplays.com • www.jandmdisplays.com



J&M Displays Proposal for: **Village of Williams Bay Lions Corn & Brat Festival - 2023**

8% Free for Early Payment

Multi-shell Barrage Units

Quantity	Name	Rising Effect
1	Silver spinners to Red & Blue w/ report finale 36 shot "I" shape	
1	Five changing effect cake 100 shot	
1	Red comets to Red Strobe Willow with Blue 49 shot	
1	Super crown with blue stars with mines 49 shot	

Category Shell Count: 234

4 Inch Color Shells

Quantity	Name	Rising Effect
1	Rainbow crossette	

Category Shell Count: 1

6 Inch Special Effect Shells

Quantity	Name	Rising Effect
1	Reddish gamboge to green & purple swimming w/crackling pistil	
1	Strobing chrys w/var. color flower sheets	
1	Reddish gamboge to green crackling chrys w/double crackling pistils w/gold tail	

Category Shell Count: 3

Section Shell Count: 238

15% Free for Loyalty Program

Multi-shell Barrage Units

Quantity	Name	Rising Effect
1	Gold flash tail to red green blue dahlia chrysanthemum 100 shot	
1	Silver Lion blood red and blue dahlia 80 shot fan	

Category Shell Count: 180

4 Inch Color Shells

Quantity	Name	Rising Effect
1	Color dahlia with silver strobe	
1	Crackling willow	

Category Shell Count: 2

4 Inch Finales

Quantity	Name	Rising Effect
6	Color (rainbow) 8 shot finale chain	

Category Shell Count: 48

Section Shell Count: 230



J&M Displays Proposal for: Village of Williams Bay Lions Corn & Brat Festival - 2023

This proposal includes an extension of our \$10,000,000.00 spectator liability insurance, and workers compensation on our shoot team.

Total Price of Show: **\$25,000.00**

Total Shot Count: 1109

Packing Check: 567

Date of Display: 08/12/23

Customer Number: 12222

Please Note the Following Comments:

The data in this proposal is confidential, and is to be accorded confidential treatment and shall not be disclosed other than to the official representative of the organization listed on the cover, and only then when in the evaluation of this proposal. Any reproduction of the contents of this proposal, whether in whole or in part, is expressly forbidden. J&M Displays, Inc. requests that all information be safeguarded from release pursuant to any request under the Freedom of Information Law of this state or any other state or jurisdiction; as it may cause competitive disadvantage to our company. The enclosed concepts and materials are the sole and exclusive property of J&M Displays, Inc. We reserve the right to make substitutions of equal or greater value. Prices and specifications are subject to change without notice. For choreographed displays the quantity and sizes of product may change based on the music selected; however, the dollar value of the product will remain the same.

Diameter	Quantity	Shots	Racks
Shells			
3"	34	110	11
4"	45	80	10
5"	40	68	14
6"	15	55	14
Shells Shot Ct: 313			
Multi-shell Barrage Units			
0.75"	1	100	
1.2"	5	314	
Multi-shell Barrage Units Qty: 6 Shot Ct: 414			
Finales			
2.5"	10	100	10
3"	21	210	21
4"	9	72	9
Finales Qty: 40 Shot Ct: 382			
Igniters Needed: 359			



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

4/5/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Britton Gallagher One Cleveland Center, Floor 30 1375 East 9th Street Cleveland OH 44114	CONTACT NAME:	
	PHONE (A/C, No, Ext): 216-658-7100	FAX (A/C, No): 216-658-7101
INSURED J & M Displays, Inc. 18064 170th Avenue Yarmouth IA 52660	E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	
	INSURER A: Everest Denali Insurance Company	
	INSURER B: Axis Surplus Ins Company	
	INSURER C: Everest Indemnity Insurance Co.	
	INSURER D:	
INSURER E:		
INSURER F:		

COVERAGES**CERTIFICATE NUMBER:** 1391962331**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
C	GENERAL LIABILITY ☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☒ PROJECT ☐ LOC		SI8ML00060-231	1/15/2023	1/15/2024	EACH OCCURRENCE	\$ 1,000,000
						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 500,000
						MED EXP (Any one person)	\$
						PERSONAL & ADV INJURY	\$ 1,000,000
						GENERAL AGGREGATE	\$ 2,000,000
						PRODUCTS - COMP/OP AGG	\$ 2,000,000
							\$
A	AUTOMOBILE LIABILITY ☒ ANY AUTO ☐ ALL OWNED AUTOS ☒ HIRED AUTOS ☐ SCHEDULED AUTOS ☒ NON-OWNED AUTOS		SI8CA00033-231	1/15/2023	1/15/2024	COMBINED SINGLE LIMIT (Ea accident)	\$ 1,000,000
						BODILY INJURY (Per person)	\$
						BODILY INJURY (Per accident)	\$
						PROPERTY DAMAGE (Per accident)	\$
							\$
B	UMBRELLA LIAB ☒ OCCUR EXCESS LIAB ☐ CLAIMS-MADE DED ☐ RETENTION \$ ☐		P-001-000063943-05	1/15/2023	1/15/2024	EACH OCCURRENCE	\$ 5,000,000
						AGGREGATE	\$ 5,000,000
							\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below Y/N ☐ N/A					WC STATUTORY LIMITS	OTHER
						E.L. EACH ACCIDENT	\$
						E.L. DISEASE - EA EMPLOYEE	\$
						E.L. DISEASE - POLICY LIMIT	\$
C	Excess Liability #2		SI8EX01313-231	1/15/2023	1/15/2024	Each Occ/ Aggregate Total Limits	\$4,000,000 \$10,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Additional Insured extension of coverage is provided by above referenced General Liability policy where required by written agreement.

FIREWORKS DISPLAY DATE: August 12, 2023

RAIN DATE: August 13, 2023

LOCATION OF EVENT: Geneva Lake, Williams Bay, Wisconsin

ADD'L INSURED: The Village of Williams Bay, Wisconsin, its employees, volunteers, officers, elected officials, partners, subsidiaries, divisions & affiliates, event sponsors & landowners as their interest may appear in relation to this event; Williams Bay Lions Club (sponsor); Austin Pier Service (barge supplier)

CERTIFICATE HOLDER**CANCELLATION**

Village of Williams Bay PO Box 580 Williams Bay WI 53184 USA	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE

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FIREWORKS DISPLAY AGREEMENT

THIS AGREEMENT is made and entered into this 5th day of April, 2023, by and between J&M Displays, Inc., an Iowa corporation, having its principal place of business at Yarmouth, Iowa, including its employees, owners, and agents, hereinafter referred to as "Seller", and Village of Williams Bay, WI, hereinafter referred to as "Buyer".

Seller shall furnish to Buyer one (1) fireworks display, as per the \$ 25,000 program (the "Fireworks Program") submitted to and accepted by the Buyer, and which by reference is made a part hereof as Exhibit A. The display is to take place on the evening of August 12, 2023 at approximately 9:00 p.m., weather permitting.

IT IS FURTHER UNDERSTOOD AND AGREED BETWEEN THE PARTIES AS FOLLOWS:

I. FIRING OF DISPLAY

- a. Seller agrees to furnish all necessary fireworks display materials and personnel for a professional fireworks display in accordance with the Fireworks Program approved by the Parties. Seller agrees to comply with all local, state, and federal regulations and guidelines pertaining to the storing and displaying of fireworks. Seller, with Buyer's assistance, shall obtain any necessary permits for the fireworks display.
- b. Buyer Agrees to provide:
 - i. Sufficient area for the display, including a minimum spectator set back as determined by Seller;
 - ii. Protection of the display area by roping off or similar facility;
 - iii. Adequate police or security protection to prevent spectators from entering the display area; and
 - iv. Persons to assist in the inspection and cleanup of fireworks debris in the fallout zone of the shoot site at first light in the morning following the display;
- c. The cost and acquisition of any site-specific materials or display restrictions (such as sand or the use of a barge) shall be discussed prior to adoption of this Agreement, and the Party responsible for any such acquisition and cost shall be specifically laid out in the Fireworks Program (Exhibit A).
- d. Buyer understands that its failure to provide an appropriate area for the fireworks display, with requirement minimum setbacks and security, may result in a change to Buyer's display (such as a restriction on the type(s) of products which can be utilized) or a cancellation of the display for safety reasons, at Seller's sole discretion. In such event, if Buyer cannot immediately remedy the setback or security concern prior to the Display time noted above, Buyer remains responsible for the entire purchase price of the display regardless of any limitation or cancellation of the display.

II. PAYMENT. The Buyer shall pay to the Seller (check one of the below options):

- ☐ The sum of \$ _____ as a down payment upon execution of this Agreement. The balance of \$ _____ shall be due and payable within fifteen (15) days after the date of the fireworks display. A service charge of one and one-half percent (1 ½ %) per month shall be added to the unpaid balance if the account is not paid in full with the fifteen (15) days from the date of the display. If this account remains unpaid and is turned over to a collection agency for non-payment, all fees incurred in collecting the balance will be at the Buyer's expense. All returned checks will be assessed a \$30.00 fee.
- ☒ \$ 25,000 in full by June 3, 2023 (70 days prior to the display date). The Buyer will receive 8% prepayment bonus product in this fireworks display.
- ☐ \$ _____ in full by _____ (30 days prior to the display date). The Buyer will receive 5% prepayment bonus product in this fireworks display.

III. LOYALTY PROGRAM

- a. Seller has in place a bonus system for Buyer's who purchase their fireworks displays exclusively from Seller year-to-year. The full terms of Seller's loyalty program have been provided to Buyer with the Program and are available on J&M's website.
- b. Pursuant to Buyer's status in the loyalty program, Buyer will receive an additional ☐ 5% ☐ 10% ☒ 15% (check one) bonus product for this display.

