Town of Grand Chute

"Town Center Park" Concept Plan and Development Strategy

Visioning and Recommendations 2016

Grand Chute
experience better

East Central Wisconsin
Regional Planning Commission
ECWRPC
Calumet • Fond du Lac • Menominee • Outagamie
Shawano • Waupaca • Waushara • Winnebago

TOWN OF GRAND CHUTE

"Town Center Park" Concept Plan and Development Strategy

Visioning and Recommendations

August 2016

Prepared by the

East Central Wisconsin Regional Planning Commission
Trish Nau, Principal Recreation Planner

ACKNOWLEDGMENTS

The preparation of the Town Center Park Concept Plan and Development Strategy was formulated by the East Central Wisconsin Regional Planning Commission with assistance from the Town of Grand Chute Park Commission.

PARK COMMISSION

The commission is composed of eight members and meets approximately once a month and works on the planning and development of park improvements and policies.

PARK COMMISSION MEMBERS 2016

Karen Petersen, President
Kathryn Pennings, Vice-President
Joan Haag
Joy Hagen
John Jones
Michael Schmidt
Travis Thyssen
Donna Van Buecken

STAFF

Mike Arft - Park Foreman
Thomas Marquardt, Director of Public Works
Lisa Mroczkowski - Office Coordinator
Michael Patza, Town Planner

TABLE OF CONTENTS

Project Background 1
- Community Statistics 1
- Project Site Description 1

Survey Analysis 4
- Challenges Faced with Survey 5

Visioning and Measuring Impact 5
The Need for a Park 7
Benefits of Parks, Open Space and Trails 8
- Community Benefits 8
- Individual Health 8
- Economic Benefits 9
  - Attracts Investment 10
  - Attracts Tourism 10
- Environmental Benefits 13
  - Reduces Flooding 13
  - Enhances Air Quality 14

Future Steps 14
- General Recommendations 17

FIGURES

Figure 1: Visioning Session Results 6
Figure 2: State of Wisconsin Obesity Rates 10
Figure 3: County Health Rankings, 2016 10

MAPS

Map 1: “Town Center Park” Location Map 3
Map 2: Preliminary Concept #1 7
Map 3: Preliminary Concept #2 8

TABLES

Table 1: Town of Grand Chute Parks 1
Table 2: Park Acres Needed Today 9
Table 3: Population Distribution by Age Group (2010 Profile Data) 10
Table 4: Town Center Park Development Process & Timeline 15
Table 5: Amenity Cost Estimates for “Town Center Park” Construction 16
Table 6: “Town Center Park” Recommendations 17-18

APPENDICES

Appendix A: Survey Questions & Results A-1
Appendix B: Survey Detailed Analysis B-1
Appendix C: Grants and Funding Opportunities C-1

PROJECT INFORMATION AND BACKGROUND DATA

PROJECT BACKGROUND

Community Statistics

With 22,249 residents, (2015), Grand Chute is the largest town in Wisconsin and is growing. There has been a 13.7% increase in population since 2000. It is one of nineteen communities in the "Fox Cities" metropolitan area, with over 370,000 residents. 700,000 people live within a 40 minute drive and 1.3 million live within the eighteen-county New North region. The town is about thirty miles southwest of Green Bay and one hundred miles north of Milwaukee.

It is located within the Eastern Ridges and Lowlands area of northeastern Wisconsin, with most of the natural features created by glacial activity. Topography is generally flat to gently rolling, interrupted by a few ravines cut out by Apple Creek, Mud Creek, Bear Creek, and their tributaries.

Table 1 shows the locations of each park and size, including Town Center. There are eight town parks totaling 130 acres. Also, Grand Chute is home to the Gordon Bubolz Nature Preserve, a 775-acre non-profit wildlife preserve education facility, and Plamann Park, a 257-acre county park. Fox Cities Stadium hosts the Wisconsin Timber Rattlers, a Class A minor-league baseball affiliate of the Milwaukee Brewers.

Town Government employs over 85 full-time staff, owns over 310 acres of land, manages 160,000 square feet of building space, and maintains over 120 miles of streets and ten miles of paved trails.

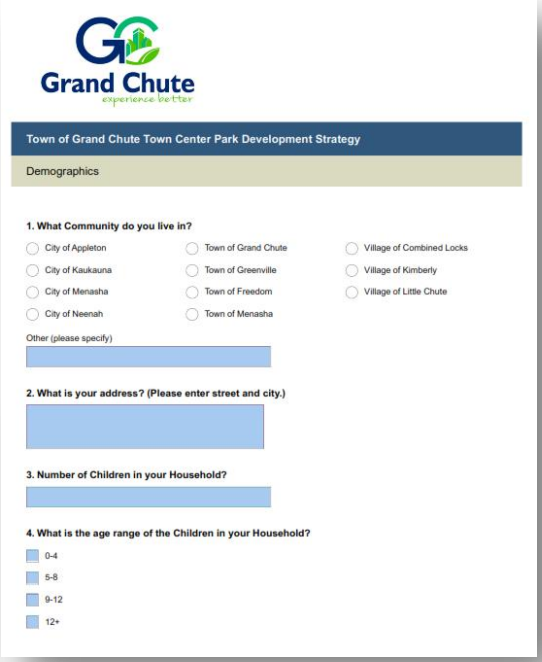
Table 1: Town of Grand Chute Parks

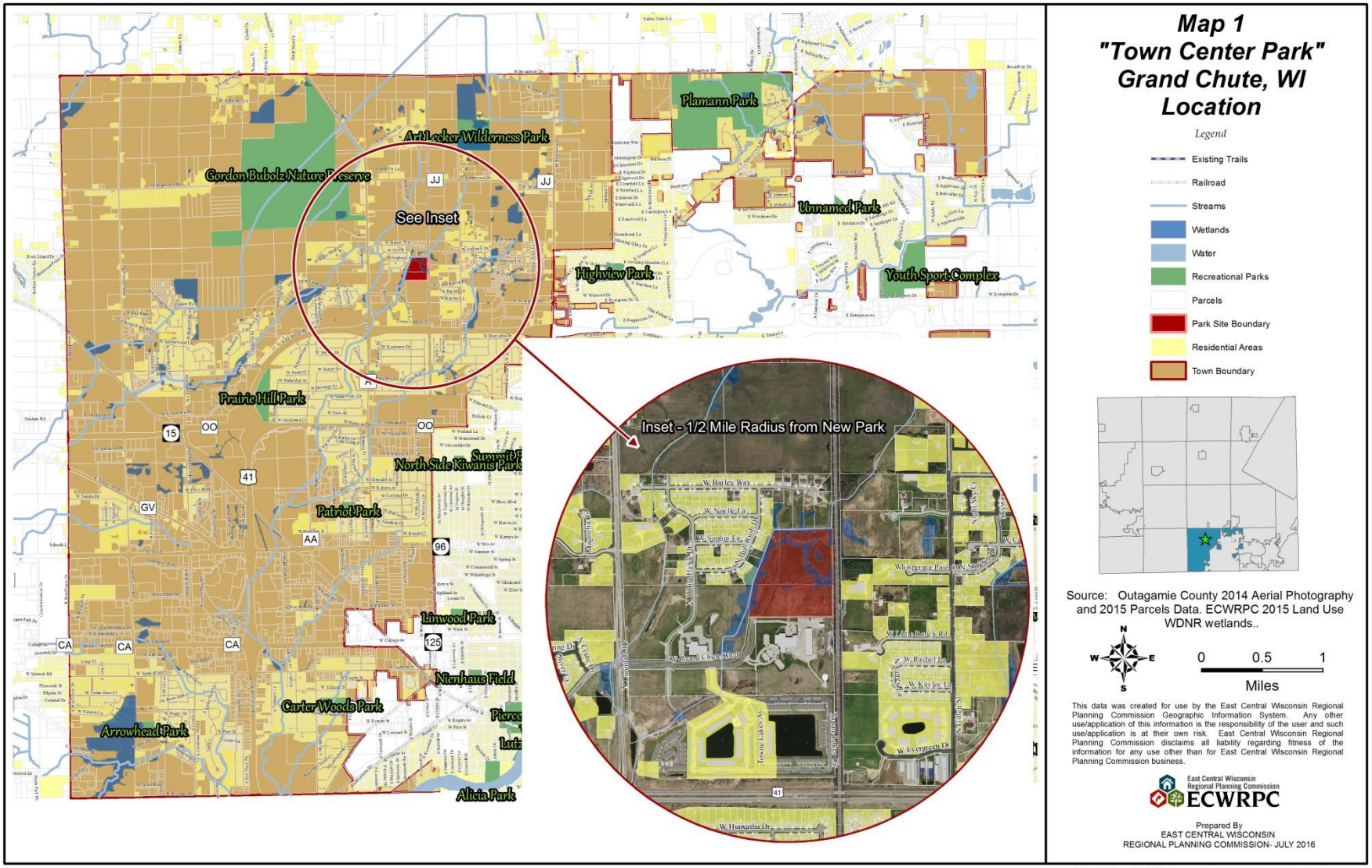
FACILITY NAME	PARCEL ID	ADDRESS	SEC.	QUARTER	QUARTER-QUARTER	LAT.	LONG.	SITE ACRES
ARROWHEAD PARK	101128900	5000 W ASTER LN	31	NE	SW	44.2520	-88.4840	12.9
CARTER WOODS PARK	101150600	840 S BLUEMOUND DR	33	NW	SW	44.2545	-88.4547	16.3
PATRIOT PARK	102319101, 101098300, 102132000	W DARLING ST AT N HINE ST	21	SW	NE	44.2777	-88.4505	9.3
PRAIRIE HILL PARK	101079100	2901 N ABENDROTH ST	17	SE	NW & SW	44.2911	-88.4638	24.9
LIONS PARK	102344600	3155 N LONGWOOD LN	16	SE	NW	44.2938	-88.4457	2.7
LECKER PARK	101012600	5500 N GILLETT ST	3	SW	NE	44.3221	-88.4279	42.9
MAPLE EDGE PARK	102478300 102478400 102478500	3739 Maple Edge Ct	17	NW	NW	44.1760	-88.2835	1.0
Town Center Park	101033003	Grand Chute Blvd	9	SE	NE & SE	44.1817	-88.2617	20.0

Project Site Description

The potential park site is just north of the Town Hall building and to the east of Bull Rush Drive and south of the White Hawk Meadows III subdivision, (See Map 1). "Center Park" (final name yet to be determined), will be located on the property owned by Grand Chute and is approximately 20 acres in size. Due to the amount of space available and the opportunity to provide this new amenity to the community, the town recognized the need to be strategic and thorough during the planning and development process.

Since January 2016, ECWRPC has been working with the Park Commission and staff to collect public input to determine the types of facilities residents would like to see on the 20+ acre property. A survey was developed with over 200 responses collected from residents. A public workshop was held at the Town Hall on Tuesday, April 26 from 5:00 p.m. - 7:00 p.m. to collect additional public input and get feedback on preliminary site designs. Informational tents were located in the new park to promote trails in the town and surrounding communities at a National Trails Day event on June 4, 2016. Town staff solicited comments on "Town Center Park" at this event.




Map 1
"Town Center Park"
Grand Chute, WI
Location
Legend
Existing Trails
Railroad
Streams
Wetlands
Water
Recreational Parks
Parcels
Park Site Boundary
Residential Areas
Town Boundary
Plamann Park
Ark Lecker Wilderness Park
Gordon Bubolz Nature Preserve
See Inset
Unnamed Park
Highview Park
Youth Sport Complex
Prairie Hill Park
North Side Kiwanis Park
Patriot Park
Linwood Park
Nienhaus Field
Carter Woods Park
Arrowhead Park
Alicia Park
Inset - 1/2 Mile Radius from New Park
Source: Outagamie County 2014 Aerial Photography and 2015 Parcels Data. ECWRPC 2015 Land Use WDNR wetlands..
0 0.5 1
Miles
This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.
East Central Wisconsin Regional Planning Commission
ECWRPC
Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION- JULY 2016
P:\14xx_OSPlanning\1421_TGChuteTownCenterParkSitePlan2016\Maps\Map1_TParkCenterProp_topobasemap.mxd

SURVEY ANALYSIS

Items of interest were looked at to see what possible future park amenities should be created as well as the needs from the public. The survey was based primarily on demographics, a need for a certain activity i.e. trail access to and from the park, nature preservation, water feature(s), playgrounds, shelters and picnic areas. (See Appendices A & B for the detailed results.)

Facility analysis *resulted in: (Question 8, "If new facilities are developed in "Town Center Park" I would like to see…")*

Top Three Overall:

1. Shelter with restrooms,
2. Exercise Areas, and
3. Playgrounds.

Age group vs. type of facilities: *163 = number of respondents to question, i.e. possible more than one child per age group per survey taker.

