

*Amended Agenda as of 2:00 PM on February 3, 2011 to include items C-3 (b) Request for waived fees for use of Starin Park (Pedal for Hope) and C-3 (c) Request for waived fees for use of Starin Park (Cinco de Mayo)*

**City of Whitewater**  
**Parks and Recreation Board Agenda**  
**Monday, February 7, 2011 - 4:00pm**  
 Cravath Lakefront Room - 2nd Floor, City Municipal Building  
 312 W. Whitewater St. Whitewater, WI 53190

**Call to Order and Roll Call**

**Consent Agenda:**

CA-A	Approval of December 6, 2010 Parks and Recreation Board minutes
CA-B	Acknowledgment of Receipt and Filing of: <ul style="list-style-type: none"> <li>• Urban Forestry Commission minutes of September 29, 2010; October 12, 2010; and November 9, 2010; December 21, 2010</li> </ul>

**Hearing of Citizen Comments:**

No formal action will be taken during this meeting, although issues raised may become part of a future agenda. Participants are allotted a 3 minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those issues as designated in the agenda.

**Staff Reports:**

Parks & Recreation Director	Pepsi Refresh Grant, Whitewater Effigy Mounds Preserve Restoration Plan Update,
Recreation & Community Events Programmer	Recreation Programming Update; Freeze Fest

**Considerations:**

C-1	Appointment of member to Plan & Architectural Review Commission
C-2	Request by Justin Nothem to operate as a street vendor adjacent to Cravath Lakefront Park
C-3	Request for discounted rental rate for use of Downtown Armory by Jessica Czarapata
C-3 b	Request for waived rental fees for use of Starin Park (Pedal for Hope)
C-3 c	Request for waived rental fees for use of Starin Park (Cinco de Mayo)
C-4	Discussion and possible direction regarding 2011 treatment plan for Cravath & Trippe Lakes
C-5	Conceptual review of Treyton Kilar Field of Dreams design prepared by Rettler Corporation
C-6	Presentation of Fall 2010 Recreation Program Financial Report and Overall 2010 Report
C-7	Presentation of 2010 Annual Report
C-8	Approval of contract for 2011 recreation program photography services
C-9	Discussion and direction on requests for advertising in Program Brochure
C-10	Approval of 2011 Trick-or-Treat hours and 2011 Halloween Events
C-11	Request for future agenda items
C-12	Adjourn

City of Whitewater  
Parks and Recreation Board Agenda  
Monday, December 6, 2010 – 5:00 pm  
Community Room – 2nd Floor City Municipal Building  
312 Whitewater St, Whitewater WI 53190

Draft Minutes

**Call to Order**

Stone called meeting to order at 5:05 pm. Present: Negley, Daniels, Knedler, Stone, Dalzin, and Kaina (5:12 pm). Absent: None. Excused: Olsen

Staff: Matt Amundson, Michelle Dujardin, and Chuck Nass

Guest: Richard Ehrenberg, Wyatt Welter and Jerald Gaches

**Consent Agenda**

Negley moved to accept the consent agenda which included the November 1, 2010 Parks and Recreation Board minutes. Second by Knedler. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

**Hearing of Citizen Comments**

No formal action will be taken during this meeting, although issues raised may become part of a future agenda. Participants are allotted a 3 minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those issues as designated in the agenda.

There were no citizen comments.

**Staff Reports:**

**Parks & Recreation Director**

- Quorum Ordinance – This changes number of votes for passing an item from four votes to a majority of those in attendance.
- Sculpture Walk Task Force- Task Force is looking to incorporate public art into projects instead of a designated sculpture walk.
- Public Meeting (Whitewater Effigy Mounds Preserve Restoration)-Public meeting will be held Wednesday, December 8<sup>th</sup>.
- Pepsi Refresh Grant- Submittal was taken into the Pepsi Refresh Grant, currently waiting for approval and next step.