IV. POSTPONEMENT/CANCELLATION

- a. Rain Date: Should inclement weather prevent the firing of the display on the date intended, the Parties agree to a mutually convenient rain date of August 13, 2023 or another date as agreed to by both Parties. Once display set-up has begun, the determination to cancel the fireworks display because of inclement weather or unsafe weather conditions shall rest within the sole discretion of the Seller, the Authority Having Jurisdiction, and the Seller's lead pyrotechnician.
- b. Except as specifically provided for elsewhere in this Agreement, neither Party will be liable for any failure or delay in performing an obligation under this Agreement that is due to any of the following causes (hereinafter referred to as "Force Majeure"), to the extent beyond the Party's reasonable control: acts of God, accident, riots, public disturbances including but not limited to an active-shooter situation, war, terrorist act, epidemic, pandemic, quarantine, civil commotion, breakdown of communication facilities, natural catastrophes, governmental acts or omissions, changes in laws or regulations, national strikes, fire, explosion, or generalized lack of availability of raw materials or energy.
- c. Disruption of Services due to Covid-19, supply chain disruptions, and public health. Fireworks displays and related events are prone to cancellation due to the ongoing and unforeseeable nature of the Covid-19 pandemic and related health issues, government intervention (such as stay-at-home orders or restrictions on gatherings), and unavailability of supplies and personnel. As such, Seller will work with all customers to ensure a timely and safe display, but due to circumstances outside Seller's and Buyer's control, certain fireworks displays may have to be cancelled or rescheduled with limited notice. Each Party's obligations to perform hereunder will be excused in the case of a Force Majeure Event, which is defined to include (but is not limited to) supply chain disruptions which prevent Seller from obtaining the necessary materials to perform the Display; medical conditions which result in quarantine or similar limitations, or restrictions on travel or congregation in the metropolitan area where the Display is scheduled to be held; and death, serious illness or incapacity of one or more of the display Shoot Team member(s) which renders it impossible, unsafe, or not reasonably practical for the Shoot Team to perform the display.

A governmental or municipal Buyer, who in its discretion and control, acts or adopts a restriction on public gatherings shall not be relieved of its obligations under the Force Majeure provisions of this Agreement. A Buyer who anticipates any such restriction or potential cancellation shall immediately notify and contact Seller to discuss alternative arrangements.

- d. Unless specified above: Displays postponed to an alternate date will be charged and additional 15% of the total contract price for additional expenses incurred in presenting the display on an alternate date; for Displays canceled and not rescheduled within the same calendar year, Seller shall be entitled to 20% of the contract price for out-of-pocket expenses incurred in preparation for the display.

V. INSURANCE and LIMITATIONS OF LIABILITY

- a. Seller agrees to provide, at its expense, general liability insurance coverage in an amount not less than \$10,000,000, and within two (2) weeks prior to the date of the fireworks display, shall submit to Buyer, if requested in writing, a certificate of insurance. All entities listed on the certificate of insurance will be deemed an additional insured. In the event of a claim by Buyer, the applicable deductible shall be paid by the Seller.

The Seller agrees to defend, indemnify, and hold harmless the Buyer and its agents and employees from and against all claims, costs, judgments, damages and expenses, including reasonable attorney's fees that

may or shall arise out of any negligent or wrongful act or omission by the Seller related to the performance of the fireworks for the Buyer. The Buyer agrees to give the Seller prompt notice of any claims or demands and to cooperate with the Seller or its successors in interest or assigns, if any, in the defense of any such claims and/or demands.

- b. Separate from, and in addition to Seller's insurance of the fireworks, Buyer agrees to provide, at its expense, a general liability policy or "special event" insurance coverage, in an amount sufficient to meet or exceed municipality or industry standards and all applicable requirements of local, state, and federal law. For any injury or property claims that may arise during the course of Buyer's event, not arising out of Seller's acts or the performance of the fireworks, Buyer's insurance shall be primary. Buyer agrees to defend, indemnify, and hold harmless the Seller and its agents and employees from and against all such claims, costs, judgments, damages and expenses, including reasonable attorney's fees that may or shall arise out of any negligent or wrongful act or omission by the Buyer or third-parties occurring during the course of Buyer's event.
- c. In no event shall Seller's liability to Buyer arising out of or related to this Agreement, whether arising out of or related to breach of contract, tort (including negligence), or otherwise, exceed the aggregate amount of insurance coverage as described in this section. Notwithstanding any provisions to the contrary, in no event shall either Party be liable to the other, or to any third party, for any loss of use, revenue or profit, or for any consequential, incidental, indirect, exemplary, special, or punitive damages whether arising out of breach of contract, tort (including negligence), or otherwise, regardless of whether such damage was foreseeable and whether or not such party has been advised of the possibility of such damages.

VI. Each Party has read all of the provisions of this Agreement, they understand all of its provisions, and agree to be bound by them. This written contract, and its Exhibits, contains the entire agreement of the Parties and modifies and supersedes all prior agreements or negotiations, all of which are merged into and incorporated into this Agreement. If any provision of this Agreement is held invalid or unenforceable, such invalidity or unenforceability shall not affect the other provisions of this agreement.

VII. Choice of Law, Jurisdiction, and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Iowa without regard to conflict-of-law principles, except as otherwise specifically required for the storing and displaying of fireworks as set forth by State and Federal law. Notwithstanding, the Parties must bring any legal or equitable action or proceeding arising under or related to this Agreement exclusively in the Iowa District Court in and for Des Moines County, Iowa. The Iowa District Court in and for Des Moines County, Iowa shall have exclusive jurisdiction to decide any disputes arising out of or related to this Agreement. Each party knowingly and voluntarily consents to and expressly waives any objection or defense to personal jurisdiction, improper or inconvenient venue, or inconvenient forum in the Iowa District Court in and for Des Moines County, Iowa.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement the day and year first written above.

SELLER

BUYER

BY: Bryan D Olson

BY: _____

ROLE: Sales Representative

ROLE: _____

J&M Displays, Inc.

ENTITY: _____

Please include the **DISPLAY INFORMATION FORM** with this Agreement so your order is processed accurately.



FIREWORKS DISPLAY AGREEMENT

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IN WITNESS WHEREOF, the Parties hereto have executed this Agreement the day and year first written above.

SELLER

BUYER

BY: Bryan D Olson
ROLE: Sales Representative

J&M Displays, Inc.

BY: _____
ROLE: _____
ENTITY: _____

Please include the **DISPLAY INFORMATION FORM** with this Agreement so your order is processed accurately.

RE: A message from your K A Fireworks Displays LLC contact form.

Frank Frosolone Sr <frank@kickassfireworks.com>

Fri 3/10/2023 12:35 PM

To: Lori Peternell <treasurer@vi.williamsbay.wi.gov>

Hi Lori.

We charge \$1,000.00 per Min, our fireworks include 2,3,4,6,8-inch mortars.

Approximately , 30 Muli shot cakes all 1.3 professional fireworks.

I would need site location and with 8" mortars 600' from the spectators.

We do an intro, a main event, and a finally for 4-5 min.

If you like you may join me to design your show.

Would we need to provide a barge, or would you have that available for us?

We are looking at approximately 3000+ shots for 25 min.

References:

David Woodhouse, Walworth County, WI	262-374-1127
Barry Eldridge, Walworth WI,	815-378-2034
Mike DeSerto, High Hopes Farm, Wedding Venue, Marengo, IL	815-790-2906
James Guadagnoli, Saint Charles IL,	847-927-0315

Thank You

Frank Frosolone

K A Fireworks Displays LLC

www.kafireworksdisplays.com

847-293-8465

1924 Main Street Rd

Spring Grove IL. 60081

From: K A Fireworks Displays LLC <notice@godaddy.com>

Sent: Friday, March 10, 2023 10:07 AM

To: Frank Frosolone Sr <frank@kickassfireworks.com>

Subject: A message from your K A Fireworks Displays LLC contact form.



**QUOTE FOR 2023 CORN & BRAT FESTIVAL - WILLIAMS BAY, WI
\$25,000.00 FIREWORKS PROGRAM FOR AUGUST 13, 2023**

MAIN SHOW

- (6) - Multi-shot Roman Candle**
- (30) - Mine/Comet blend**
- (5) - Class B/C Multi-shot/multi color cakes**
- (21) - 3" "W" Pattern**
- (265) - 3" Spectrum and imported - Color/effect variety**
- (165) - 4" Spectrum and imported - Color/effect variety**
- (135) - 5" Spectrum and imported - Color/effect variety**
- (70) - 6" Spectrum and imported - Color/effect variety**

FINALE

- (3) - Class B/C Multi-shot/multi color cakes**
- (250) - 3" Spectrum color/report**
- (100) - 4" Spectrum color**
- (30) - 5" Spectrum Golden Kamuro**

TOTAL SHOW LENGTH (IN MINUTES): 18-20

**THIS IS A TURNKEY PROPOSAL. COST COVERS ALL MATERIALS, INSURANCE,
LABOR AND TRANSPORTATION.**

TERMS: 100% DEPOSIT DUE ON DATE OF DISPLAY

**SPECTRUM PYROTECHNICS, INCORPORATED
W9285 STATE ROAD 16 AND 60, REESEVILLE, WI 53579
PHONE: 920.927.5770
WEBSITE: WWW.SPECTRUMPYROTECHNICS.COM**

REFERENCE LIST

Derek Henze

**Event Director - Milton, WI 4th of July Festival
262-473-9585**

Ross Bole

**Town Chairman - Town of Pembine, WI
906-221-7785**

Ryan Callahan

**Director of Athletics - UW-Whitewater, Whitewater, WI
262-472-4661**



Date: March 21st, 2024

Subject: Proposal for Village of Williams Bay Field Usage Agreement and Reservation Form

Attn: Village Board, Parks and Lakefront Committee, and Village Administrator David Lothspeich

I am writing to propose the adoption of the Village of Williams Bay Field Usage Agreement and Reservation Form to streamline the process of granting organizations access to our recreational facilities. This proposal aims to establish clear guidelines, responsibilities, and procedures for field usage while ensuring efficient communication between the Village and participating organizations.