Families with children					
	AGE GROUP				
FACILITY	*0-4*	*5-8*	*9-12*	*12+*	*All*
Top 3 by age	*86*	*69*	*62*	*46*	163*
Ampitheatre					
Arboretum					
Archery Range					
Exercise Areas			3	1	2
Nature Areas					
Open Playfields					
Pet Exercise Areas					
Picnic Areas					
Playgrounds	1	1	1	3	3
Shelter w/ Restrooms	2	3	2	2	1
Sports Field					
Water Feature / Pool	3	2			

Type of Facility and Current Access: (Overall shows number 1 rating in each category and are highlighted.)

	Accessibilty RATING			
FACILITY	*Excellent*	*Acceptable*	*Poor*	*Overall*
Entertainment Resources	2	1	8	Acceptable
Natural Areas	1	3	7	Excellent
Parks (in general)	3	4	4	
Pet Exercise Areas	8	8	2	
Playgrounds	6	5	5	
Sporting Events	5	2	6	
Trails	4	6	3	
Water Based Facilities	7	7	1	Poor

Natural areas have the best access, followed by Entertainment Resources as acceptable, with access to a Water Based Facility being poor.

Challenges Faced with Survey

- Unanticipated delays
- Reaching all age groups was difficult, but was boosted with social media and website postings as well as the visioning sessions and the National Trails Day event.
- Validity of survey itself, level of accuracy and number of participants who answered the questions correctly or had more than one response.
- Particular questions responded to the number of children were hard to formulate with crosstabs.
- Number of overall responses was 237 - only 1.1% of the town's total population base.
- New park development can have dramatic effects on trying to increase park use and physical activity level among park users and improve perceptions of park safety as well
- As trends today vs. trends tomorrow vary with the times, people may find that change difficult.
- Some respondents were reluctant to the new park with pets, noise, lighting of ball diamonds, and the wetlands not being preserved.
- Future funding needs – Some residents asked if their taxes will increase to support the park which is unknown at this time.

VISIONING AND MEASURING IMPACT[1]

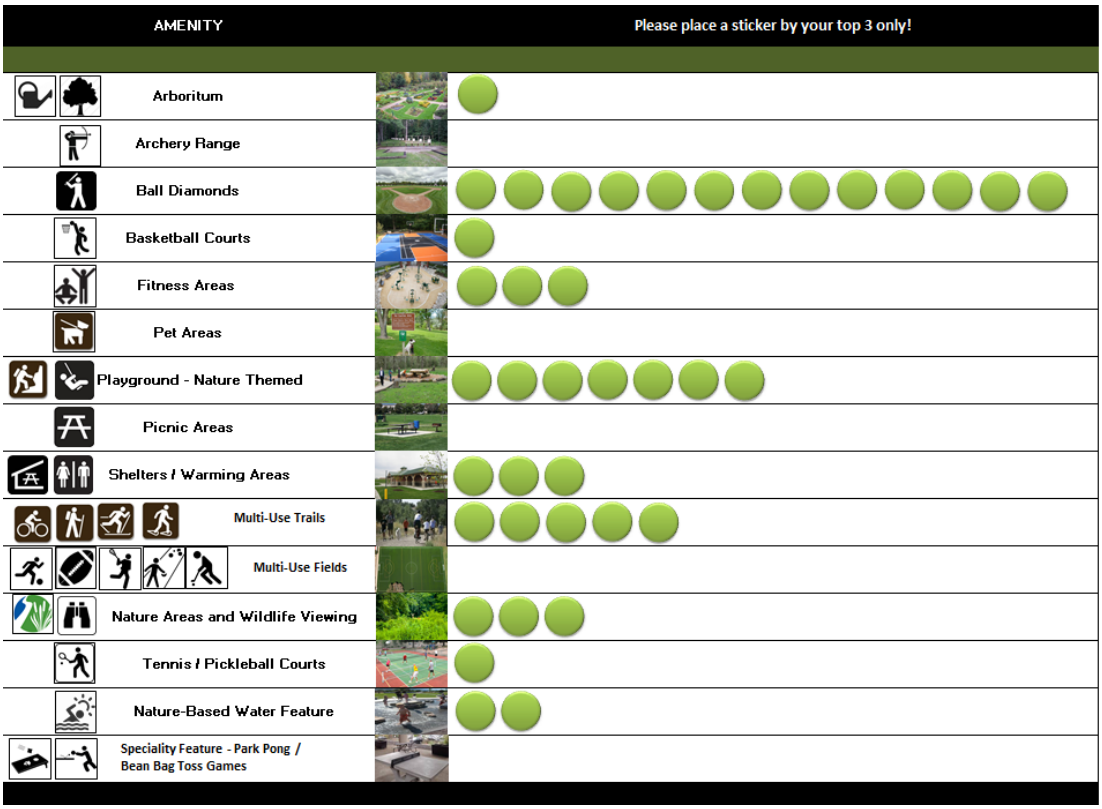
When looking for a place to enjoy leisure time, visitors travel because of an attraction or event. There has to be something to draw them to the place or community. Primary attractions vary from place to place and usually offer unique experiences such as sporting events, concerts, festivals, play areas, etc. The Town of Grand Chute along with the Appleton area has many events, parks, and facilities that draw visitors and residents alike throughout the year. Because of the growing population base, this new park should offer a unique experience based on nature-type themes and space to play organized sports with also a possible water feature. Two concepts are shown on Maps 2 & 3 of potential amenities that may be added. A Canadian National Railroad line also runs along the east side of the property that could offer a rail with trails connection to the existing trail system.

From the Visioning session of 12-15 respondents held on April 26, 2016, the public picked the following amenities as priorities for within the park:

(Each entry represents one response.)

[1] *Source and Reference: "Measuring the Economic Impact of Park and Recreation Services", John L. Crompton, NRPA Research Series, 2010.*

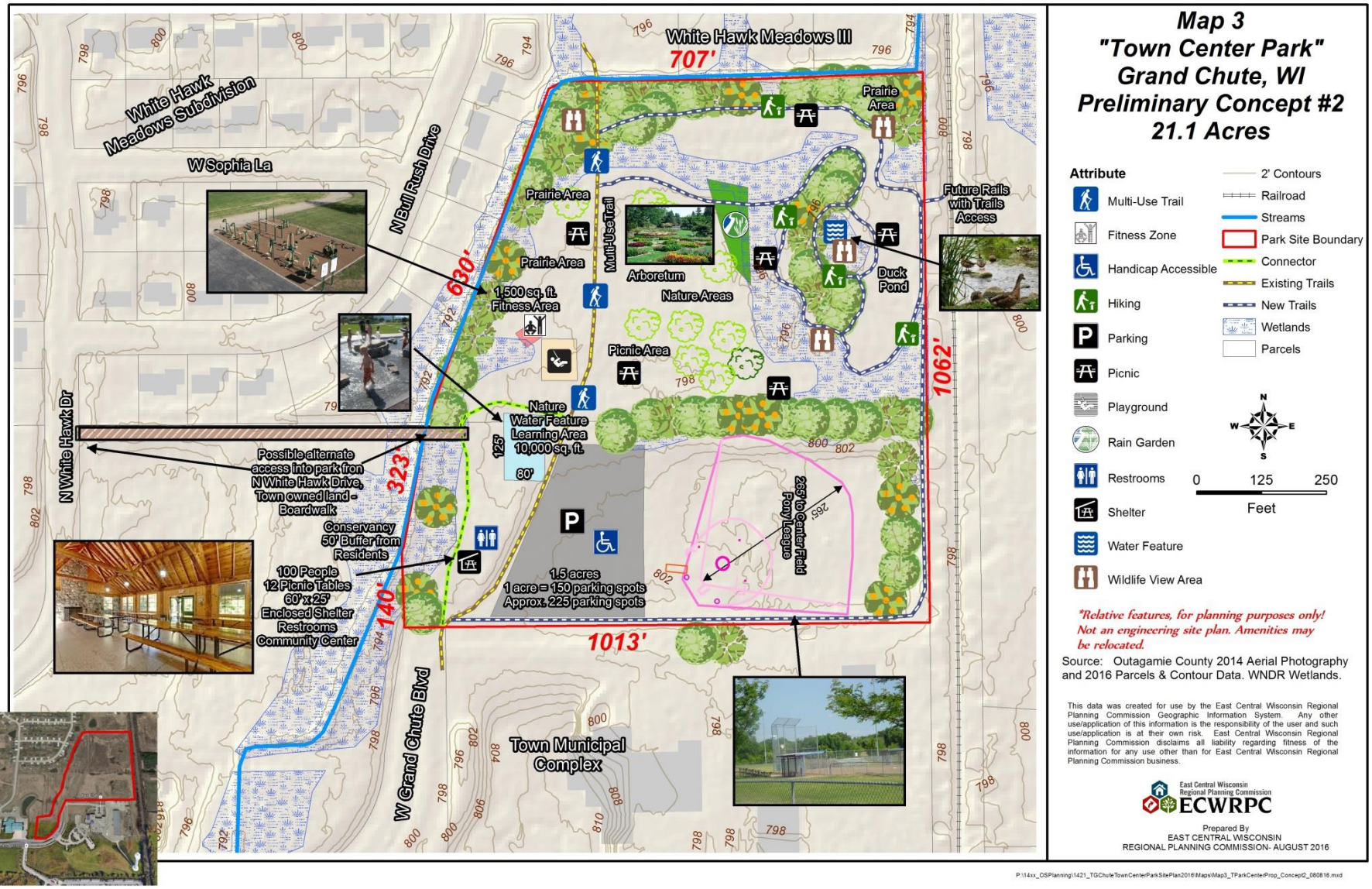
Figure 1: Visioning Session Results



Ball diamonds had the biggest support (13) along with playgrounds (7) and trails (5). Nature based amenities (3) and fitness areas (3) also had some interest along with an arboretum, basketball and tennis/pickle ball courts (1). Grand Chute staff will utilize the results of the session along with the survey to determine the need but also as to what is feasible on the site. Factors for development will include the geographic locations of residential properties for lighting concerns, access points into the park, and the number of unique amenities to draw the user as well as local trends.

The trends of the destination for spectators and participants, the size of the park, the location of the park, and the level of supporting infrastructure in the community as well as marketing all contribute to the success of an also possible economic boost to the town by having more tournament play area available, i.e. ball diamonds. The amount of positive or negative media attention, promotional budget, weather, and accessibility also play a factor in the economic impact outcomes. The shorter the time marketed before an event date, the less opportunity for tourists to plan their trip. Looking solely at "Town Center Park" and its location, the opportunities to make this a beneficial space for the town and increase the quality of life for residents is outstanding.

Map 2
"Town Center Park"
Grand Chute, WI
Preliminary Concept #1
21.1 Acres
Amenities
Mulit-Use Trail
Dog Area
Handicap Accessible
Interpretive Trail
Parking
Picnic
Playground
Restrooms
Shelter
Soccer Fields
Water Feature
Wildlife View Area
2' Contours
Railroad
Streams
Park Site Boundary
Connector
Existing Trails
New Trails
Boardwalk
MultiUse Field
Parking Lot
Playground
Shelter
Water Feature
Wetlands
Parcels
N
W
E
S
0
125
250
Feet
*Relative features, for planning purposes only! Not an engineering site plan. Amenities may be relocated.
Source: Outagamie County 2014 Aerial Photography and 2016 Parcels & Contour Data. WNDR Wetlands.
This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.
East Central Wisconsin Regional Planning Commission
ECWRPC
Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION- AUGUST 2016
P:\14xx_OS\Planning\1421_TGChuteTownCenterParkSitePlan2016\Maps\Map2_TParkCenterProp_Concept1_080816.mxd
White Hawk Meadows III
707'
White Hawk Meadows Subdivision
W Sophia La
N Bull Rush Drive
630'
Prairie Area
Multi-Use Trail
190'
315'
Multi-Use Open Fields
Prairie Area
Future Rails with Trails Access
Duck Pond
1062'
Picnic Area
Nature Water Feature Learning Area 10,000 sq. ft.
Possible alternate access into park from N White Hawk Drive, Town owned land - Boardwalk 815 linear ft.
N White Hawk Dr
80'
125'
323'
Conservancy 50' Buffer from Residents
265' to Center Field Pony League
265
100 People
12 Picnic Tables
60' x 25'
Enclosed Shelter
Restrooms
Community Center
1.5 acres
1 acre = 150 parking spots
Approx. 225 parking spots
140'
1013'
W Grand Chute Blvd
Town Municipal Complex