**Recreation & Community Events Programmer**

- Freeze Fest & Rail Jam – February 19, 2011 the annual Freeze Fest & Polar Plunge will take place at Cravath Lakefront Park. New addition this year is a Rail Jam. The Rail Jam will bring in skiers & snowboarder that will compete for prizes as they show skills on a platform of rails. 60% of proceeds will be donated to Special Olympics.

Senior Coordinator

- One Stop Shop: Held on Saturday, November 20<sup>th</sup>. The event was very successful, good foot traffic and vendors were happy. Seniors in the Park cleared approx \$875. 7 college student volunteers helped make the event run smooth.
- Holiday Dinner: Set for December 15<sup>th</sup> at the Whitewater Country Club. Currently 62 people signed up. Entertainment will be Rock Prairie Dulcimer.

#### **Discussion and approval of Emerald Ash Borer Plan (Urban Forestry Commission)**

Nass introduced the topic and the City of Whitewater Emerald Ash Borer Management Plan. Nass stated ash trees will be marked by red marker and be mapped on the master plan. Mass cutting will not take place and no planting of ash trees will happen at this time. Dalzin motioned to approve the City of Whitewater Emerald Ash Borer Management Plan presented by Chuck Nass. Kaina seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

#### **Request for facility rental fee ( Wisco Longboarding United)**

Amundson introduced Jerald Gaches and Wyatt Welter of Wisco Longboarding United. Jerald and Wyatt stated the purpose of the concert and that 100% of proceeds would go to the Keep A Breast Foundation. Knedler motioned to waive the rental fee of the Armory for the Wisco Longboarding United group. Daniels seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

#### **Receipt and acknowledgement of Lake Protection Plan for Cravath and Trippe Lake**

Amundson indicated a public input meeting was held on Monday, November 29<sup>th</sup>. Approximately 30 people attended the presentation by Dr. Jeff Thornton of SEWRPC that also included an opportunity for public comments on the plan. Amundson also indicated all but two attendees were supportive and there was interest in making changes. Negley motioned to acknowledge and accept receipt of the Lake Protection Plan for Cravath and Trippe Lakes as prepared by SEWRPC. Kaina seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

#### **Discussion and approval of recommendations identified in Lake Protection Plan**

Amundson referred to memo explaining the 2011 plan implementations, 2012 Budget Inclusion/Discussion with Council, and alternatives not being considered. Board discussion took place and supported 2011 plan implementations with additional questions including; how long does it take for the lake to fill back in naturally if dredging took place?, what is the cost of construction of an island?, and what is the cost of biological control? Negley motioned to accept the 2011 implementation plans number 1 -11 with the understanding that number seven be based on further analysis from SEWRPC and Staff. Dalzin seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

The board directed Matt to explore the 2012 Budget and report back to board with implementation recommendations.

#### **Request for facility rental fee waiver (UW-Whitewater Homecoming Committee)**

Amundson introduced request from Kim Clarksen on behalf of the UW-Whitewater Homecoming Committee for a free or reduced rental rate at the Cravath Lakefront Community Building for an event in December. Knedler motioned to deny the reduced rate and waiver of the facility rental fee. Daniels

seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

**Discussion on potential Stewardship grant opportunities for 2010**

Amundson introduced the topic and referred to the memo listing upcoming projects and how funding could be obtained. Amundson commented on the positive current interest on historical preservation and the importance of moving forward with those specific projects. After board discussion, the upcoming projects listed as; Moraine View Park and Whitewater Effigy Mounds Preserve were suggested as priorities.

**Request for Future agenda**

The board suggested creating a meeting time that doesn't conflict with other public meetings.

Adjourn.

Stone moved and Kaina seconded to adjourn at 6:45pm. Motion carried by voice vote.