Background:

As our community, programs, and recreational opportunities continues to grow, so does the demand for access to our recreational facilities for organized league play, community events, and other activities. Currently, there is no standardized process in place for reserving and utilizing these facilities, leading to potential confusion and inefficiencies. Moreover, maintaining our fields to high standards is crucial not only for the enjoyment of residents but also for attracting businesses and fostering community engagement.

Proposal Details:

The Village of Williams Bay Field Usage Agreement and Reservation Form is designed to address these challenges by providing a structured framework for organizations to request and secure the use of our fields for their activities. The proposed agreement includes the following key components:

1. **Facility Maintenance and Responsibilities:** Outlines the basic maintenance provided by the Village, including regular grass mowing, garbage collection, restroom cleaning, and general maintenance. Additionally, organizations are responsible for preparing the fields for game day use.
2. **Insurance and Contact Information:** Requires organizations to provide proof of insurance and designate a contact person for communication with Village staff, ensuring efficient coordination and accountability.
3. **Field Usage Fees:** Establishes a transparent fee structure for field usage based on residency status and lighting options, promoting fairness and accessibility to our facilities for all organizations.
4. **Fee Waiver Request:** Allows organizations to request fee waivers for up to three years, subject to review and approval by the Parks and Lakefront Committee and the Village Board. This encourages community engagement and supports organizations with limited financial resources.
5. **Applicant Information:** Requires organizations to provide relevant contact information and details about the requested facility usage, facilitating clear communication and record-keeping.

Village of Williams Bay
P.O. Box 580 • 250 Williams Street
Williams Bay, WI 53191
(262) 245-2700

6. **Signature:** Requires the signature of the applicant to acknowledge agreement with the terms and conditions outlined in the Field Usage Agreement, promoting accountability and adherence to the established guidelines.

Benefits to Our Community and Businesses:

The adoption of the Village of Williams Bay Field Usage Agreement and Reservation Form offers numerous benefits to our community and local businesses:

- **Enhanced Community Engagement:** By providing a standardized process for field reservations, we can encourage greater participation in recreational activities, fostering a stronger sense of community and promoting healthy lifestyles among residents of all ages.
- **Support for Local Organizations:** The fee waiver request option allows local organizations to access our facilities without financial barriers, supporting their efforts to provide valuable services and programs to our community.
- **Attractive Recreation Opportunities:** Well-maintained fields and organized recreational activities contribute to the attractiveness of our community, attracting visitors, businesses, and potential residents who value access to quality recreational amenities.
- **Promotion of Local Businesses:** Increased foot traffic to our recreational facilities can benefit local businesses, such as nearby restaurants, shops, and service providers, by generating additional customers and revenue.

Conditions of Our Fields:

It is important to note that while the Village of Williams Bay is committed to providing basic maintenance for our fields, organizations utilizing these facilities must also adhere to certain conditions to ensure their proper upkeep and longevity. This includes responsible field preparation, adherence to usage schedules, and compliance with any additional guidelines outlined in the Field Usage Agreement.

Recommendation:

After careful consideration, I recommend the adoption of the Village of Williams Bay Field Usage Agreement and Reservation Form. This proposal aligns with our commitment to supporting recreational opportunities, fostering community engagement, and maintaining our facilities to high standards.

Next Steps:

1. Review the attached draft of the Village of Williams Bay Field Usage Agreement and Reservation Form.
2. Discuss any proposed revisions or amendments to the agreement.
3. Vote on the adoption of the agreement during the next Village Board meeting.
4. Implement the agreed-upon procedures for field reservations and usage, ensuring effective communication and collaboration with participating organizations.

Conclusion:

By adopting the Village of Williams Bay Field Usage Agreement and Reservation Form, we can establish a clear and efficient process for managing the usage of our recreational facilities, promoting community engagement, and supporting local organizations. I am confident that this initiative will contribute to the overall well-being and vitality of our community.

Thank you for considering this proposal. I look forward to discussing this matter further and working together to enhance recreational opportunities for the residents of Williams Bay.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Ryan Knop', is positioned above the typed name.

Ryan Knop
Village of Williams Bay
Recreation Director
rec@vi.williamsbay.wi.gov

Village of Williams Bay Field Usage Agreement and Reservation Form



Village of Williams Bay will provide basic maintenance to fields owned by the Village that are used for organization league play including mowing grassy areas once per week, emptying garbage M-F, cleaning washroom facilities here provided M-F, and any general maintenance or capital repairs when required. The Village of Williams Bay cannot provide equipment or supplies for game day field preparations; each league is responsible for preparing their own fields for game day use.

Each league will provide a certificate of insurance naming the Village of Williams Bay as an additional insured, a contact person who is responsible for all communications between their organization and Village of Williams Bay staff, and a schedule of games to be played on Village of Williams Bay fields.

All fields are owned by the Village of Williams Bay and are open to the public when games are not scheduled. Organization and league games will take precedence over general usage.

Field usage fees have been set by _____

Resident Rate Non-Lighted Field: \$5.00 Per hour

Resident Rate Lighted Field: at \$10.00 Per hour

Non-Resident Rate Non-Lighted Field: \$10.00 Per Hour

Non-Resident Rate Lighted Field: \$15.00 Per Hour

A league or organization may request their fees be waived for three years by filling out the Village of Williams Bay Fee Waiver Request Form. Each request will be reviewed by the Parks and Lakefront Committee with final approval from the Village Board. Please see that waiver for any additional information.

Applicant Information:

Organization/Individual Name: _____

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone Number: _____ **Email Address:** _____

Facility Requested:

Name of Facility: _____

Purpose of Usage: _____

Date(s) Requested: _____ **Time(s) Requested:** _____

Expected Number of Participants: _____

Signature: _____ **Date:** _____

Village of Williams Bay Field Usage Agreement Terms:

1. Facility Availability and Reservation:
 - a. To inquire about facility availability for rental, please contact the Village of Williams Bay.
2. Rental Application:
 - a. To secure a facility rental, you are required to complete a rental application form. This form will gather event details including event type, date, time, and any specific requirements or information needed.
3. Rental Fees and Deposits:
 - a. Facility rental fees are applicable and may vary based on factors such as facility type, rental duration, and residency status.
 - b. A deposit might be necessary to cover potential damage or additional cleaning costs.
4. Insurance and Liability:
 - a. Proof of liability insurance covering the rental period is mandatory for all reservations. This safeguards both parties in the event of accidents or damage.
5. Rules and Regulations:
 - a. The Village of Williams Bay enforces specific rules and regulations governing your rental event. These encompass noise levels, alcohol use, decorations, and other aspects. Please refer to local ordinances for details.
6. Setup and Cleanup:
 - a. You are responsible for both setting up the facility before the event and ensuring thorough cleanup afterward. The facility should be left in the same condition it was found.
7. Security and Supervision:
 - a. Depending on the event's nature and facility, you may need to provide security personnel or supervision to ensure safety and order.
8. Special Permits:
 - a. If your event involves amplified music, alcohol, or other special activities, you will need to secure additional permits from the village.
9. Communication:
 - a. Maintain regular communication with the Village of Williams Bay's Parks and Recreation Department to confirm details and address any inquiries.
10. Weather Contingencies:
 - a. In case of inclement weather, it is recommended to have a contingency plan. The village might have specific guidelines for weather-related rescheduling or cancellations.
11. Environmental Preservation:
 - a. Any alteration of the natural environment, such as digging or landscaping, requires prior approval.
 - b. Please ensure no harm is caused to plants, trees, or wildlife in the vicinity.
12. Wildlife Interaction:
 - a. Disturbing or feeding wildlife is strictly prohibited.
13. Litter and Waste:
 - a. Dispose of all event-generated trash and waste properly in designated receptacles or remove them from the premises.
14. Pets:
 - a. Pets are not permitted in parks unless they are on a leash or within designated areas.
15. Noise Control:
 - a. Adhere to noise ordinances and respect the natural environment. Amplified music and loudspeakers should be used considerately.
16. Accessibility and Pathways:
 - a. Keep pathways accessible and clear for safe movement, including provisions for attendees with disabilities.
17. Parking and Traffic Flow:

- a. Park vehicles only in designated areas and avoid blocking pathways or parking on grass.
- 18. Site Cleanup:
 - a. After your event, ensure all items and decorations are removed, leaving the facility in its original state.
- 19. Alcohol and Glass Containers:
 - a. Alcohol consumption is strictly prohibited on the premises unless you possess a valid, approved special event liquor license.
 - b. Display the special event liquor license prominently during the event.
- 20. Permitted Activities:
 - a. Clearly define allowed activities within the outdoor facility. Prohibit any potentially harmful or damaging actions.
- 21. Emergency Access:
 - a. Keep emergency routes and exits unobstructed.
- 22. Sports and Recreational Equipment:
 - a. If you bring sports or recreational equipment, ensure safe usage and proper storage.
- 23. Indemnification and Liability:
 - a. You are required to indemnify and hold harmless the Village of Williams Bay from any claims, liabilities, losses, or expenses stemming from your facility use.
 - b. The Village of Williams Bay assumes no responsibility for accidents, injuries, damages, or losses during your rental event.
- 24. Right to Cancel:
 - a. The Village of Williams Bay retains the right to cancel or reschedule facility reservations due to unforeseen circumstances, including emergencies or maintenance requirements.
 - b. If cancellation is initiated by the Village of Williams Bay, reasonable efforts will be made to provide advanced notice, and any applicable rental fees will be refunded or credited.
- 25. Payment and Late Fee:
 - a. Organization and League fee payments are due within 60 days (about 2 months) after the end of the season or last requested date.
 - b. A \$100 late fee will be applied after the 60-day period.
- 26. Fee Waiver Request:
 - a. Organizations may request fee waivers for up to three years by submitting the Village of Williams Bay Fee Waiver Request Form.
 - b. Each request will be reviewed by the Parks and Lakefront Committee and approved by the Village Board.
- 27. Failure to Comply:
 - a. Failure to adhere to established rules and regulations may result in penalties, fines, or additional charges.
 - b. The renting party is accountable for any damage to the facility, natural environment, or other property due to non-compliance.
 - c. In case of non-compliance, the Village of Williams Bay reserves the right to terminate the event, revoke the rental permit, and deny future rental requests.
 - d. Repeated instances of non-compliance may lead to legal action and involvement of law enforcement authorities.
 - e. The Village of Williams Bay is authorized to withhold applicable security deposits or fees in cases of non-compliance or damages.