Map 3
"Town Center Park"
Grand Chute, WI
Preliminary Concept #2
21.1 Acres
Attribute
Multi-Use Trail
Fitness Zone
Handicap Accessible
Hiking
Parking
Picnic
Playground
Rain Garden
Restrooms
Shelter
Water Feature
Wildlife View Area
2' Contours
Railroad
Streams
Park Site Boundary
Connector
Existing Trails
New Trails
Wetlands
Parcels
0 125 250
Feet
*Relative features, for planning purposes only! Not an engineering site plan. Amenities may be relocated.
Source: Outagamie County 2014 Aerial Photography and 2016 Parcels & Contour Data. WNDR Wetlands.
This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.
East Central Wisconsin Regional Planning Commission
ECWRPC
Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION- AUGUST 2016
White Hawk Meadows III
707'
White Hawk Meadows Subdivision
W Sophia La
N Bull Rush Drive
Prairie Area
Prairie Area
Prairie Area
Multi-Use Trail
Arboretum
Nature Areas
Future Rails with Trails Access
Duck Pond
630'
1062'
1,500 sq. ft. Fitness Area
Picnic Area
Nature Water Feature Learning Area 10,000 sq. ft.
126'
80'
N White Hawk Dr
Possible alternate access into park fron N White Hawk Drive, Town owned land - Boardwalk
323'
Conservancy 50' Buffer from Residents
100 People
12 Picnic Tables
60' x 25'
Enclosed Shelter
Restrooms
Community Center
140'
1.5 acres
1 acre = 150 parking spots
Approx. 225 parking spots
265' to Center Field Pony League
1013'
W Grand Chute Blvd
Town Municipal Complex
P:\14xx_OSPlanning\1421_TGChuteTownCenterParkSitePlan2016\Maps\Map3_TParkCenterProp_Concept2_080816.mxd

THE NEED FOR A PARK

When looking at the results of the survey, there were over 94% of the participants with small children and of those families, 59% have children that are aged between 0-8 years old with many having more than one child per household (49%). The park should be planned to accommodate growing families in the area but can be developed to accommodate a nature quiet-like setting as there is plenty of land mass. When looking exclusively at the parks that the town maintains and land mass, 130 acres, we utilize the 10 Acres per 1,000 person standard* to determine a deficiency or surplus that should be provided to tax payers. This includes the 20 acres for "Town Center Park". A current deficiency exists when utilizing this formula now and in the future as population growth continues. The table below shows a breakdown of population from 2010 to 2040.

Table 2: Park Acres Needed Today*

Year	Active Park Acres	Population Projection	Demand Projection (10 acres/1,000 pop.)	Deficiency / Surplus (in acres)
2010	130	21,972	219.72	-89.72
2015	130	22,249	222.49	-92.49
2020	130	25,892	258.92	-128.92
2025	130	27,802	278.02	-148.02
2030	130	29,595	295.95	-165.95
2040	130	29,270	292.70	-162.70

130 Acres – Demand = Deficiency/ Surplus

**This standard is utilized by the National Park and Rec Association (NPRA) and ECWRPC as a general guideline. Town properties alone do not currently meet the needs of all its residents, but including the surrounding other public, semi-public, and private parkland, provides additional recreational opportunities to residents.*

Adding those additional 20 acres through "Town Center Park" is definitely a demand according to the standard calculations for park acreage needed today by the town. Grand Chute will still be 162+ acres short by the year 2040 with the additional 20 acres added in. But again this is just a benchmark or guideline to follow to see where the town stands with its park and recreational amenities as it continues to improve and add to its park system to keep up with demand.

Table 3 shows data compiled by the US Census Bureau for the American Community Survey, 2010-2014. The town is comparable to the county and state with regards to the common age group of 25-44 making up the highest population base. In looking at this, young couples and families make up the bulk of the residents in Grand Chute which corresponds to the parks survey results sent out by the town, 35-44 age group = 38% and 25-34 = 23% with an average household size of four confirming that the park should be planned to accommodate growing families in the area.

Table 3: Population Distribution by Age Group (2010 Profile Data)

	Grand Chute		**Outagamie Co.**		**State of Wis.**	
Age	Number	%	Number	%	Number	%
0-4	1,155	5.4	11,702	6.6	358,443	6.3
5-14	2,418	11.3	24,850	14.0	744,544	13.1
15-24	2,510	11.7	23,215	13.2	785,761	13.8
25-44	**6,082**	**28.3**	**48,111**	**27.3**	**1,447,360**	**25.4**
45-54	3,386	15.8	28,090	15.9	873,753	15.4
55-64	2,753	12.8	19,893	11.2	699,811	12.3
65+	3,169	14.8	20,834	11.8	777,314	13.8
TOTAL:	21,473	100	176,695	100	5,686,986	100

Source: ACS Demographic Profile Data by Age and Sex, 2010-2014.

BENEFITS OF PARKS, OPEN SPACE AND TRAILS

Planning for parks and open space is intended to improve the overall health and provide a sense of place for residents and visitors. Numerous researchers have attempted and succeeded in a number of cases in presenting scientific evidence that parks and open space have a number of benefits including community benefits, individual benefits, economic benefits, and environmental benefits.

Community benefits, like those for the Town of Grand Chute, can be considered values that bring a positive result to a group of people. Individual benefits are the exact opposite providing a direct result to a single person. Economic benefits mean effects of park and open space in attracting investment, tourism, and direct positive effects to property values as well as commercial dollars from hotels and restaurants. Finally, environmental benefits are those that show the benefits of protecting and enhancing existing natural areas. These subsidies are illustrated to show citizens and property developers alike the direct impact parks and open space have on the community and its citizens.

Community Benefits

- Families that play together report greater stability and satisfaction, the foundation of a stronger society.
- Recreation provides a sense of community and an opportunity to interact. Communities with natural areas and open spaces are considered good places for children and offer high quality of life to all residents.
    - Sixty-four percent of Americans consider it very important to conserve and protect wetlands, and 46 percent say they believe there are too few wetlands in North America according to a study conducted by Responsive Management. However, 63 percent could not name a single non-governmental organization

that helps conserve wildlife and natural resources, and 57 percent could not identify a nongovernmental group that protects the environment. (*Responsive Management, 2002)*
- Community recreation reduces alienation, loneliness, and anti-social behavior.
- Recreation provides opportunities for community involvement, and shared management and ownership of resources.
- Recreation opportunities, facilities and the quality of the local environment are the foundations of community pride.
- Increased green space reduces crime rates.

Individual Health

Contributes to a resident's overall well-being and health by providing the opportunity for recreational activities which enhances the quality of residents' lives. (QOL)

- Provide opportunities to experience and observe nature.
- Provide opportunities for learning and living a more balanced life.
- Provide a place for stress reduction, rest, relaxation, and revitalization through recreation.

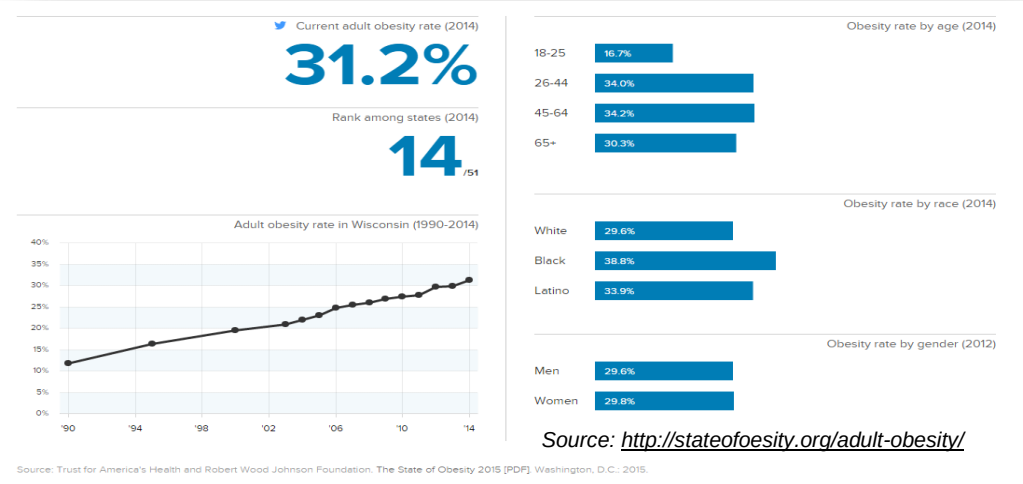
Fit Life: Green exercise beats working out indoors (on line blog):

- "Exercise is well known to provide physical and psychological health benefits. But where we exercise may determine how much health benefit we get. Emerging scientific evidence is revealing that green exercise, which is defined as exercise done in a natural outdoor environment, has additional positive health effects compared to indoor exercise."

- "…A review published in Extreme Physiology and Medicine found that, compared with indoor exercise, green exercise produces greater increases in our energy, happiness, self-esteem and concentration; and larger decreases in our levels of tension, confusion, anger, depression, blood pressure, stress and perceived exertion. People also report more enjoyment and satisfaction with outdoor physical activities, and they have a greater intent to repeat the activity at a later date."

- In Washington County, Wisconsin residents were asked if they personally were benefited from parks, this what they had to say:
    - Helped improve overall physical health 55%
    - Helped obtain greater appreciation of nature/outdoors 79%
    - Helped decrease stress level 77%
    - Improved quality of life 76%
    - Helped provide balance between work and play 77%

Figure 2: State of Wisconsin Obesity Rates



Source: http://stateofoesity.org/adult-obesity/

Huffpost Healthy Living 7/18/14 (online edition):

"Here are six ways the outdoors makes us healthier: 1) The outdoors can spur weight loss, 2) Nature increases brain function, 3) It amps up vitamin D intake, 4) The outdoors may even help us age more gracefully, 5) Nature is great for stress-reduction, and 6) The outdoors makes us happy."[2]

Figure 3: County 2016 Health Rankings Based on Healthy Outcomes

County	Ranking
Brown	34
Calumet	2
Outagamie	18
Shawano	47
Waupaca	50
Winnebago	41

According to the new 2016 county health rankings, Outagamie County, where the Town of Grand Chute resides, is in the higher half of the ranking system at 18 with 1 being the highest and 72 being the lowest according to the UW-Population Health Institute. Calumet County is listed as number two statewide for healthy outcomes which measures length of life and quality of life along with health factors and behaviors.

Economic Benefits

Attracts Investment

- Parks and open space enhances the quality of life that attracts tax-paying businesses and residents to communities.

- UW-Extension had recently put out a document[3] studying the market potential of the town as compared to population growth and housing estimates. The study area

[2] The Trust for Public Land, "8 Ways that Parks Improve your Health."
[3] "Grand Chute Town Center Market Potential", Outagamie County UW-Extension Office

consisted of the area around the Town Hall (town center County A/Grand Chute Boulevard). The study concentrates mostly on businesses vs. recreational space but fitness and recreational services are listed within the report as well as multi-model connections. The document stresses barriers such as I-41 and ways of trying to look beyond the traffic issues in planning for space.

- Small company owners say recreation, parks, and open space are the highest priority in choosing a new location for their business. (Trust for Public Land, *Economic Benefits Report*, April, 2015)

Attracts Tourism

- "According to the Fox Cities Convention and Visitors Bureau, travelers spent more than $230 million dollars in Appleton and Outagamie County. That is an increase of 5.2% over the past years. In 2014, Town of Grand Chute travelers spending supported over 4800 jobs and over $122 million dollars in wages and salaries. Travelers spending in the Town of Grand Chute generated $29.8 million in taxes for local and state government.

- According to the US Bureau of Labor Statistics, the hospitality and leisure industry added 1.67 million jobs from February 2010 to May 2014. The Talent Tribune; *a national website dedicated to all things HR about talent management, jobs, workplace culture, and recruiting;* announced the best cities for hospitality jobs where Oshkosh is ranked 6th in the nation for our addition of permanent jobs.

- Recreation and park services are often the catalyst for tourism, a growing sector of the economy. For instance, the American Hotel and Lodging Association reported that Americans spent $150 billion on leisure related stays in 2000. That's 59% of the total American hotel/motel industry ($2.54 billion) for the year. (*http://www.manitowoc.org/parkandrec/benefits.htm*)

Environmental Benefits

Reduces Flooding

- Green spaces help in reducing run-off and utilizing stormwater best practices as is followed by the County Land and Water Conservation Department. (LWCD) Education in shoreland buffers and pollution prevention are key to controlling flooding according to the LWCD.