Attn: Village Board, Parks and Lakefront Committee, and Village Administrator David Lothspeich

Date: March 21st, 2024

Proposed TV Display for Recreation Center Window

Overview: Enhance visibility and communication at your recreation center with a strategically placed TV display on the inside window. This solution aims to provide easy access to information and promotions for patrons visiting the lakefront office, users of the walking path, bathrooms, park, and docks. The proposed size for the display is 55 inches, ensuring optimal visibility for all visitors.

Features:

1. **55" Display:** The large 55-inch display ensures clear visibility from various points within the recreation center, making it convenient for patrons to view promotions and information.
2. **Strategic Placement:** By positioning the TV on the inside window, it maximizes visibility for individuals both inside and outside the center.
3. **Operational Hours:** The TV will be operational from 7 am to 9 pm, aligning with the center's operational hours. This ensures energy efficiency and longevity of the display.
4. **Cost-Effective:** This modern approach to promotion and information dissemination offers a cost-effective solution compared to traditional methods such as printed posters or banners.
5. **Dynamic Content:** Utilize the display to showcase dynamic content such as event schedules, facility updates, promotional offers, safety guidelines, and other relevant information.
6. **Easy Management:** Content can be easily updated and managed remotely, allowing for real-time updates and flexibility in promoting various activities and events.
7. **Enhanced Communication:** Improve communication with patrons by displaying important announcements, weather updates, and emergency notifications when necessary.

Benefits:

- **Improved Visibility:** Enhance visibility of promotions and information for all visitors to the recreation center.
- **Modern Approach:** Embrace a modern and efficient method of communication and promotion.
- **Cost Savings:** Reduce costs associated with printing and replacing traditional promotional materials.
- **Enhanced Engagement:** Engage patrons with dynamic and visually appealing content.

Village of Williams Bay
P.O. Box 580 • 250 Williams Street
Williams Bay, WI 53191
(262) 245-2700

- **Convenience:** Provide convenient access to information for patrons accessing different facilities within the recreation center.

Implementation:

1. **Select Suitable TV:** Choose a high-quality 55-inch TV display suitable for indoor use and capable of continuous operation. Budget: \$250 - \$400.
2. **Mounting:** Mount the TV securely on the inside window of the recreation center using appropriate fixtures.
3. **Content Creation:** Develop engaging and relevant content to be displayed on the TV, including promotional materials, event schedules, and safety guidelines.
4. **Installation:** Install necessary hardware and software for content management and scheduling.
5. **Testing:** Ensure proper functionality and visibility of the display from different vantage points.
6. **Launch:** Promote the availability of the TV display to patrons and encourage its use for accessing information and promotions.

Cost Analysis:

- **TV Display:** \$250 - \$400 (one-time cost)
- **Yearly Subscription:** \$59.88 (when billed annually at \$4.99 per month)

Conclusion: Implementing a 55-inch TV display on the inside window of the recreation center offers a modern, cost-effective, and convenient solution for promoting activities and providing information to patrons. This approach enhances visibility, engagement, and communication within the center, ultimately contributing to a more enjoyable experience for visitors. By combining the one-time investment in the TV display with an affordable yearly subscription, the center can effectively manage and maintain dynamic content, ensuring continued patron engagement and satisfaction.

Respectfully submitted,



Ryan Knop
Village of Williams Bay
Recreation Director
rec@vi.williamsbay.wi.gov

§ 390-1006. Signs permitted in public and park and recreation districts with permit.

[Amended 2-2-2015; 5-2-2020 by Ord. No. 2020-01; at time of adoption of Code (see Ch. 1, General Provisions, Art. II)]

The following signs are permitted in the Public and Institutional and Parks and Recreation Districts and are subject to the following regulations:

- A. Private institutional and park name signs when approved by the Village Board following recommendation of the Village Plan Commission.
- B. Public institutional and park name signs when approved by the Village Board following recommendation of the Village Plan Commission.
- C. Athletic field off-premises signs when approved by the Village Board following recommendation of the Village Plan Commission. Such signs may be located only on outfield fencing adjacent to athletic fields located in Village parks and may only be installed and in place from April 1 through October 31. Signs shall not exceed 40 square feet in area. The top edge of the sign must be not less than one foot below the top of the fence and the bottom edge of the sign must be not less than one foot above the surface of the ground. The depiction or description of alcohol or tobacco or other products and services not suitable for youth or the promotion of their values are prohibited. Restaurants or distributors may advertise their business name, provided no prohibited items are included.
- D. Public school and Village-owned building located on the lakefront variable message sign when approved by the Village Board following recommendation of the Village Plan Commission. Such sign is subject to the requirements of § **390-1008**.
- E. Scoreboards when approved by the Village Board following recommendation of the Village Plan Commission.
- F.

§ 390-1008. Variable message signs.

[Added 5-2-2020 by Ord. No. 2020-01]

Variable message signs (VMS) shall be regulated as follows:

- A. Operation limitations. A VMS display shall contain static messages only, changed only through dissolve or fade transitions, or with the use of other subtle transitions and frame effects that do not have the appearance of moving text or images, or the appearance or optical illusion of movement, or any part of the sign structure, design or pictorial segment of the sign, including the movement of any illumination or the flashing, scintillating or varying of light intensity.
- B. Hours of illumination. A VMS shall not be illuminated between the hours of 10:00 p.m. and 6:00 a.m.
- C. Changing of sign content. The content for a VMS cannot be changed once the sign is illuminated. Any content for a VMS must be changed while the sign is not illuminated.
- D. Brightness adjustment and appearance. All VMS shall be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination. The background of the sign shall be a single solid color, including black but excluding white, and all messages displayed in single-color lights only.
- E. Permitted sign area. The message display area of the VMS shall be included when calculating the permitted sign area for the type of sign (e.g., wall, monument) in the zoning district in which the sign is located.
- F. Maintenance. All VMS shall be maintained so as to be able to display messages in a complete and legible manner.

G. Location. A VMS shall be allowed only on the grounds of a public school and the grounds of village-owned land zoned Park and Recreation.

H. Number. A total of two VMS may be allowed as follows:

- (1) One VMS in the public school building yard adjacent to West Geneva Street/Highway 67.
- (2) One VMS on the north wall, east of the main entrance to that portion of the public school building housing the elementary grades, located adjacent to Theatre Road.
- (3) One VMS displayed in an exterior window facing west or east of the village-owned building located on the lakefront.

Safe Water Loan – Water Plant Chlorination Improvement Project

03/22/24

Original Estimate \$2,800,000 (borrowed)

Actual Cost \$4,279,000

Short \$-1,479,000

Actual Cost \$4,279,000

Safe Water Loan \$3,440,000 (actual loan after \$860,000 PF = \$2,580,000)

Short \$-839,000

Clean Water Loan – Harris Road Lift Station #3

Original Estimate \$2,000,000 (borrowed)

Actual Cost \$2,527,000 (B&W \$200K, New LS \$1,827K, Force Main \$500K)

Short \$-527,000 (This is the amount needed to come from reserves, if we do not take the Clean Water Loan)

Actual Cost \$2,527,000

Clean Water Loan \$1,545,000 (no Principal Forgiveness)

Short \$-982,000 (This is needed from the \$2 million borrowed, which will leave \$1,018,000 to upgrade LS 5 Conference Point \$915,000)

Critical Dates / comment

- April 1st VB meeting last change to advise DNR that we want both loans.
- April 15th VB meeting, Reply to DNR is due on the 15th. If we miss this date, we go to the bottom of the list and most likely lose the \$860 K Principal forgiveness.
- Safe Water and Clean Water loans can only be used for the Chlorination Improvement Project and the Harris Road Lift Station
- The Chlorination Project started with the June 30th, 2021, letter from the DNR. This is a DNR mandated project, ranking high enough for the Principal Forgiveness.
- April 16th - May 7th. We are waiting for the detailed confirmation letter. Loan amounts, Interest Rate, Williams Bay Water and/or Sewer Rate increases.
- Interest Rate both loans will be 55% of Market Rate, or approximately 2.55%.
- Note that these are loans through the State of Wisconsin. The DOA (Department of Adjustment) is / will be reviewing the applications, determining if we can make the loan payments and advise if we need to increase our water and/or sewer rates.

ORDINANCE #2024-_____
AN ORDINANCE CREATING CHAPTER 126 OF THE
CODE OF ORDINANCES REGARDING EMERGENCY MEDICAL SERVICES

WHEREAS, the Village of Williams Bay is required to provide Emergency Medical Services (EMS) to individuals located within the corporate boundaries of the Village; and

WHEREAS, the Village has contracted with the Village of Fontana-on-Geneva Lake (Fontana) to provide EMS to individuals located within the corporate boundaries of the Village; and

WHEREAS, to ensure that Fontana has adequate EMS personnel and ambulances available at all times to serve the EMS needs of individuals within the Village, it has been determined by the Village Board that it is appropriate to encourage individuals who contact the Fontana Fire Department to provide EMS services, which result in the non-transport of an individual, to minimize such contacts.

NOW, THEREFORE, the Village Board of the Village of Williams Bay do hereby ordain as follows:

Section I. Chapter 126 of the Ordinances of the Village of Williams Bay is hereby created to read as follows:

Section 126-1 DEFINITIONS

As used in this Chapter, the following terms shall have the meanings indicated.

BILLABLE RESPONSE

An EMS run which results in the non-transport of an individual to a medical facility.

EMS RUN

Any emergency medical services response to a request for emergency medical services made to the Village or any provider with which the Village has contracted to provide emergency medical services.

PROVIDER

An entity which provides emergency medical services.

RESPONSIBLE PARTY

Any person who has requested an EMS run resulting in a billable response. When the EMS run is to a residential care facility, the owner of the facility to which the billable response occurs shall be deemed the responsible party.

Section 126-2 BILLABLE RESPONSE FEE

A responsible party who generates more than three (3) billable responses in a twelve (12) month period shall pay to the Village a fee in the amount established by resolution of the Village Board. The Village Clerk shall cause notice of said fee to be delivered to the responsible party and payment shall be made within 30 days of the date of said notice.

Section II. This ordinance shall take effect upon passage and publication as provided by law.

Approved by the Village Board of the Village of Williams Bay this _____ day of _____, 2024.

VILLAGE OF WILLIAMS BAY

By: _____
William Duncan, President

Attest: _____
Tina Kolls, Clerk

First Reading: _____
Second Reading: _____
Date Adopted: _____
Date Published: _____



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

3/21/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Acrisure, LLC dba Britton Gallagher 3737 Park East Dr. STE 204 Beachwood OH 44122	CONTACT NAME: PHONE (A/C, No. Ext): 216-658-7100 E-MAIL ADDRESS: FAX (A/C, No): 216-658-7101														
INSURED J & M Displays, Inc. 18064 170th Avenue Yarmouth IA 52660	<table><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr><tr><td>INSURER A : Everest Denali Insurance Company</td><td>16044</td></tr><tr><td>INSURER B : Axis Surplus Ins Company</td><td>26620</td></tr><tr><td>INSURER C : Everest Indemnity Insurance Co.</td><td>10851</td></tr><tr><td>INSURER D :</td><td></td></tr><tr><td>INSURER E :</td><td></td></tr><tr><td>INSURER F :</td><td></td></tr></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Everest Denali Insurance Company	16044	INSURER B : Axis Surplus Ins Company	26620	INSURER C : Everest Indemnity Insurance Co.	10851	INSURER D :		INSURER E :		INSURER F :	
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INSURER F :															

COVERAGES**CERTIFICATE NUMBER:** 1964529271**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADD'L INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
C	GENERAL LIABILITY ☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☒ PRO-JECT ☐ LOC			SI8ML00060-241	1/15/2024	1/15/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	AUTOMOBILE LIABILITY ☒ ANY AUTO ☐ ALL OWNED AUTOS ☒ HIRED AUTOS ☐ SCHEDULED AUTOS ☒ NON-OWNED AUTOS			SI8CA00033-241	1/15/2024	1/15/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	UMBRELLA LIAB ☒ OCCUR EXCESS LIAB ☒ CLAIMS-MADE DED ☐ RETENTION \$			P-001-000063943-06	1/15/2024	1/15/2025	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) ☐ Y / N If yes, describe under DESCRIPTION OF OPERATIONS below		N / A				WC STATUTORY LIMITS ☐ OTH-ER ☐ E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
C	Excess Liability #2			SI8EX01313-241	1/15/2024	1/15/2025	Each Occ/ Aggregate \$4,000,000 Total Limits \$10,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Additional Insured extension of coverage is provided by above referenced General Liability policy where required by written agreement or permit.

FIREWORKS DISPLAY DATE: August 10, 2024

RAIN DATE: August 11, 2024

LOCATION OF EVENT: Geneva Lake, Williams Bay, Wisconsin

ADD'L INSURED: The Village of Williams Bay, Wisconsin, its employees, volunteers, officers, elected officials, partners, subsidiaries, divisions & affiliates, event sponsors & landowners as their interest may appear in relation to this event; Williams Bay Lions Club (sponsor); Austin Pier Service (barge supplier)

CERTIFICATE HOLDER**CANCELLATION**

Village of Williams Bay PO Box 580 Williams Bay WI 53191 USA	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
---	---

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**VILLAGE OF WILLIAMS BAY, WISCONSIN
WOMEN'S LEADERSHIP CENTER
CONSTRUCTION SERVICES
WORK ORDER**

ENGINEERS' PROJECT NO. 0222626

Project Description:

The Project consists of providing construction observation services for the public water main, updating the Owner records and geographical information system, and providing engineering assistance to the building inspection department, if needed. The Developer will provide the construction engineering services. The estimated fee is based on the schedule provided by the Developer's contractor at the March 6, 2024 pre-construction meeting.

Engineering Services:

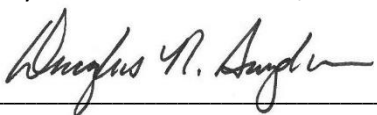
Specific Engineering services are described in the Master Engineering Services Agreement between the Village and Engineers dated October 16, 2017. A detailed scope of services for this Project is listed in Attachment A of this Work Order.

Compensation:

Compensation for the services will be in accordance with the Master Engineering Services Agreement dated October 16, 2017. The Owner shall pay the Engineer for the services performed or furnished under Attachment A, based upon the Engineer's standard hourly billing rates for actual work time performed plus reimbursement of out-of-pocket expenses including travel, which is estimated at **\$20,000**.

Submitted by: **Baxter & Woodman, Inc.**

By: _____



Douglas R. Snyder, P.E.

Title: Vice President

Date: March 13, 2024

Approved: **Village of Williams Bay, WI**

By: _____

William B. Duncan

Title: President

Date: _____

Attest: _____

Tina Kolls, Clerk

Additional Comments: See the Owner's Developer's Agreement for the Developer.

PROJECT DESCRIPTION

The Project consists of providing construction observation services for the public water main, updating the Owner records and geographical information system, and providing engineering assistance to the building inspection department, if needed. The Developer will provide the construction engineering services. The estimated fee is based on the schedule provided by the Developer's contractor at the March 6, 2024 pre-construction meeting.

SCOPE OF SERVICES

The following scope of services details the anticipated tasks necessary to successfully complete this Project.

1. Act as the Owner's representative with duties, responsibilities, and limitations of authority as assigned in the construction contract documents.
2. PROJECT ADMINISTRATION
 - A. Attend periodic construction progress meetings.
 - B. Review the Developer's requests for letter of credit reduction.
 - C. Provide manager or other office staff visits at the site as needed.
 - D. Update the Owner records to include the public improvements.
 - E. Provide engineering assistance to the building inspection department, if needed.
3. FIELD OBSERVATION – Part Time
 - A. Engineer's site observation shall be at the times agreed upon with the Owner. Engineer will provide Resident Project Representatives at the construction site on a part-time basis up to forty (40) hours per week from Monday through Friday, not including legal holidays, as deemed necessary by the Engineer, to assist the Contractor with interpretation of the Drawings and Specifications, to observe in general if the Contractor's work is in conformity with the Final Design Documents. Through standard, reasonable means, Engineer will become generally familiar with observable completed work. If Engineer observes completed work that is inconsistent with the construction documents, that information shall be communicated to the contractor and Owner to address. Engineer shall not supervise, direct, control, or have charge or authority over any contractor's work, nor shall the Engineer have authority over or be responsible for the means, methods, techniques, sequences, or procedures of construction selected or used by any contractor, or the safety precautions and programs incident thereto, for security or safety at the site, nor for any failure of any contractor to comply with laws and regulations applicable to such contractor's furnishing and performing of its work. Engineer neither guarantees the performance

of any contractor nor assumes responsibility for any contractor's failure to furnish and perform the work in accordance with the contract documents, which contractor is solely responsible for its errors, omissions, and failure to carry out the work. Engineer shall not be responsible for the acts or omissions of any contractor, subcontractor, or supplier, or of any of their agents or employees or any other person, (except Engineer's own agents, employees, and consultants) at the site or otherwise furnishing or performing any work; or for any decision made regarding the contract documents, or any application, interpretation, or clarification, of the contract documents, other than those made by the Engineer.

- B. Provide the necessary base lines, benchmarks, and reference points to enable the Contractor to proceed with the work. (By Developer)
- C. Keep a daily record of the Contractor's work on those days that the Engineers are at the construction site including notations on the nature and cost of any extra work and provide weekly reports to the Owner of the construction progress and working days charged against the Contractor's time for completion.

P:\WLMSV\222626-Womens Leadership Ce\Contracts\Work\Work Order 222626.docx

Safe Water Loan – Water Plant Chlorination Improvement Project

03/22/24

Original Estimate \$2,800,000 (borrowed)

Actual Cost \$4,279,000

Short \$-1,479,000

Actual Cost \$4,279,000

Safe Water Loan \$3,440,000 (actual loan after \$860,000 PF = \$2,580,000)

Short \$-839,000

Clean Water Loan – Harris Road Lift Station #3

Original Estimate \$2,000,000 (borrowed)

Actual Cost \$2,527,000 (B&W \$200K, New LS \$1,827K, Force Main \$500K)

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Actual Cost \$2,527,000

Clean Water Loan \$1,545,000 (no Principal Forgiveness)

Short \$-982,000 (This is needed from the \$2 million borrowed, which will leave \$1,018,000 to upgrade LS 5 Conference Point \$915,000)

Critical Dates / comment

- April 1st VB meeting last change to advise DNR that we want both loans.
- April 15th VB meeting, Reply to DNR is due on the 15th. If we miss this date, we go to the bottom of the list and most likely lose the \$860 K Principal forgiveness.
- Safe Water and Clean Water loans can only be used for the Chlorination Improvement Project and the Harris Road Lift Station
- The Chlorination Project started with the June 30th, 2021, letter from the DNR. This is a DNR mandated project, ranking high enough for the Principal Forgiveness.
- April 16th - May 7th. We are waiting for the detailed confirmation letter. Loan amounts, Interest Rate, Williams Bay Water and/or Sewer Rate increases.
- Interest Rate both loans will be 55% of Market Rate, or approximately 2.55%.
- Note that these are loans through the State of Wisconsin. The DOA (Department of Adjustment) is / will be reviewing the applications, determining if we can make the loan payments and advise if we need to increase our water and/or sewer rates.

Tom Peck Ford, Inc.