- Natural areas reduce the rate and volume of storm water runoff, which reduces incidents and severity of flooding. Stream flowage has decreased by 3.7% for every 1% increase in protected wetlands along a stream corridor. (Illinois State Water Survey, 1993)

- A community near Boston purchased or protected 8,000 acres of wetlands along the Charles River. These wetlands were capable of containing 50,000 acres of water and were an alternative to a $100 million system of dams and levees. The loss of wetlands

would have resulted in $17 million in flood damage annually. (Trust for Public Land, *Economic Benefit Report,* 1999)

Enhances Air Quality

- An urban ecological analysis found that more green space within a city's boundaries can improve the urban environment. Among the green space advantages listed in EcoPlanIT Madison: Green Space Goal ("Project EverGreen": UW-Madison Department of Urban and Regional Planning) are: helping regulate air quality and climate, reducing energy consumption by countering the warming effects of paved surfaces, recharging groundwater supplies and protecting lakes and streams from polluted runoff.

- An urban ecological analysis in New Berlin, Wisconsin found:

    - Trees save urban residents a total of $11,000 each year in cooling costs. As young trees mature, this is expected to grow to $107,000 in saving each year.

    - Trees in the city remove over $478,000 worth of pollutants each year. (David B. Haines, *The Value of Trees in the City of New Berlin*, 2001)

- A typical tree provides $196,250/yr. worth of ecological benefits including air purification and oxygen formation. (G. Tyler Miller, Jr., *Living in the Environment,* 1998).

FUTURE STEPS

The town has done a good job of providing park and facility features as well as opportunities that appeal to different age groups. "Center Park" should be an extension upon these offerings by keeping up with the demand of recreational use of residents. By increasing park and trail connections to the overall system that can be utilized by all age groups gives Grand Chute a leg up on its competition and offers tax payers more amenities instead of having to pay more by using Appleton's or another communities programs and/or facilities.

Now that the public input information has been collected and analyzed, an engineering consultant will be hired to assist in the development of a master plan for the park. Once the Town Board approves the plan, construction of new facilities will begin and is anticipated for early 2017 starting with a parking lot, shelter building, and some amenities. The timeline provided on the next page gives the breakdown of what is anticipated for the park development. Table 5 gives an estimate of possible costs that could be included with the park project based on the residential requests from the survey and visioning session. The town should look at budgeting these in phases over the next 5-10 years to assist in the addition of each amenity.

Table 4: Town Center Park Development Process & Timeline

August	Sept	Oct	Nov	Dec
2016				
August 4 - Plan Commission will discuss the Concept Plan timeline and schedule a Public Hearing for 8/16. August 16 - Plan Commission holds a Public Hearing and makes recommendation to Town Board regarding the Concept Plan and dedicating the property as Parkland.	September 6 - Town Board will (1) act on the recommendation to approve the Concept Plan, (2) act on a resolution dedicating the property as Parkland, and (3) act on a recommendation to solicit proposals for a Master Plan. September 27 - Open bids for Master Plan.	October 4 - Town Board will act on a recommendation to approve the proposal for Master Plan. Consultant work on Master Plan begins October 17. Park Development Committee works with consultant during development of Master Plan.	Master Plan Development	Park Commission reviews final Draft of Master Plan and makes recommendation to Plan Commission. Plan Commission reviews Master Plan and makes recommendation to Town Board. Town Board will act on recommendation to approve the Master Plan.

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2017											
Park Commission reviews Site Plan for first phase of park faculties. Plan Commission reviews Site Plan for first phase of park facilities. Town Board acts on authorizing bidding and construction plans for first phase of park facilities.	Construction plans and bidding documents are developed for first phase of park facilities.	Open bids for park facilities.	First phase park facilities construction.								

Table 5: Amenity Cost Estimates for "Town Center Park" Construction

Supported by Survey	Visioning Session	Possible Amenities	Estimated Cost(s)
X (68.09%)	X	Enclosed Shelter with Restrooms – Community Center	$555,000
X (66.38%)	X	Fitness Areas and Workout Stations / Exercise Area	$ 15,000
X (65.11%)	X	Playground Equipment	$ 80,000
X (50.64%)	X	Picnic Area	$ 50,000
X (48.94%)	X	Splashpad / Water Feature	$185,500
X (39.57%)	X	Nature area creation / duck pond	$ 33,000
X (24.68)	X	Off road perimeter 1 mile trail - Bark Chips ($1.29 / Linear Ft)	$ 6,800
X (18.72%)	X	Arboretum	$ 35,000
X	X	Tennis / Pickle Ball Court	$110,000
	X	Ball Diamond (w/lighting)	$230,000
		Access Boardwalk from N White Hawk Dr.	$ 30,000
		Prairie Plantings (2 acre)	$ 7,000
		Parking Lot– Master Plan (225 spaces) *Grand Chute Blvd. Access* *$1,500 per space (Includes paving, drainage, marking ,signing, and lighting)*	$337,500
		Subtotal* **Again these are just estimates as the town has bids out already for certain amenities but will want to get current prices when installing as these will fluctuate from year to year.*	**$1,674,800**

General Recommendations

As shown by the analysis in this report, the town should target different audience groups with the amenities offered. Young children, early teen and adult areas can all be planned for in the 20 acres. Activity zone areas should be created within the park to accommodate all age groups. From the visioning session the most responses were for more ball diamonds, playgrounds, and trails. From the survey, the highest requests were for a shelter, exercise/fitness areas, and playgrounds. The table below gives a breakdown of some of the amenities that should be

developed with supporting data from the survey and visioning session and why they should be included in the park with a timeframe.

Table 6: "Town Center Park" Recommendations

Survey Results	Visioning Session	Recommendations	Performance Measure/Metric	Timeframe
Shelter with Restrooms = 68% requested this through the survey	Shelters tied for 4th chosen amenity	Build a shelter as one of the first amenities to accommodate and promote the park	Develop a Master Plan for park to include parking as well	1-2 years Immediate need
Exercise Areas were voted as the second needed facility at 66%	Fitness zones tied for the 4th chosen amenity	Create adult fitness zone areas next to playgrounds so adults can exercise along with their children	Develop a Master Plan for park to include these zones	2-4 years
Playgrounds (Biggest age group represented was 0-8) 0-4 = 53% 5-8 = 43%	Playgrounds were the second highest chosen category.	-Review individual playground components to include a tot area as well as climbers and equipment for 5-12 year olds. -Create a nature based theme.	-Develop a Master Plan for the park	6 mos. - 1 year
Trails and Connectivity was #1 Priority for health initiatives Top 3: 1. Connectivity between parks and neighborhoods 2. Better Access to parks 3. More improved multi-use trails and sidewalks.	Multi- Use Trails were of interest to many residents – 3rd highest chosen amenity	Increase walking and bicycling in the Town of Grand Chute by adding a perimeter trail to Town Center Park for access to subdivision and other already existing town trails.	-Keep the Comprehensive Outdoor Recreation Plan up to date (CORP) -Create a group to focus on healthy living, bicycling and walking opportunities -Develop a Bicycling and Pedestrian Plan strategy	3-5 years

Survey Results	Visioning Session	Recommendations	Performance Measure/Metric	Timeframe
Sports Fields (Ball Diamonds) Residents would spend $75 if given $100 for more park amenities. 28% need for more diamonds.	Sports Fields (Ball Diamonds) was the most selected amenity needed	Develop ball diamond, (pony league style) for interleague play	Develop a Master Plan for park, work with area Baseball Groups Follow NR-151 requirements if needed. *(5 acres or over of fertilized area, the DNR requires a Nutrient Management Plan.)*	1-3 years

Other future attractions to include in the park:

- Nature Areas, Duck Pond and Programming (arboretum)
- More Playgrounds
- More open shelters
- More hiking and biking trails with connections to the park
- Water feature(s) splashpad
- Other multi-trail uses: cross country skiing, snow shoeing, etc.

Grants and funding for these amenities could be subsidized through local interest clubs to assist the town in the development process. Some funding sources that the town could be eligible are listed in Appendix C. The Town of Grand Chute is an urban township with many opportunities and "Town Center Park" is one such amenity that can definitely add to the park system and increase the joy of residents for years to come.

APPENDICES

APPENDIX A

DETAILED SURVEY RESULTS

Town of Grand Chute Town Center Park Development Strategy

Wednesday, June 08, 2016

237

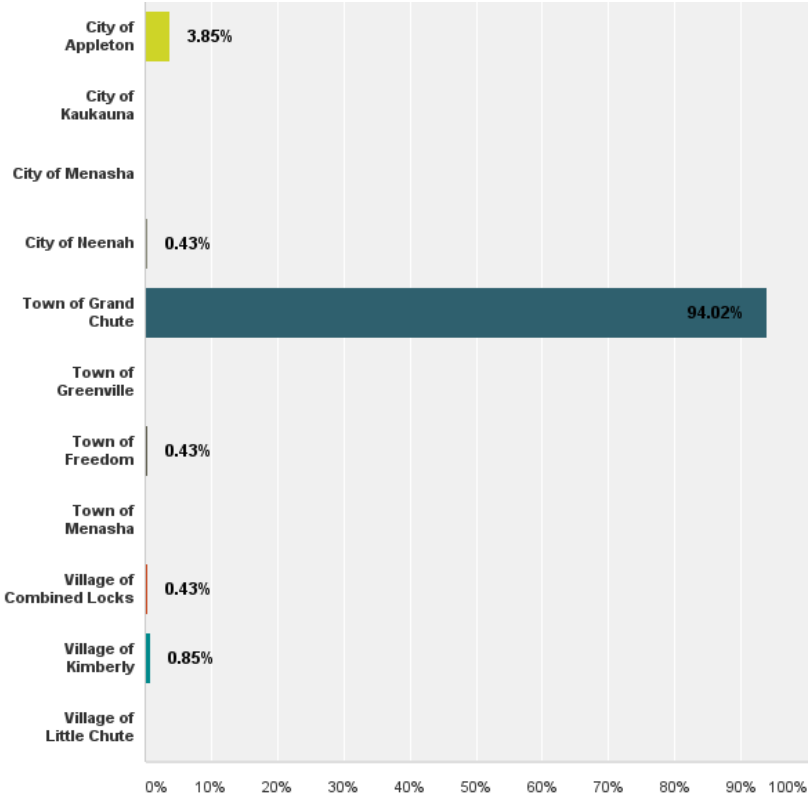
Total Responses

Date Created: Friday, January 08, 2016

Complete Responses: 237

Q1: What Community do you live in?

Answered: 234 Skipped:



Q2: What is your address?

Answered: 225 Skipped: 12

Q3: Number of Children in your Household?

Answered: 233 Skipped: 4

Responses (233) | Text Analysis | My Categories (4)

+ New Category

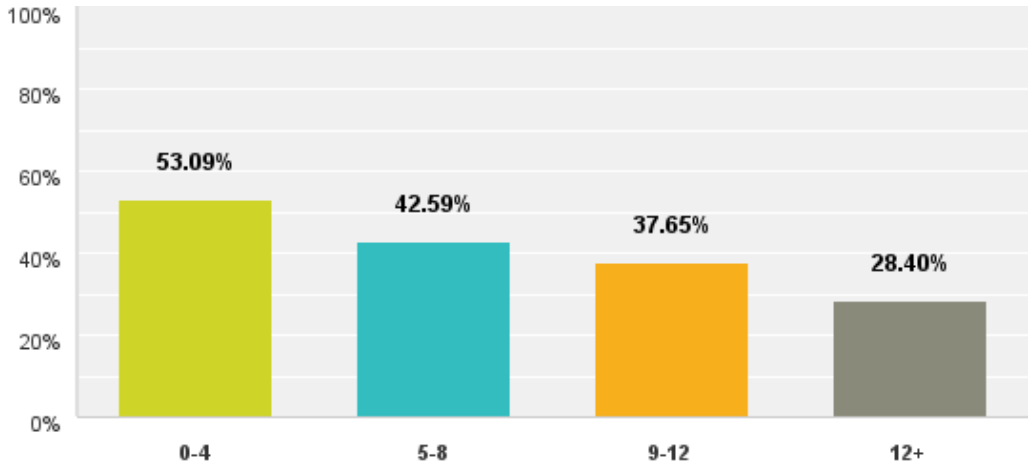
Search responses

Showing 4 custom categories

0-1 View all • Edit • Delete	47.21%	110
2-3 View all • Edit • Delete	49.36%	115
4-5 View all • Edit • Delete	3.43%	8
6 or more View all • Edit • Delete	0%	0
Uncategorized View all	0%	0