Phone: 608-676-2273

807 Church Street
Post Office Box 670
Clinton, Wisconsin 53525

March 26, 2024

Chief Doug Smith

Williams Bay Fire Department

5 E Geneva Street

Office: (262)245-2712

RE: Ford F150 Crew Cab 4x4

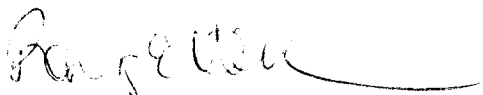
Dear Chief Smith,

Thank you very much for your interest in acquiring a vehicle from our dealership. We concur that your interest is well deserved. We hope that our dedication to customer service will enhance your ownership experience should you decide to buy a vehicle from us.

As always, we offer priority service for our municipalities, as well as pick up and delivery service at no additional charge.

Attached, please find our proposal the 2019 Ford F150 Crew Cab. Please feel free to contact me at any time as I would truly appreciate the opportunity to be of service to you. I am a resident of Williams Bay so I am directly able to provide pick up and delivery service for you.

Sincerely,



Randy Hohensee

General Manager

Tom Peck Ford

(815)289-3710 cell ph

tpeckford@aol.com email



Tom Peck Ford, Inc.

Phone: 608-676-2273

807 Church Street
Post Office Box 670
Clinton, Wisconsin 53525

2019 Ford F150 Crew Cab 4x4 XLT (Ruby Red Metallic)

145" WHEELBASE

EcoBoost V-6, 10 Speed Automatic Transmission Heated Cloth 40/Console/40 Seats, 2nd row bench seat,
Auto High Beam, Ford Pass Connect w/Remote Start,

3.55 Axle, Rear View Camera, Trailer Tow Hitch and Wiring, Spray In Bed Liner, SYNC 3, Pre Collision
Assist w/ AEB, 36 Gallon Extended Range Fuel Tank, Chrome Package

MSRP is \$37,995.00

Williams Bay price is \$34,500.00 plus state fees (plate, title etc.)



Experian AutoCheck Report

Report run: 03/21/2024 17:15:06 EDT

2019 Ford F-150 Lariat / XL / XLT

Crew Cab 4D (2.7L V6 DI)

VIN: 1FTEW1EP2KFB93672
Class: Pickup - Fullsize
Country of Assembly: United States
Vehicle Age: 5 year(s)
Last Reported Odometer: 47,641 (04/11/2022)



Vehicle Usage
Personal



AutoCheck Score

Similar vehicles usually range between 90 and 95

Vehicle History at a Glance



State Title Brand



Clean



Auction Brand / Issues



No Issue



Accident / Damage

No Accidents or Damage Reported



No Issue



Open Recall Check



No Open Recalls



Insurance Loss / Transfer



No Issue



Odometer Check

Last reported odometer:
47,641 (04/11/2022)



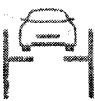
No Issue



Certified Pre-Owned



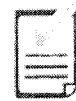
No CPO Info Available



Service / Repair



No Issue



Additional History



No Issues Reported



2% Fire Dues Program

Prepared by: Andrea Brauer, Staff Attorney

Any city, village, or town with a fire department is eligible to receive a portion of the fire insurance premiums collected by insurers doing business in Wisconsin, commonly known as the 2% fire dues program.

SOURCE OF FIRE DUES

Every year, all insurers conducting fire insurance business in Wisconsin must pay the state 2% of all premiums they have collected for insurance loss by fire. The state also contributes 2% of premiums paid to the local government property insurance fund for the insurance of public property, other than state property.

These funds are collected by the Department of Safety and Professional Services (DSPS) and distributed to qualifying municipalities annually, under criteria described below.¹

QUALIFICATION CRITERIA

To qualify to receive fire dues, a municipality must have a local fire department that satisfies all of the following criteria:²

- Is organized to provide continuous fire protection and have a designated chief.
- Is able to ensure the response of at least four firefighters, none of whom is the chief, to a first alarm for a building, either on its own or in combination with another fire department under a mutual aid agreement.
- Provides a training program prescribed by DSPS, which includes biannual training that prepares firefighters to safely perform their duties and monthly training consistent with established fire ground operating procedures.
- Provides facilities capable of receiving an alarm and dispatching firefighters and apparatus without delay.
- Keeps required records of fires.
- Satisfies fire inspection duties and provide public fire education services.

A municipality may qualify to receive fire dues, regardless of whether its fire department is organized as a municipal agency, nonprofit corporation, fire company, or stock corporation. If fire dues are granted, DSPS pays the dues to the municipality, which must then distribute the funds to the municipal or contracted fire department.

Private fire departments, which are generally exempt from state fire standards and are instead generally regulated under federal law, must meet the above criteria to be eligible to receive fire dues.

AMOUNT OF FUNDS

Each qualifying municipality is generally entitled to a proportionate share of the fire dues based on the equalized valuation of its real property improvements, except that each qualifying municipality is entitled to receive not less than the amount of fire dues it received in 1979.³

DSPS reports the total amount of fire dues distributed for the previous eight years as follows:

- Fiscal Year 2011 = \$14,849,925.74.
- Fiscal Year 2012 = \$16,098,609.70.
- Fiscal Year 2013 = \$15,889,402.12.
- Fiscal Year 2014 = \$17,977,549.14.
- Fiscal Year 2015 = \$17,136,066.39.
- Fiscal Year 2016 = \$18,575,142.40.
- Fiscal Year 2017 = \$20,133,993.89.
- Fiscal Year 2018 = \$19,919,554.94.

USE OF FUNDS

A fire department may utilize fire dues only for the following purposes:⁴

- Purchasing fire protection equipment.
- Performing fire inspection and public education.
- Training firefighters and inspectors.
- Funding pension funds or other special funds for disabled or superannuated firefighters.

DSPS OVERSIGHT OF THE FIRE DUES PROGRAM

Each municipality seeking fire dues must submit an annual self-certification form to DSPS. The form includes information regarding the municipality's operations and whether the fire department is in substantial compliance with state law that applies to the fire dues program.

DSPS has authority to perform audits of fire departments for compliance with state standards. If a fire department is noncompliant, DSPS will pay the dues for that year and issue a notice of noncompliance. No future dues will be paid until the fire department comes into substantial compliance with state law that applies to the fire dues program.⁵

¹ ss. 1 01.573 and 601.93, Stats.

² s. 1 01.575, Stats.; and s. SPS 314 (14) (a), Wis. Adm. Code.

³ s. 1 01.575 (1) (a), Stats.

⁴ s. 1 01.575 (6), Stats.; and s. SPS 314.01 (14), Wis. Adm. Code.

⁵ s. 1 01.575 (1) (am), Stats.; and s. SPS 314.01 (14), Wis. Adm. Code.

Proposed TIF District # 1



Taxing Jurisdictions Potential Impacts

March 13, 2024

Adam Ruechel
Vice President
920-433-7373
aruechel@rwbaird.com

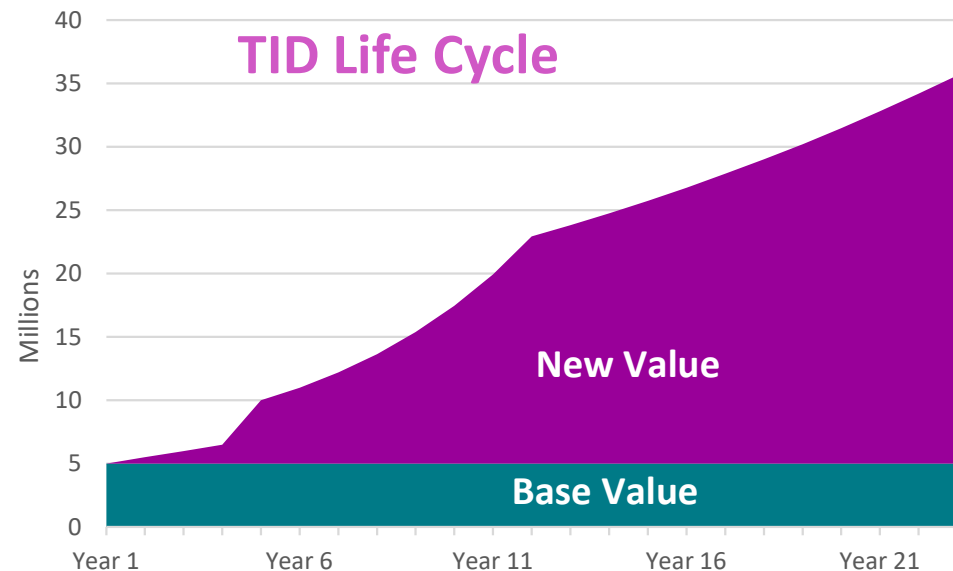
Kevin Mullen
Director
414-765-8709
kmullen@rwbaird.com

Discover the *Baird Difference*

Robert W. Baird & Co. Incorporated is providing this information to you for discussion purposes only. The information does not contemplate or relate to a future issuance of municipal securities. Baird is not recommending that you take any action, and this information is not intended to be regarded as "advice" within the meaning of Section 15B of the Securities Exchange Act of 1934 or the rules thereunder.

What is a TID (Tax Increment District)?

- TID is an economic development tool.
- A municipality, school district, county & technical college district agree that the municipality will use the taxes from the increased property value in the TID (increment) to pay for the investment in the TID (ex., roads, sewer, development incentives).
- As property value increases, the municipality uses the tax revenue from the new development, to pay for the projects.
- After the project costs are paid, the municipality terminates the TID and all taxing jurisdictions receive taxes based on the increased property value.



Aurora University - Parcel Number WWUP 00011



- Total Estimated Acreage: 57.59
- Assessed Value: \$515,000
- Fair Market Value: \$628,700

Current Tax Jurisdictions Equalized Value Mill Rates

- Walworth County - \$2.53
- Village of Williams Bay - \$2.82
- Williams Bay School District - \$5.14
- Gateway Technical College - \$0.59
- Total Equalized Value Mill Rate - \$11.07

Taxing Jurisdiction	2023 Equalized Value	2023 Finalized Levy	2023 Equalized Tax Rate
Walworth County	\$ 24,657,944,300	\$ 62,340,015	\$ 2.53
Village of Williams Bay	\$ 1,396,515,100	\$ 3,931,235	\$ 2.82
Williams Bay School District	\$ 1,948,893,976	\$ 10,012,740	\$ 5.14
Gateway Technical College	\$ 68,337,451,204	\$ 40,549,094	\$ 0.59
TOTAL		\$ 116,833,084	\$ 11.07

Tax Rate Impact Projection Property Sale Only

Taxing Jurisdiction	* Equalize Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	\$ 24,678,315,600	\$ 2.53	\$ 2.53	\$ -
Village of Williams Bay	\$ 1,416,886,400	\$ 2.82	\$ 2.77	\$ (0.04)
Williams Bay School District	\$ 1,969,265,276	\$ 5.14	\$ 5.08	\$ (0.05)
Gateway Technical College	\$ 68,357,822,504	\$ 0.59	\$ 0.59	\$ -
TOTAL		\$ 11.07	\$ 10.98	\$ (0.09)
* Reflects addition of 21 million property sale				

- *Without creation of Tax Increment District Village could borrow approximately \$600,000 for projects to assist development area without impacting village tax rate.*
- *With Creation of a Tax Increment District, it would allow the district to borrow approximately \$2,450,000 to assist development area with projects.*
- *Difference of \$1,850,000.*

Tax Rate Impact Projection

Property Sale + \$20 Million Construction

Taxing Jurisdiction	*Equalized Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	\$ 24,698,315,600	\$ 2.53	\$ 2.52	\$ -
Village of Williams Bay	\$ 1,436,886,400	\$ 2.82	\$ 2.74	\$ (0.08)
Williams Bay School District	\$ 1,989,265,276	\$ 5.14	\$ 5.03	\$ (0.10)
Gateway Technical College	\$ 68,367,822,504	\$ 0.59	\$ 0.59	\$ -
TOTAL		\$ 11.07	\$ 10.89	\$ (0.18)
* Reflects addition of 21 million property sale + 20 Million in construction				

- Without creation of Tax Increment District Village could borrow approximately **\$1,200,000** for projects to assist development area without impacting village tax rate.
- With Creation of a Tax Increment District, it would allow the district to borrow approximately **\$4,800,000** to assist development area with projects.
- Difference of **\$3,600,000**.

Potential Tax Increment District Development Phases

Phase 1

- Creation of District.

Phase 2

- Value increase from sale transfer from University to Developer.

Phase 3

- Additional construction value increase from property improvements.

Final Taxing Jurisdictional Impacts

- Walworth County

- Negligible impact as tax rate projected to remain flat.

- Gateway Technical College

- Negligible impact as tax rate projected to remain flat.

- Williams Bay School District

- New project development does not create additional revenue.

- Without TID - value increase results in reduced tax rate between projected \$0.05-\$0.10.

- Village of Williams Bay

- Without TID - value increase would result in reduced tax rate between projected \$0.04-\$0.08.

- Without TID – flexibility to borrow between \$600,000 - \$1,200,000 for projects to assist developing area to remain tax neutral.

- With TID - value would support between \$2,450,000 - \$4,800,000 for projects.

Footnote: Based on tax increment between \$21,000,000-\$41,000,000

Important Disclosures

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ARPA FUNDS SUMMARY

03/29/2024

\$276,220 Total American Rescue Plan Act (ARPA) Funds
\$7,000 ARPA Funds Spent 2023 (police computers)
 \$269,220 ARPA Funds Remaining to be spent 2024

\$269,220 ARPA Funds Available

2024 ARPA Funds

As part of approved 2024 Village Budget, the Village Board authorized \$100,000 of the \$269,220 Village American Rescue Plan Act (ARPA) funds by the following five (5) projects:

	<u>Budgeted</u>	<u>Spent/Actual</u>	<u>Difference</u>	<u>Description</u>
1.	\$20,000	\$9,040	(\$10,960)	Southwick Creek Pedestrian Bridge
2.	\$15,000	\$14,145	\$855	Lakefront Timbers removal and replacement (\$45,000 budgeted)
3.	\$30,000	\$12,500	(\$17,500)	TIF Study (The Preserve)
4.	\$20,000	\$20,000	\$0	Downtown Master Plan
5.	\$15,000	\$11,500	(\$3,500)	Fire Department Study
	\$100,000	\$89,185	(\$10,815)	

ARPA Funds Available \$269,220

Approved to date \$89,185

ARPA Funds Remaining \$180,035

ORDINANCE #2024-_____
AN ORDINANCE CREATING CHAPTER 126 OF THE
CODE OF ORDINANCES REGARDING EMERGENCY MEDICAL SERVICES

WHEREAS, the Village of Williams Bay is required to provide Emergency Medical Services (EMS) to individuals located within the corporate boundaries of the Village; and

WHEREAS, the Village has contracted with the Village of Fontana-on-Geneva Lake (Fontana) to provide EMS to individuals located within the corporate boundaries of the Village; and

WHEREAS, to ensure that Fontana has adequate EMS personnel and ambulances available at all times to serve the EMS needs of individuals within the Village, it has been determined by the Village Board that it is appropriate to encourage individuals who contact the Fontana Fire Department to provide EMS services, which result in the non-transport of an individual, to minimize such contacts.

NOW, THEREFORE, the Village Board of the Village of Williams Bay do hereby ordain as follows:

Section I. Chapter 126 of the Ordinances of the Village of Williams Bay is hereby created to read as follows:

Section 126-1 DEFINITIONS

As used in this Chapter, the following terms shall have the meanings indicated.

BILLABLE RESPONSE

An EMS run which results in the non-transport of an individual to a medical facility.

EMS RUN

Any emergency medical services response to a request for emergency medical services made to the Village or any provider with which the Village has contracted to provide emergency medical services.

PROVIDER

An entity which provides emergency medical services.

RESPONSIBLE PARTY

Any person who has requested an EMS run resulting in a billable response. When the EMS run is to a residential care facility, the owner of the facility to which the billable response occurs shall be deemed the responsible party.

Section 126-2 BILLABLE RESPONSE FEE

A responsible party who generates more than three (3) billable responses in a twelve (12) month period shall pay to the Village a fee in the amount established by resolution of the Village Board. The Village Clerk shall cause notice of said fee to be delivered to the responsible party and payment shall be made within 30 days of the date of said notice.

Section II. This ordinance shall take effect upon passage and publication as provided by law.

Approved by the Village Board of the Village of Williams Bay this _____ day of _____, 2024.

VILLAGE OF WILLIAMS BAY

By: _____
William Duncan, President

Attest: _____
Tina Kolls, Clerk

First Reading: _____
Second Reading: _____
Date Adopted: _____
Date Published: _____



Attn: Village Board, Parks and Lakefront Committee, and Village Administrator David Lothspeich

Date: March 21st, 2024

Proposed TV Display for Recreation Center Window

Overview: Enhance visibility and communication at your recreation center with a strategically placed TV display on the inside window. This solution aims to provide easy access to information and promotions for patrons visiting the lakefront office, users of the walking path, bathrooms, park, and docks. The proposed size for the display is 55 inches, ensuring optimal visibility for all visitors.

Features:

1. **55" Display:** The large 55-inch display ensures clear visibility from various points within the recreation center, making it convenient for patrons to view promotions and information.
2. **Strategic Placement:** By positioning the TV on the inside window, it maximizes visibility for individuals both inside and outside the center.
3. **Operational Hours:** The TV will be operational from 7 am to 9 pm, aligning with the center's operational hours. This ensures energy efficiency and longevity of the display.
4. **Cost-Effective:** This modern approach to promotion and information dissemination offers a cost-effective solution compared to traditional methods such as printed posters or banners.
5. **Dynamic Content:** Utilize the display to showcase dynamic content such as event schedules, facility updates, promotional offers, safety guidelines, and other relevant information.
6. **Easy Management:** Content can be easily updated and managed remotely, allowing for real-time updates and flexibility in promoting various activities and events.
7. **Enhanced Communication:** Improve communication with patrons by displaying important announcements, weather updates, and emergency notifications when necessary.

Benefits:

- **Improved Visibility:** Enhance visibility of promotions and information for all visitors to the recreation center.
- **Modern Approach:** Embrace a modern and efficient method of communication and promotion.
- **Cost Savings:** Reduce costs associated with printing and replacing traditional promotional materials.
- **Enhanced Engagement:** Engage patrons with dynamic and visually appealing content.

Village of Williams Bay
P.O. Box 580 • 250 Williams Street
Williams Bay, WI 53191
(262) 245-2700

- **Convenience:** Provide convenient access to information for patrons accessing different facilities within the recreation center.

Implementation:

1. **Select Suitable TV:** Choose a high-quality 55-inch TV display suitable for indoor use and capable of continuous operation. Budget: \$250 - \$400.
2. **Mounting:** Mount the TV securely on the inside window of the recreation center using appropriate fixtures.
3. **Content Creation:** Develop engaging and relevant content to be displayed on the TV, including promotional materials, event schedules, and safety guidelines.
4. **Installation:** Install necessary hardware and software for content management and scheduling.
5. **Testing:** Ensure proper functionality and visibility of the display from different vantage points.
6. **Launch:** Promote the availability of the TV display to patrons and encourage its use for accessing information and promotions.

Cost Analysis:

- **TV Display:** \$250 - \$400 (one-time cost)
- **Yearly Subscription:** \$59.88 (when billed annually at \$4.99 per month)

Conclusion: Implementing a 55-inch TV display on the inside window of the recreation center offers a modern, cost-effective, and convenient solution for promoting activities and providing information to patrons. This approach enhances visibility, engagement, and communication within the center, ultimately contributing to a more enjoyable experience for visitors. By combining the one-time investment in the TV display with an affordable yearly subscription, the center can effectively manage and maintain dynamic content, ensuring continued patron engagement and satisfaction.