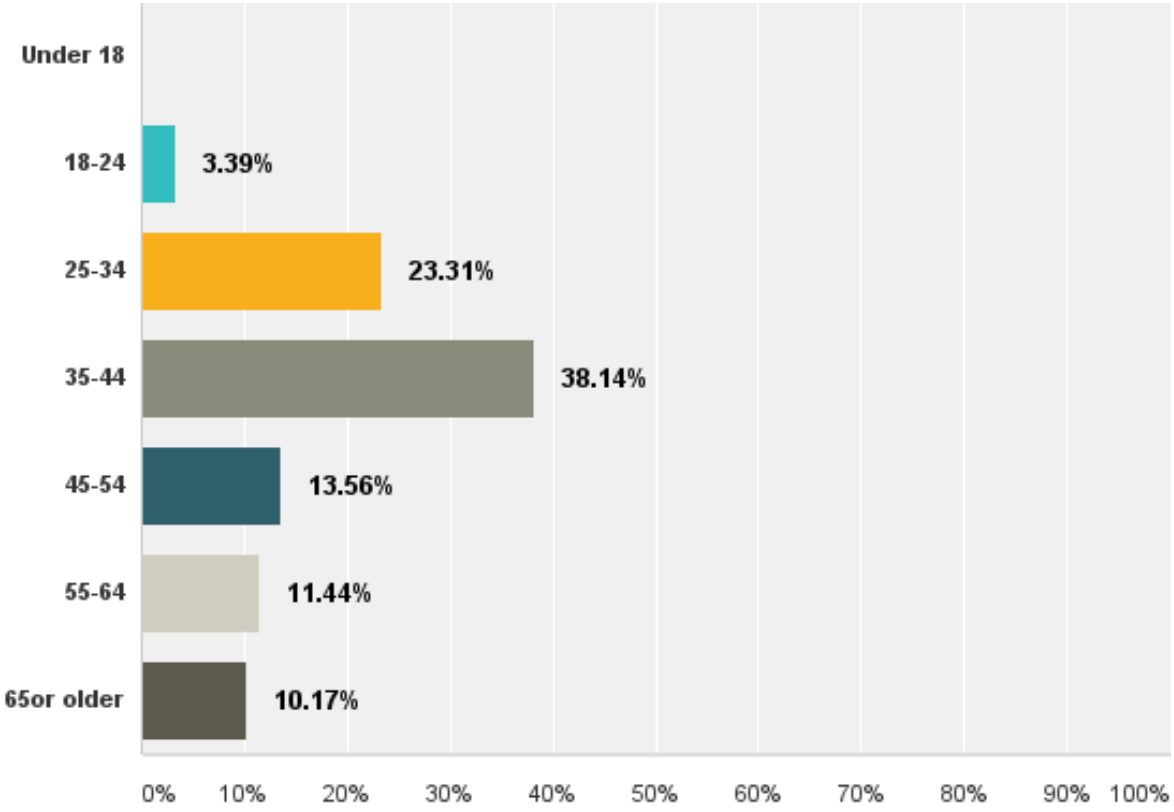
Q4: What is the age range of the Children in your Household?

Answered: 162 Skipped: 75



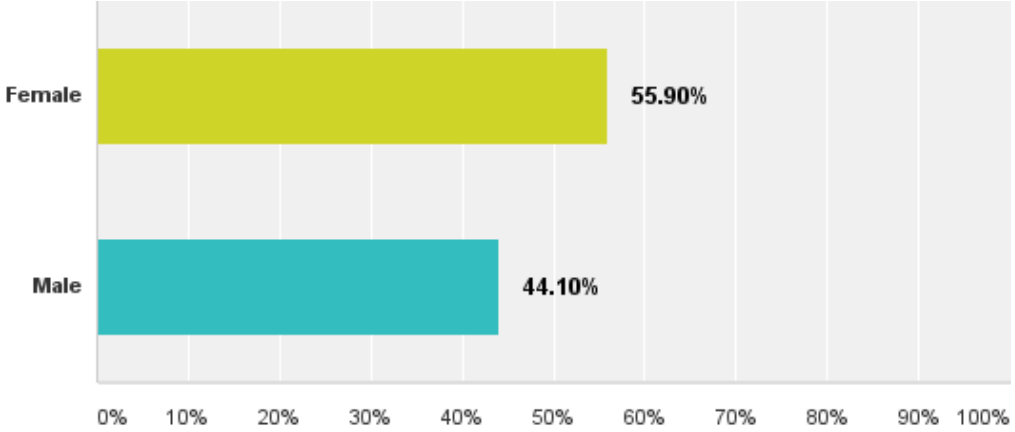
Q5: What is your age?

Answered: 236 Skippe



Q6: What is your gender?

Answered: 229 Skipped: 8



Q7: Household size (Including yourself)?

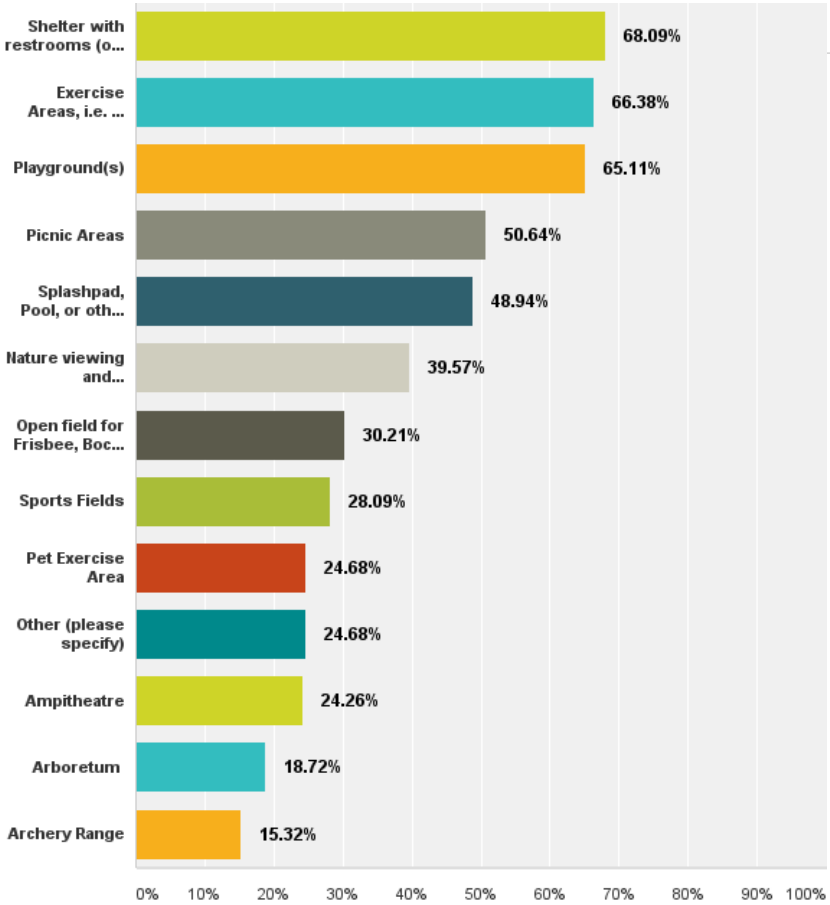
Answered: 233 Skipped: 4

Showing **5** custom categories

Five and Greater View all • Edit • Delete	**24.03%**	56
Four View all • Edit • Delete	**28.33%**	66
One View all • Edit • Delete	**6.01%**	14
Three View all • Edit • Delete	**16.74%**	39
Two View all • Edit • Delete	**24.89%**	58
Uncategorized View all	**0%**	0

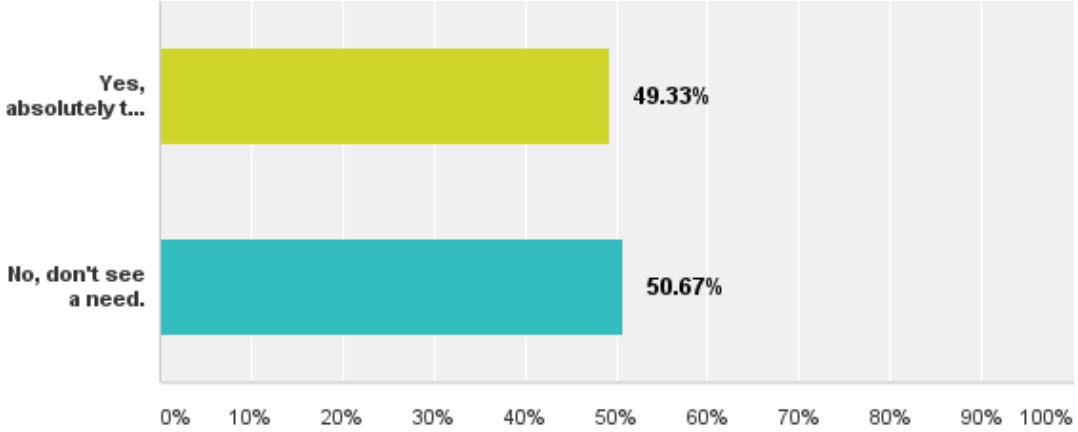
Q8: If new facilities are developed in "Town Center Park" I would like to see: (check all that apply`

Answered: 235 Skipped: 2



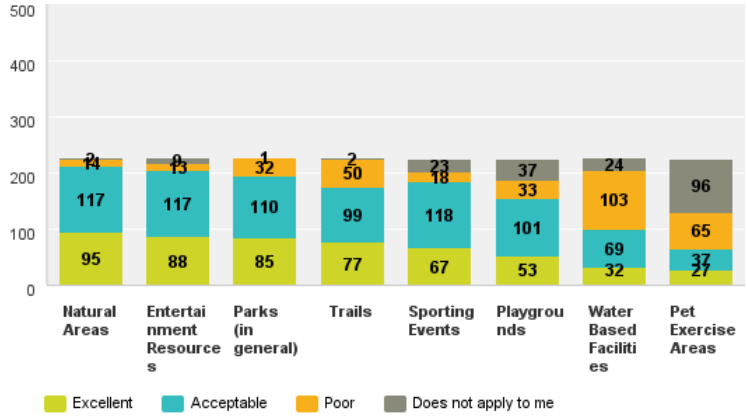
Q9: If there was an enclosed heated shelter with restrooms available at this location would you rent it?

Answered: 225 Skipped: 12



Q10: Please rate your ability to access the following:

Answered: 231 Skipped: 6

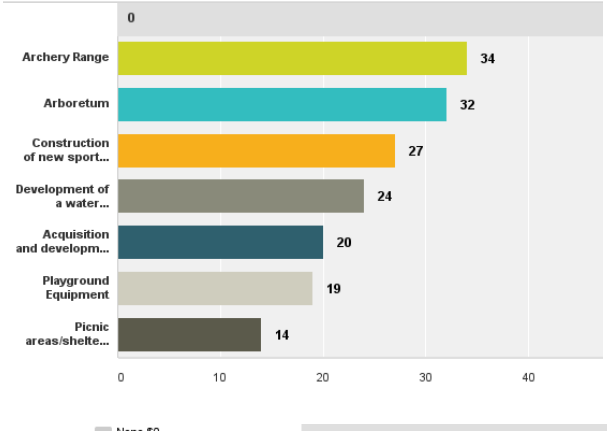


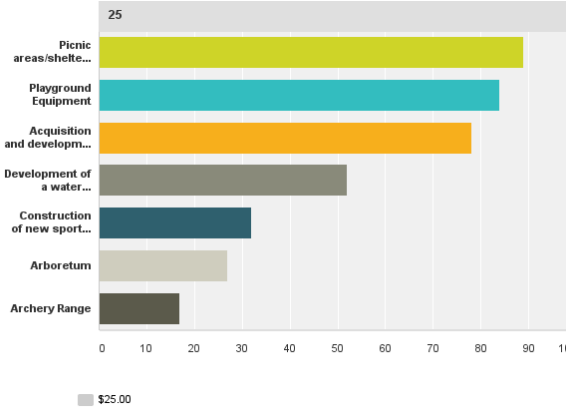
	Excellent	Acceptable	Poor	Does not apply to me	Total	Weighted Average
Natural Areas	**41.67%** 95	**51.32%** 117	**6.14%** 14	**0.88%** 2	228	2.34
Entertainment Resources	**38.77%** 88	**51.54%** 117	**5.73%** 13	**3.96%** 9	227	2.25
Parks (in general)	**37.28%** 85	**48.25%** 110	**14.04%** 32	**0.44%** 1	228	2.22
Trails	**33.77%** 77	**43.42%** 99	**21.93%** 50	**0.88%** 2	228	2.10
Sporting Events	**29.65%** 67	**52.21%** 118	**7.96%** 18	**10.18%** 23	226	2.01
Playgrounds	**23.66%** 53	**45.09%** 101	**14.73%** 33	**16.52%** 37	224	1.76
Water Based Facilities	**14.04%** 32	**30.26%** 69	**45.18%** 103	**10.53%** 24	228	1.48
Pet Exercise Areas	**12.00%** 27	**16.44%** 37	**28.89%** 65	**42.67%** 96	225	0.98

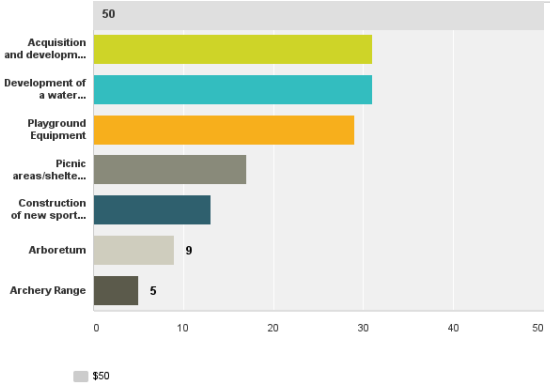
Q11: Parks and recreational facilities impact public health for residents of Grand Chute and the surrounding communities. Please identify the top three (3) priorities that impact public health that you think are important to incorporate into the creation of the new park.

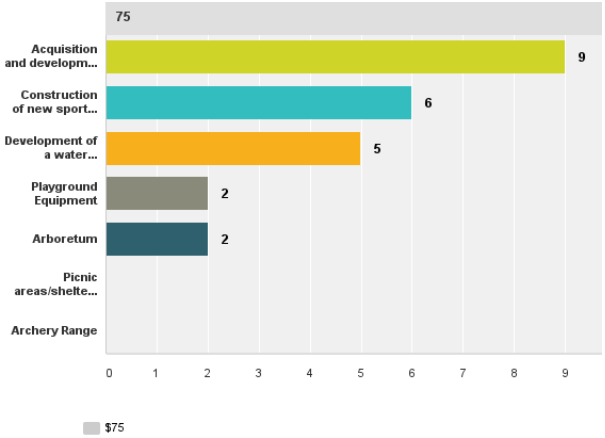
Answered: 227 Skipped: 10	Priority 1	Priority 2	Priority 3	Total	Weighted Average
Connectivity between parks and neighborhoods	**45.39%** 69	**31.58%** 48	**23.03%** 35	152	1.78
Better access to parks, public spaces, and community events	**43.66%** 62	**33.10%** 47	**23.24%** 33	142	1.80
More/improved sidewalk, bicycle, or multi-use facilities	**43.26%** 61	**35.46%** 50	**21.28%** 30	141	1.78
Preservation of open space for nature play	**29.23%** 38	**35.38%** 46	**35.38%** 46	130	2.06
Improved air quality through more tree plantings and landscaping	**39.33%** 35	**26.97%** 24	**33.71%** 30	89	1.94
Mitigation of traffic related noise - location, peaceful surroundings	**32.71%** 35	**38.32%** 41	**28.97%** 31	107	1.96
Improved safety for all park users	**32.94%** 28	**32.94%** 28	**34.12%** 29	85	2.01

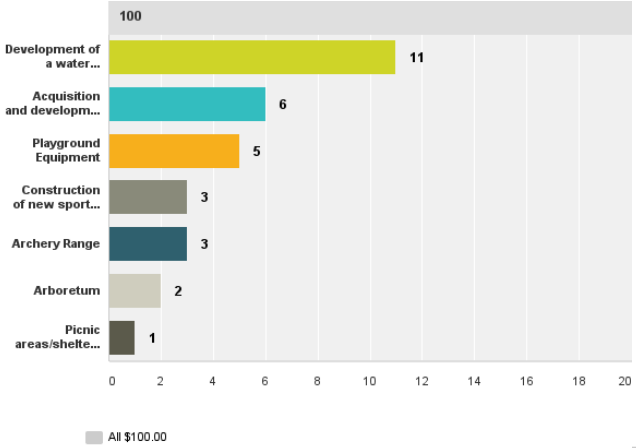
Q12: Hypothetically speaking, please indicate how your household would allocate $100 for the park among the possible categories listed below: Please make sure your total adds up to $100.







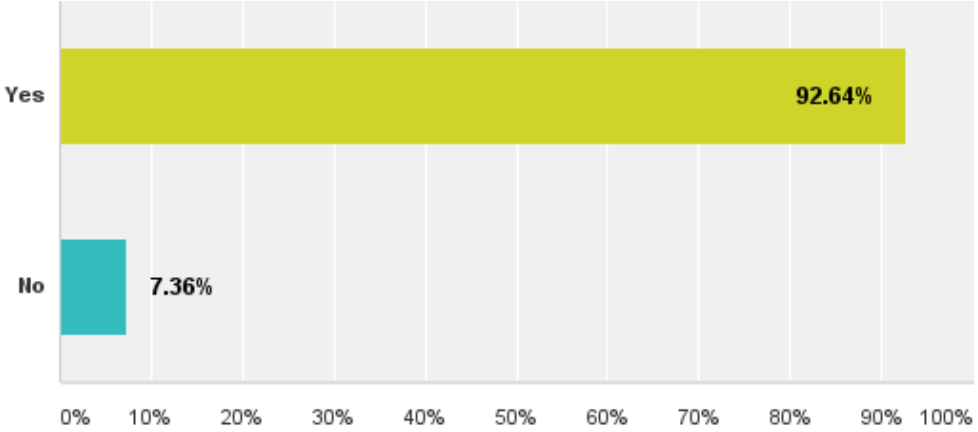




Answered: 211 Skipped: 26

Q13: Would you support the development of a park on the 20+ acres of property owned by the Town to the north of the Grand Chute Town Hall?

Answered: 231 Skipped: 6



Q14: Please let us know any other comments or suggestions you might have for the new Town Center Park.

Answered: 91 Skipped: 146

Showing 11 custom categories

Greatidea View all • Edit • Delete	8.79%	8
NegativeNoPark View all • Edit • Delete	6.59%	6
PetArea View all • Edit • Delete	1.10%	1
PickleBallGolfFitnessArea View all • Edit • Delete	6.59%	6
PicnicAreas View all • Edit • Delete	4.40%	4
Playgrounds View all • Edit • Delete	18.68%	17
Preservation View all • Edit • Delete	14.29%	13
Restrooms View all • Edit • Delete	5.49%	5
SportsFields View all • Edit • Delete	12.09%	11
TrailAccess View all • Edit • Delete	26.37%	24
WaterFeature View all • Edit • Delete	12.09%	11
Uncategorized View all	0%	0

APPENDIX B

SURVEY ANALYSIS

Town of Grand Chute
"Center Park"

2015-2016
SURVEY RESULTS & ANALYSIS
Summary

Total Started Survey: 237
Total Finished Survey: 237 (100%) completion rate

December 14, 2015 – June 5, 2016

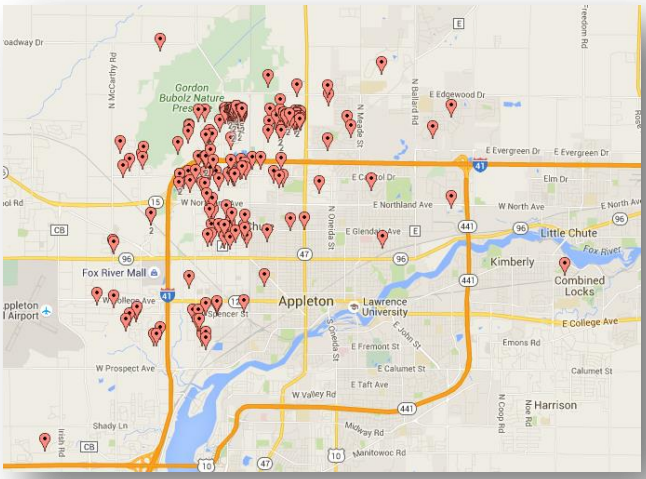
<u>14 Questions</u>

Assistance provided by the East
Central Wisconsin Regional Planning

Town of Grand Chute – Survey Analysis

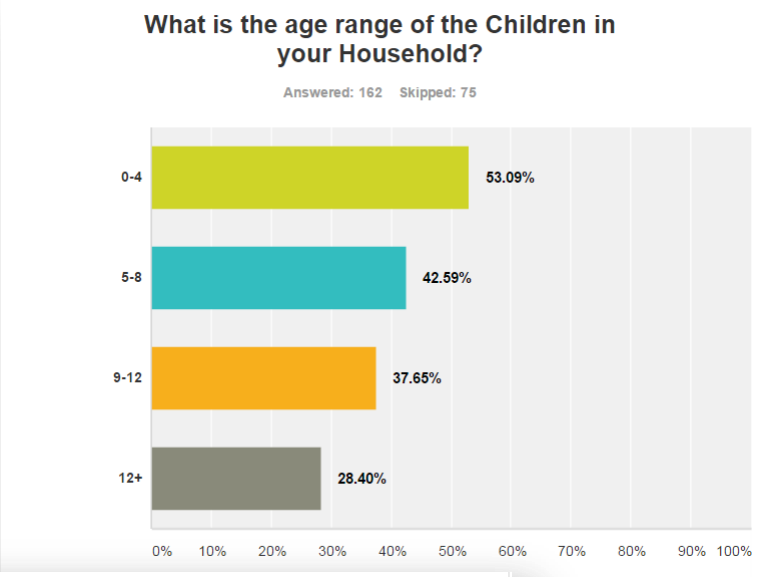
BY THE NUMBERS:

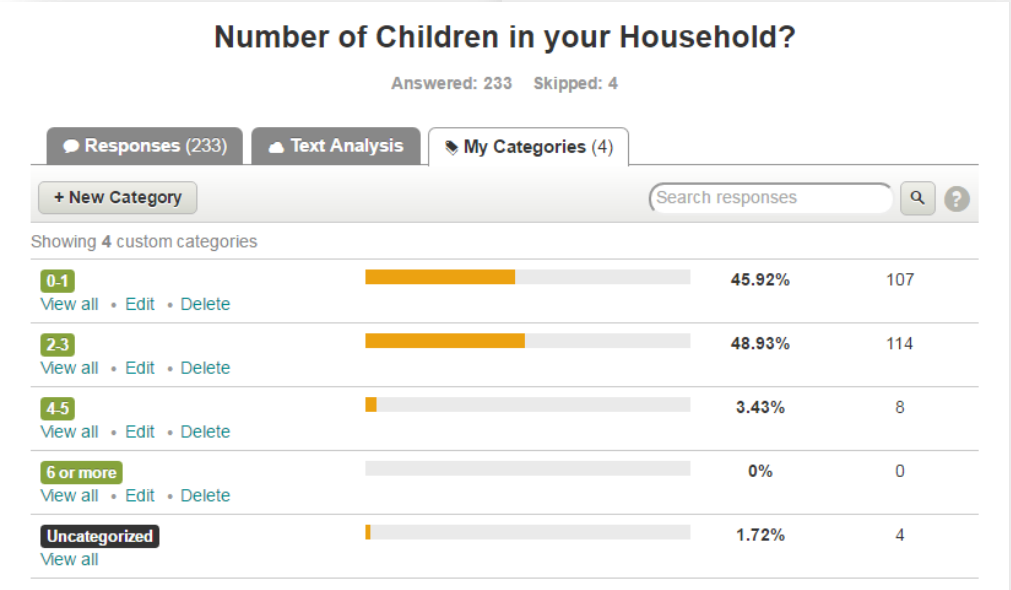
A. INFO/DEMOGRAPHICS



1. **Survey Participants Distribution:** *Just about all who participated are within the Township boundaries* or from the City of Appleton (**97.85%).**

2. **Number of Children in Household vs. Age:** *Results show a typical household* ***with 2-3 children and aged 0-4 years old.*** *The town should look at planning for park facilities to accommodate for younger children.*





3**. Age range of <u>survey participant</u> was:**

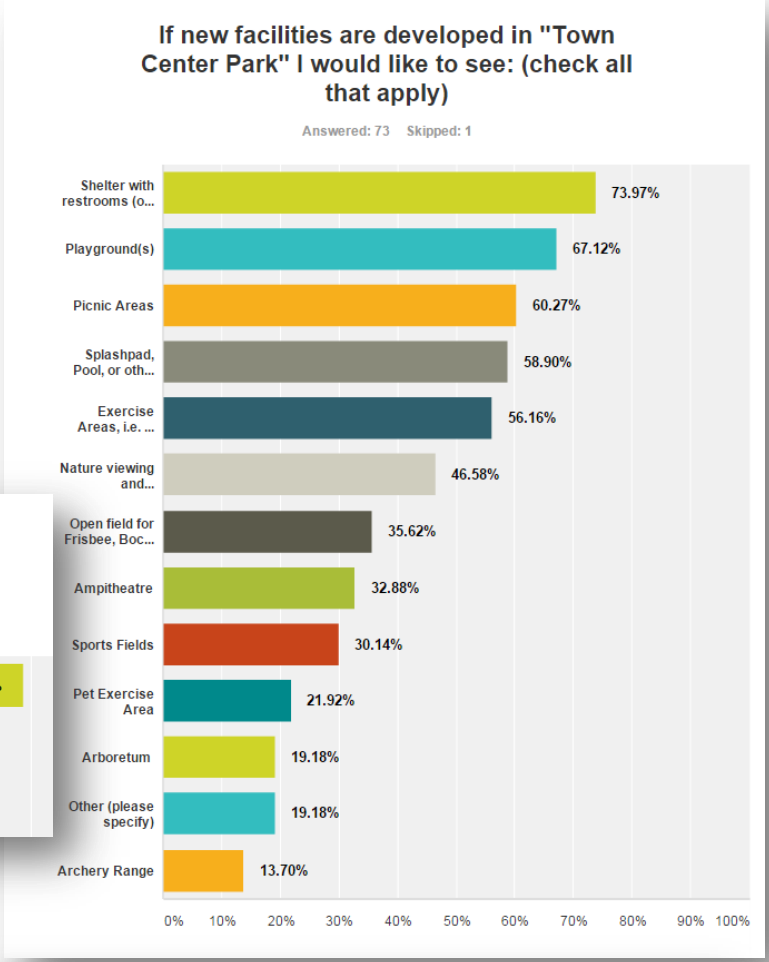
<u>35-44 at 38% and 25-34 at 23%, with 56% being female and an average household size of four</u>.