Respectfully submitted,



Ryan Knop
Village of Williams Bay
Recreation Director
rec@vi.williamsbay.wi.gov

Chapter 390. Zoning

Article 10. Signage

§ 390-1008. Variable message signs.

[Added 5-2-2020 by Ord. No. 2020-01]

Variable message signs (VMS) shall be regulated as follows:

A. Operation limitations. A VMS display shall contain static messages only, changed only through dissolve or fade transitions, or with the use of other subtle transitions and frame effects that do not have the appearance of moving text or images, or the appearance or optical illusion of movement, or any part of the sign structure, design or pictorial segment of the sign, including the movement of any illumination or the flashing, scintillating or varying of light intensity.

B. Hours of illumination. A VMS shall not be illuminated between the hours of 10:00 p.m. and 6:00 a.m.

C. Changing of sign content. The content for a VMS cannot be changed once the sign is illuminated. Any content for a VMS must be changed while the sign is not illuminated.

D. Brightness adjustment and appearance. All VMS shall be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination. The background of the sign shall be a single solid color, including black but excluding white, and all messages displayed in single-color lights only.

E. Permitted sign area. The message display area of the VMS shall be included when calculating the permitted sign area for the type of sign (e.g., wall, monument) in the zoning district in which the sign is located.

F. Maintenance. All VMS shall be maintained so as to be able to display messages in a complete and legible manner.

G. Location. A VMS shall be allowed only on the grounds of a public school and the grounds of village-owned land zoned Park and Recreation.

H. Number. A total of two VMS may be allowed as follows:

(1) One VMS in the public school building yard adjacent to West Geneva Street/Highway 67.

(2) One VMS on the north wall, east of the main entrance to that portion of the public school building housing the elementary grades, located adjacent to Theatre Road.

(3) One VMS displayed in the exterior window of the village-owned building located on the lakefront.

Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 1.26.24

☐ Town ☒ Village ☐ City of WILLIAMS BAY

County of WALWORTH

The named organization applies for: (check appropriate box(es).)

☐ A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.

☐ A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 4.4.24, 5.9.24, 6.6.24, 7.11.24, 8.1.24, 9.5.24, 10.3.24, 11.7.24, 12.4.24 and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →

- ☒ Bona fide Club ☐ Church ☐ Lodge/Society
☐ Chamber of Commerce or similar Civic or Trade Organization
☐ Veteran's Organization ☐ Fair Association

(a) Name WILLIAMS BAY LIONESS LIONS CLUB

(b) Address PO BOX 15, WILLIAMS BAY, WI 53191
(Street)

☐ Town ☒ Village ☐ City

(c) Date organized SEPT 7, 2021

(d) If corporation, give date of incorporation _____

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: ☒

(f) Names and addresses of all officers:

President KARIN BARBIAN

Vice President SUSAN JONES

Secretary MARNIE STANLEY

Treasurer SHARON OCKERLUND

(g) Name and address of manager or person in charge of affair: RENA MONROE
372 FAIR OAKS DR WMS. BAY, WI 53191

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number 270 N. ELKHORN RD, WMS BAY, WI 53191

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? YES

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: _____

3. Name of Event

(a) List name of the event WILLIAMS BAY LIONS BINGO HOSTED BY WB LIONESS

(b) Dates of event 4.4.24, 5.9.24, 6.6.24, 7.11.24, 8.1.24, 9.5.24, 10.3.24, 11.7.24, 12.4.24

DECLARATION

The Officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

Officer Rena Monroe
(Signature/date)

Officer Sharon Ockerlund
(Signature/date)

Date Filed with Clerk _____

Date Granted by Council _____

WILLIAMS BAY LIONESS LIONS CLUB
(Name of Organization)

Officer Marnie Stanley
(Signature/date)

Officer K. Barbian
(Signature/date)

Date Reported to Council or Board _____

License No. _____

Safe Water Loan – Water Plant Chlorination Improvement Project

03/22/24

Original Estimate \$2,800,000 (borrowed)

Actual Cost \$4,279,000

Short \$-1,479,000

Actual Cost \$4,279,000

Safe Water Loan \$3,440,000 (actual loan after \$860,000 PF = \$2,580,000)

Short \$-839,000

Clean Water Loan – Harris Road Lift Station #3

Original Estimate \$2,000,000 (borrowed)

Actual Cost \$2,527,000 (B&W \$200K, New LS \$1,827K, Force Main \$500K)

Short \$-527,000 (This is the amount needed to come from reserves, if we do not take the Clean Water Loan)

Actual Cost \$2,527,000

Clean Water Loan \$1,545,000 (no Principal Forgiveness)

Short \$-982,000 (This is needed from the \$2 million borrowed, which will leave \$1,018,000 to upgrade LS 5 Conference Point \$915,000)

Critical Dates / comment

- April 1st VB meeting last change to advise DNR that we want both loans.
- April 15th VB meeting, Reply to DNR is due on the 15th. If we miss this date, we go to the bottom of the list and most likely lose the \$860 K Principal forgiveness.
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- The Chlorination Project started with the June 30th, 2021, letter from the DNR. This is a DNR mandated project, ranking high enough for the Principal Forgiveness.
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- Interest Rate both loans will be 55% of Market Rate, or approximately 2.55%.
- Note that these are loans through the State of Wisconsin. The DOA (Department of Adjustment) is / will be reviewing the applications, determining if we can make the loan payments and advise if we need to increase our water and/or sewer rates.

Experian AutoCheck Report

Report run: 03/21/2024 17:15:06 EDT

2019 Ford F-150 Lariat / XL / XLT

Crew Cab 4D (2.7L V6 DI)



Vehicle Usage
Personal

VIN:	1FTEW1EP2KFB93672
Class:	Pickup - Fullsize
Country of Assembly:	United States
Vehicle Age:	5 year(s)
Last Reported Odometer:	47,641 (04/11/2022)



Vehicle History at a Glance

 State Title Brand Clean	 Auction Brand / Issues No Issue	 Accident / Damage No Accidents or Damage Reported No Issue
 Open Recall Check No Open Recalls	 Insurance Loss / Transfer No Issue	 Odometer Check Last reported odometer: 47,641 (04/11/2022) No Issue
 Certified Pre-Owned No CPO Info Available	 Service / Repair No Issue	 Additional History No Issues Reported



2% Fire Dues Program

Prepared by: Andrea Brauer, Staff Attorney

Any city, village, or town with a fire department is eligible to receive a portion of the fire insurance premiums collected by insurers doing business in Wisconsin, commonly known as the 2% fire dues program.

SOURCE OF FIRE DUES

Every year, all insurers conducting fire insurance business in Wisconsin must pay the state 2% of all premiums they have collected for insurance loss by fire. The state also contributes 2% of premiums paid to the local government property insurance fund for the insurance of public property, other than state property.

These funds are collected by the Department of Safety and Professional Services (DSPS) and distributed to qualifying municipalities annually, under criteria described below.¹

QUALIFICATION CRITERIA

To qualify to receive fire dues, a municipality must have a local fire department that satisfies all of the following criteria:²

- Is organized to provide continuous fire protection and have a designated chief.
- Is able to ensure the response of at least four firefighters, none of whom is the chief, to a first alarm for a building, either on its own or in combination with another fire department under a mutual aid agreement.
- Provides a training program prescribed by DSPS, which includes biannual training that prepares firefighters to safely perform their duties and monthly training consistent with established fire ground operating procedures.
- Provides facilities capable of receiving an alarm and dispatching firefighters and apparatus without delay.
- Keeps required records of fires.
- Satisfies fire inspection duties and provide public fire education services.

A municipality may qualify to receive fire dues, regardless of whether its fire department is organized as a municipal agency, nonprofit corporation, fire company, or stock corporation. If fire dues are granted, DSPS pays the dues to the municipality, which must then distribute the funds to the municipal or contracted fire department.

Private fire departments, which are generally exempt from state fire standards and are instead generally regulated under federal law, must meet the above criteria to be eligible to receive fire dues.

AMOUNT OF FUNDS

Each qualifying municipality is generally entitled to a proportionate share of the fire dues based on the equalized valuation of its real property improvements, except that each qualifying municipality is entitled to receive not less than the amount of fire dues it received in 1979.³

DSPS reports the total amount of fire dues distributed for the previous eight years as follows:

- Fiscal Year 2011 = \$14,849,925.74.
- Fiscal Year 2012 = \$16,098,609.70.
- Fiscal Year 2013 = \$15,889,402.12.
- Fiscal Year 2014 = \$17,977,549.14.
- Fiscal Year 2015 = \$17,136,066.39.
- Fiscal Year 2016 = \$18,575,142.40.
- Fiscal Year 2017 = \$20,133,993.89.
- Fiscal Year 2018 = \$19,919,554.94.

USE OF FUNDS

A fire department may utilize fire dues only for the following purposes:⁴

- Purchasing fire protection equipment.
- Performing fire inspection and public education.
- Training firefighters and inspectors.
- Funding pension funds or other special funds for disabled or superannuated firefighters.

DSPS OVERSIGHT OF THE FIRE DUES PROGRAM

Each municipality seeking fire dues must submit an annual self-certification form to DSPS. The form includes information regarding the municipality's operations and whether the fire department is in substantial compliance with state law that applies to the fire dues program.

DSPS has authority to perform audits of fire departments for compliance with state standards. If a fire department is noncompliant, DSPS will pay the dues for that year and issue a notice of noncompliance. No future dues will be paid until the fire department comes into substantial compliance with state law that applies to the fire dues program.⁵

¹ ss. 1 01.573 and 601.93, Stats.

² s. 1 01.575, Stats.; and s. SPS 314 (14) (a), Wis. Adm. Code.

³ s. 1 01.575 (1) (a), Stats.

⁴ s. 1 01.575 (6), Stats.; and s. SPS 314.01 (14), Wis. Adm. Code.

⁵ s. 1 01.575 (1) (am), Stats.; and s. SPS 314.01 (14), Wis. Adm. Code.