Facilities should be planned for Generations X & Y with the Millennials in mind for future uses.

<u>B. Facilities within the Park:</u>

1. Shelters with restrooms, playgrounds, and picnic areas were the top 3 chosen by participants reflecting the need for family type facilities. Water related, exercise areas, and nature viewing was next on the list as important features to create.

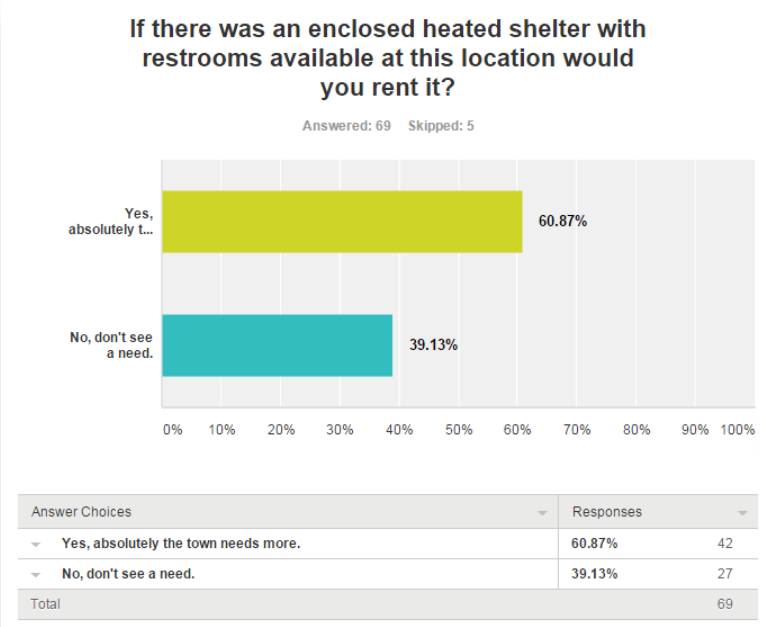
<u>Top 3 for ages 0-8:</u>



2. *Heated shelter rental option:*

Yes at 49.33% No 50.67%

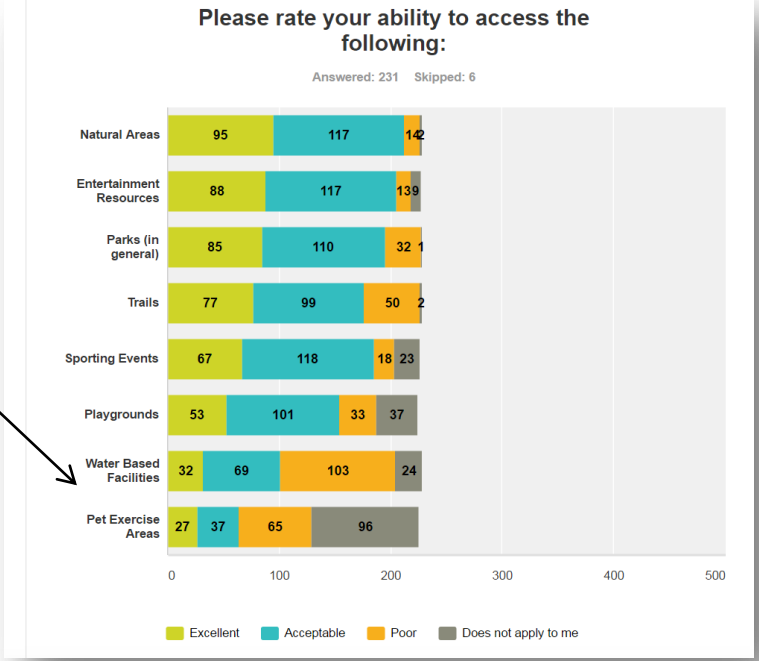
Feelings were mixed on an all season shelter. If amenities such as an ice skating rink were developed this could change.



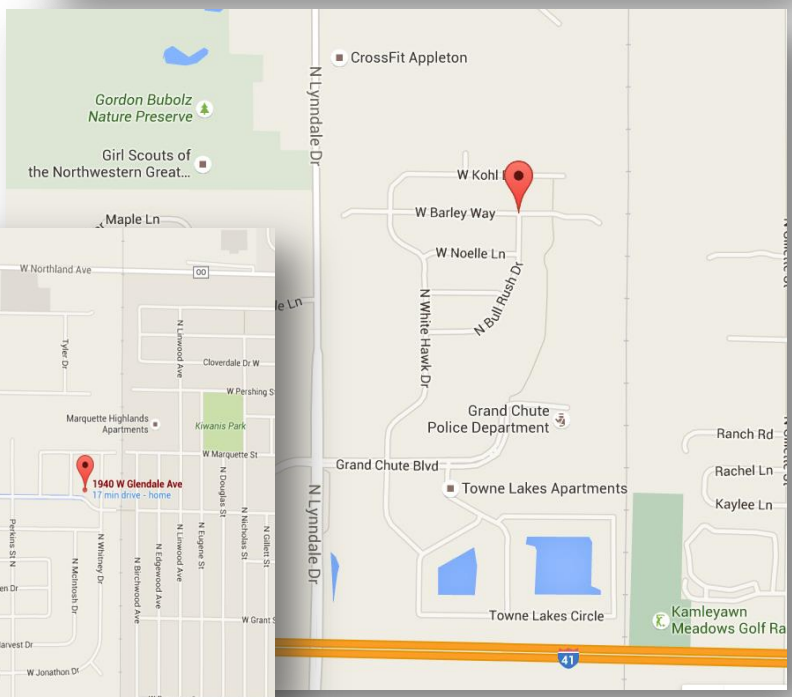
Answer Choices	Responses	
Yes, absolutely the town needs more.	60.87%	42
No, don't see a need.	39.13%	27
Total		69

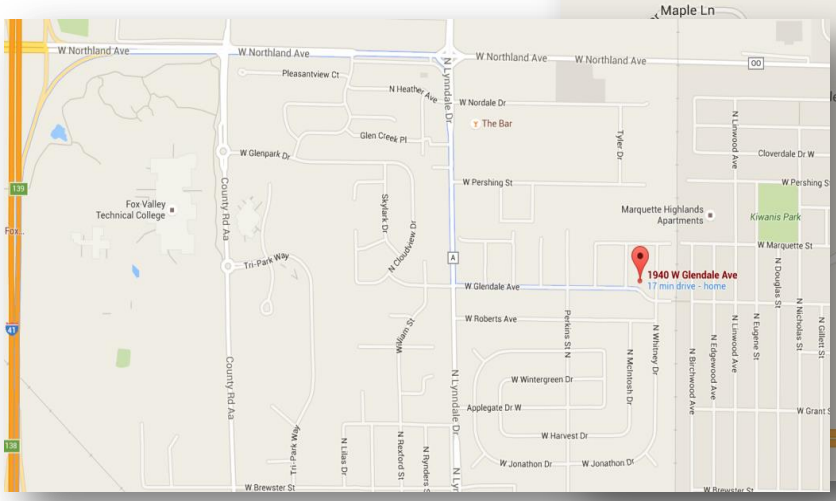
C. Access to Current Facilities:

1. Most Participants were able to get to current facilities within an acceptable distance but Pet Exercise Areas and Water Based Facilities seemed to be poorly accessible.



2. Of those that had poor accessibility to a park, the survey results showed their address to be in the vicinity of the neighborhood to the west of the Center Park location, W Barley Way to be specific and also south of W Northland Ave.

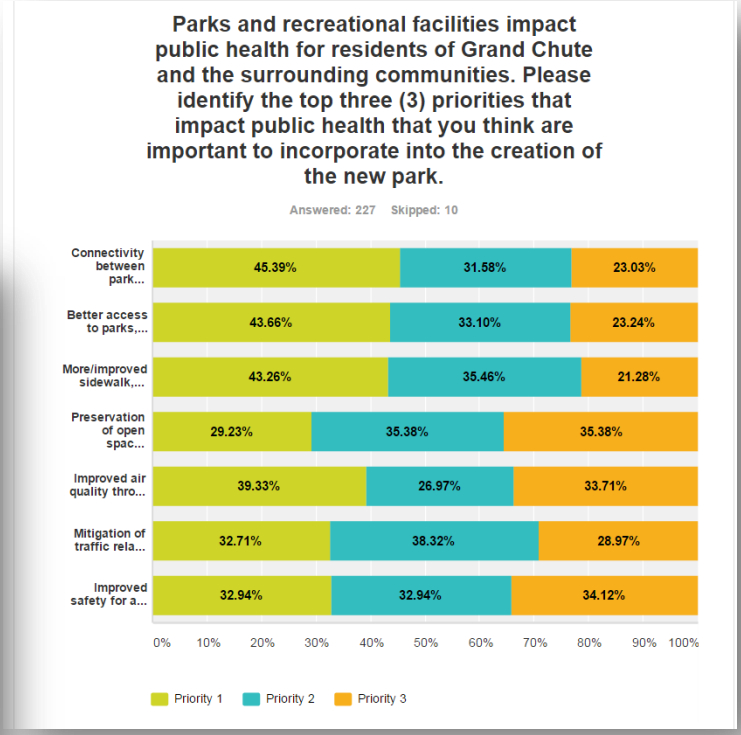




Barriers include N Lynndale Drive, CTH A, and I-41 as well as the railroad tracks east of W Glendale Ave.

3.. Based on improvement of health initiatives the top three (3) priorities that had a #1 ranking were access related:

	Priority 1
Connectivity between parks and neighborhoods	45.39% 69
Better access to parks, public spaces, and community events	43.66% 62
More/improved sidewalk, bicycle, or multi-use facilities	43.26% 61

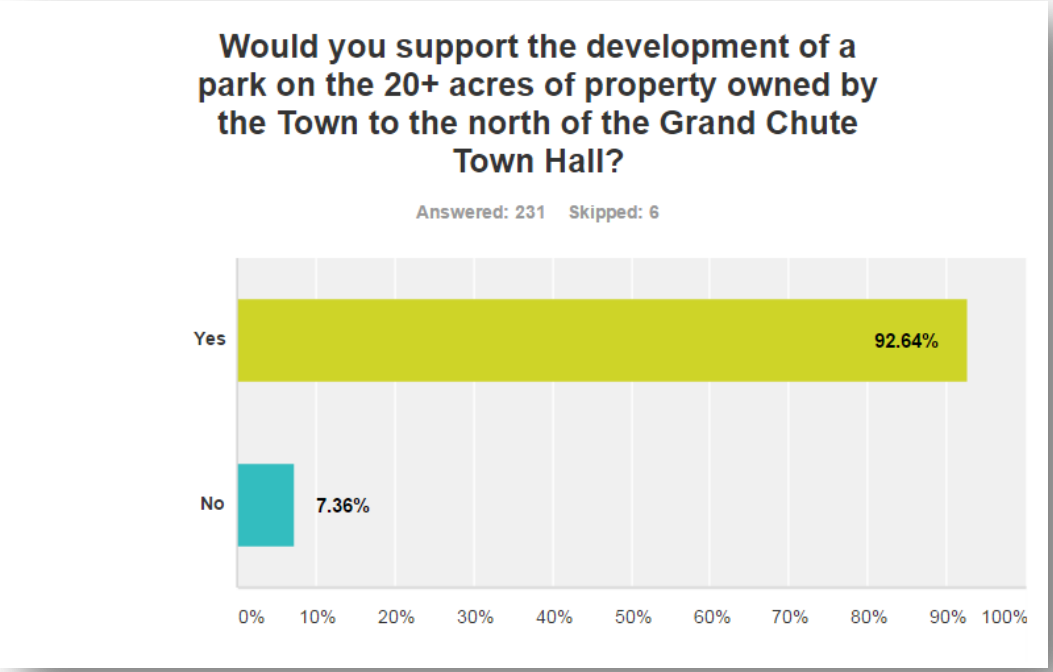


D. Funding Support of the New Park and Facilities to Add:

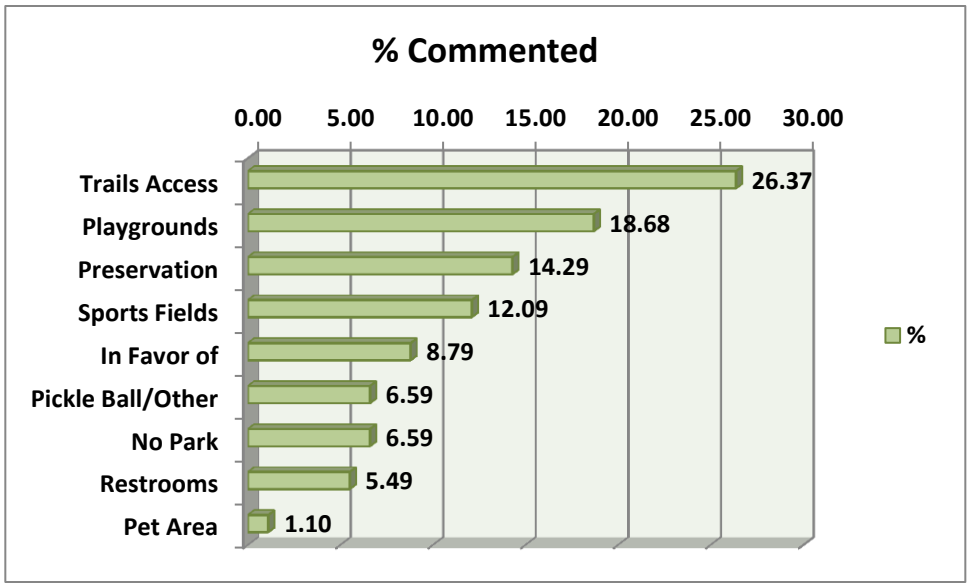
1. In allocating $100 for facilities, (Q12), residents most wanted it to be spent on either a water feature or more trails within the park. Picnic areas and playground equipment were next on the list as shown in the points ranked 1-7 with seven being the most chosen. In the zero or $0 category, the ranking is reversed in the allocation method to accurately reflect the totals.

Allocated:		$0	$25	$50	$75	$100	Totals:
Facility		Points					
Archery Range		*1*	1	1	1	3	7
Arboretum		*2*	2	2	3	2	11
Picnic Areas		*7*	7	4	2	1	21
Playground		*6*	6	5	4	5	26
Sports Fields		*3*	3	3	6	4	19
Trails		*5*	5	7	7	6	30
Water Feature		*4*	4	6	5	7	26

2. In support of the development of the new park, it was overwhelming positive in favor of at 92.64%. Many residents in the adjacent subdivisions were excited about the possibility of having recreation close by when interviewed at the visioning session.



3. About 91 comments were received from participants. Common themes were:



APPENDIX C

GRANTS & FUNDING
OPPORTUNITIES

APPENDIX C: GRANTS AND FUNDING OPPORTUNITIES

Program	***Purpose***	***Details***	***Deadlines***	***Notes***	***Agency***	***Contact***
Wisconsin Stewardship Programs						
Acquisition of Development Rights	Acquire development rights for nature- based outdoor recreation areas and activities	$1.6 M available per year 50% local match	May 1	Funds available for areas where restrictions on residential, commercial & industrial development	WDNR	Chris Halbur, Northeast District 920-662-5121
				May include enhancements of outdoor recreation		
Aids for the Acquisition and Development of Local Parks (ADLP)	Acquire or develop public, nature-based outdoor recreation areas and facilities	$4 M available per year 50% local match	May 1	A comprehensiv outdoor recreation plan is required Priority for land acquisition Projects must comply with ADA	WDNR	Chris Halbur, Northeast District 920-662-5121
Urban Greenspace Program (UGP)	Acquire land to provide natural space within or near urban areas, or to protect scenic or ecological features	$1.6 M available per year 50% local match	May 1	A comprehensive outdoor recreation plan is required. Projects must comply with ADA	WDNR	Chris Halbur, Northeast District 920-662-5121
Urban Rivers Grant Program (URGP)	Acquire land, or rights in lands, adjacent to urban rivers for the purpose of preserving or restoring them for economic revitalization or nature-based outdoor recreation activities	$800,000 available per yer 50% local match	May 1	A comprehensive outdoor recreation plan is required. Projects must comply with ADA	WDNR	Chris Halbur, Northeast District 920-662-5121
Land & Water Conservation Fund (LAWCON)	Acquire or develop public outdoor recreation areas and facilities	50% local match per project	May 1	A comprehensive outdoor recreation plan is required	WDNR	Chris Halbur, Northeast District 920-662-5121
Recreational Trails Act (RTA)	Provide funds for maintenance, development, rehabilitation, and acquisition of non-motorized multi-trails	50% local match per project	May 1	Funds may only be used on trails identified in or that further a goal of a local, county or state plan Funds may be used on trails that are in SCORP a state park plan	WDNR	Chris Halbur, Northeast District 920-662-5121

Program	***Purpose***	***Details***	***Deadlines***	***Notes***	***Agency***	***Contact***
Wisconsin Main Street Community Program	Comprehensive downtown revitalization program, which includes Streetscape improvements	Wisc. Dept. of Commerce	No Date	General downtown Program. May benefit trail enhancements through streetscaping	National Main Street Center	Bureau of Downtown Develoment 608-266-7531
Surface Transportation Environment Cooperative Research Program	Evaluate transportation control measures. Improve understanding of transportation demand factors. Develop performance indicators that will facilitate the analysis of transportation alternatives	20% local match per project	No Date	Money available for: development of national bicycle safety education curriculum grants to a national not-for-profit organization engages in promoting bicycle and pedestrian safety study of the safety issues attendant to thetransportation of children to and from school by various transportation	FHWA	US Dept. of Transportation 202-366-4000
Urban Forestry Grants	Assitance for tree maintenance, planting, and public awareness	$1,000 to $25,00 of grants awarded with a 50% local match	October 1	Funding is prioritized for communitiies needing to develop an urban forestry plan, needing worker training, and needing to conduct a street tree inventory	WDNR Urban Forestry	**Tracy Salisbury** 2984 Shawano Ave Green Bay, WI 54313-6727 **Phone:** 920-662-5450 **Fax:** 920-662-5159 **Email:** Tracy.Salisbury@Wisconsin.gov

Program	***Purpose***	***Details***	***Deadlines***	***Notes***	***Agency***	***Contact***
Transportation Grants						
Transportation Alternatives Program (TAP)	Provide facitilites for pedestrians and bicyclists. Provides funding for rehabilitating and operating historic transportation buildings and structures as well as "Main Streets"	Funded with TE-Map 21 21 20% required match	February	Not a grant program. 80% of funds are reimbursed if all federal guidelines are met. Project must relate to surface transportation. Construction projects must be over $100,000 Non-construction projects must be over $25,000	WisDOT	Tressie Kamp 608-266-3973 *http://www.fhwa.dot.gov/map21*
Surface Discretionary Grant Program (STP-D)	Provides flexible funds that can be spent on a wide variety of projects, including roadway, bridges, transit facilities, and bike and pedestrian facilities	Funded with TE-Map 21 20% match required	February	Any project that fosters alternatives to single-occupancy vehicle trips Facilities for pedestrians and bicyclists System-wide bicycle planning Construction projects must be over $100,000 Non-construction projects must be over $25,000	WisDOT	Tressie Kamp 608-266-3973
Safe Routes to School Grant Program (SRTS)	Intended to combat childhood obesity and reestablish walking and biking to school	Funded with TE-Map 21	December	Funding for bicycle and pedestrian facilities Funding for pedestrian and bicycle safety and programs	WisDOT	Renee Callaway 608-266-3973
Section 5309 (old Section 3 discretionay funds)	Transit capital projects; inclused intermodal facilities such as bicycle racks on buses and bicycle parking at transit stations;	20% local match per project	Early Spring	Funding for this program is allovated on a discretionary basis Congress reserves money each year Administration can pick the projects	WisDOT Bureau of Transit	Ron Morse 608-266-1650

Community Grants:
Wisconsin Community Fund: These are for non-profits groups.
http://www.forwardci.org/wisconsin-community-fund
http://www.cffoxvalley.org/page.aspx?pid=873

Sports Field Grants:
https://www.responsiblesports.com/programs/grants/rules
http://www.hksportsfields.com/sports-complex-financing/

Playground Grants:
http://www.bciburke.com/grants.html
http://www.miracle-recreation.com/purchase-options/playground-grants.html
http://www.playlsi.com/Research-Plan/Playground-Planning/Financing/Playground-Grants/Pages/Playground-Grants.aspx
http://korkatblog.com/playground-grants/
http://www.letsplay.com/get-involved/about-playground-grants?gclid=CJzZ2N792bgCFZA-Mgod6AsA6Q

Educational: (Could be used for landscaping also)
http://eeinwisconsin.org/core

***National*:** The National Parks and Recreation Association has fundraising ideas and resources along with grants for parks.
http://www.nrpa.org/fundraising-resources/

EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

Jerry Erdmann, Chair
David Albrecht, Vice-Chair
Eric Fowle, Secretary-Treasurer

COMMISSION MEMBERS

CALUMET COUNTY

Alice Connors
Ed Kleckner
Merlin Gentz

FOND DU LAC COUNTY

Martin Farrell
Brenda Schneider
Lee Ann Lorrigan
(Joseph Moore, Alt.)
Allen Buechel
Charles Hornung

MENOMINEE COUNTY

Muriel Bzdawka
Ruth Winter

OUTAGAMIE COUNTY

Thomas Nelson
Daniel Rettler
Timothy Hanna
Jeff Nooyen
Michael Thomas

SHAWANO COUNTY

Jerry Erdmann, Chair
Thomas Kautza
Marshal Giese

WAUPACA COUNTY

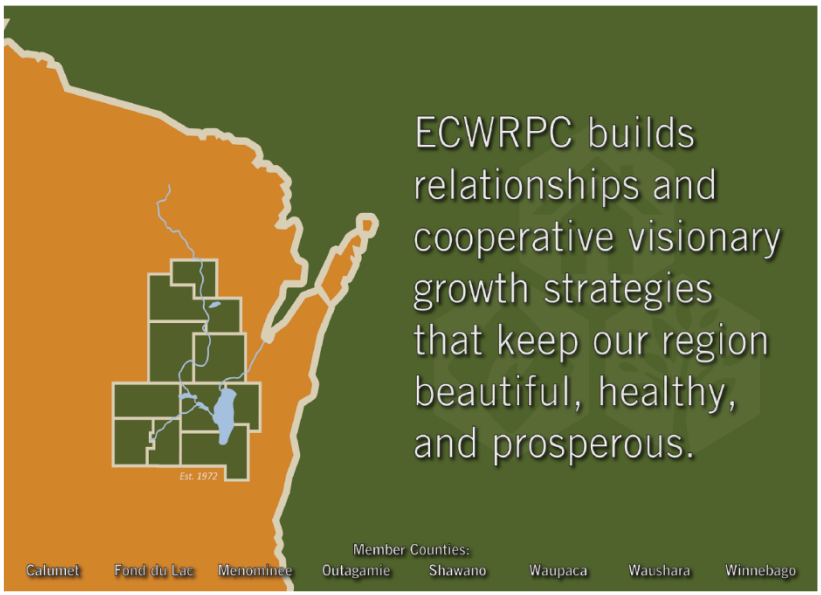
Dick Koeppen
Gary Barrington
Brian Smith
DuWayne Federwitz

WAUSHARA COUNTY

Donna Kalata
Larry Timm
Neal Strehlow

WINNEBAGO COUNTY

Mark Harris
David Albrecht
Ernie Bellin
Steve Cummings
Ken Robl
Robert Schmeichel

EX-OFFICIO MEMBERS

Jill Michaelson
Daniel Sandmeier