Respectfully submitted,

*Michelle Dujardin*

Michelle Dujardin

CITY OF WHITEWATER  
URBAN FORESTRY COMMISSION SPECIAL MEETING  
WEDNESDAY, SEPTEMBER 29, 2010 5PM  
CITY MANAGER'S CONFERENCE ROOM – 2<sup>ND</sup> FLOOR, CITY MUNICIPAL  
BUILDING. WHITEWATER, WI 53190

MINUTES - *Approved at Oct 12 mtg.*

1. CALL TO ORDER/ROLL CALL: Meeting called to order by chair – Tiiu Gray-Fow. Members present: Tiiu Gray-Fow, Karen McCulloch, Tom Miller, Prudence Negley. Members Absent: Richard Ehrenberg, Beverly Stone, Wyatt Welter. A quorum of four members are needed to conduct business.
2. APPROVAL OF AGENDA: Motion by Gray-Fow and second by Negley to approve agenda. Unanimous approval.
3. CITIZEN COMMENTS: No citizen comments.
4. LANDSCAPE ORDINANCE: Negley MOTIONED to change title of ordinance from “Yard Management Ordinance” to “Natural Landscape Yard Ordinance” in any and all references to the title in the ordinance. Seconded by McCulloch. This passed unanimously. MOTION by Negley to change “Landscaping Review Board” to “Landscape Review Board”. McCulloch seconded, and was passed unanimously. MOTION by Negley to approve changes to item 19.56.080. Insert definition under (e) Natural Landscape...”Planting of grasses (short and tall), forbs (flowers), shrubs, woodlands and other gardens as defined that are often native but are sometimes mixed with non-natives, and are usually perennial in nature.” Changes passed unanimously. Gray-Fow MOTIONED to accept the use of Latin names in the ordinance for purposes of identifying noxious weeds. McCulloch seconded, and was passed unanimously. MOTION by Gray-Fow and seconded by McCulloch to add to item 19.56.080 (b) Exotic Plants: Adding “Exotic cultivated” to the definition. This passed unanimously. MOTION by Miller to to accept all changes as put forth by Negley with a handout detailing all changes. Negley Seconded with a discrepancy regarding 19.56.070 Non-Conforming Use.
5. ADJOURNED MEETING: MOTION by Miller to adjourn meeting. Negley Seconded. Unanimous passage.

NEXT MEEETING: October 12, 2010, 4:15pm.

CITY OF WHITEWATER  
9th URBAN FORESTRY COMMISSION MEETING  
Tuesday, October 12, 2010 - 4:15 p.m.  
Cravath Lakefront Room - 2nd floor, city municipal building  
312 W. Whitewater St. Whitewater, WI 53190

APPROVED MINUTES

1. CALL TO ORDER / ROLL CALL: Meeting called to order by temporary chair - Karen McCulloch. Members present - Karen McCulloch, Richard Ehrenberg, Tom Miller (arrived at 5:00 p.m.), Beverly Stone, Prudence Negley. Members absent - Tiiu Gray-Fow, Wyatt Welter. Staff present - Chuck Nass. A quorum of four members is needed to conduct business.

2. APPROVAL OF AGENDA: MOTION by Negley and second by Ehrenberg to approve. Unanimous approval.

3. MINUTES OF PAST MEETINGS. No action taken on the Sept. 21st minutes. The Sept. 29th special meeting minutes were approved.

4. CITIZEN COMMENTS: None.

5. PLANNING AND ARCHITECTURAL REVIEW BOARD REPORT: No information on the Walmart landscaping plan. Miller was asked to e-mail us when he finds out if the large lawn area between the street and the parking lot will be preserved or made into parking spaces. We are very concerned about losing this buffer area which was fought for when Walmart first built the existing parking lot.

6. PARKS AND RECREATION BOARD. The Landscape Ordinance was submitted to the P&RB and failed to be supported. Four members were present to vote and four ayes were required to pass. Only three voted in favor of support. Negley will request reconsideration of the ordinance.

7. EMERALD ASH BORER POLICY: Nass submitted the portion of the policy which focuses on removal and disposal of Ash trees. He is still working on the best approach for saving as many Ash trees as possible. Concern was expressed regarding any negative environmental side effects of chemical treatment. Madison is hoping for a less toxic approach than the existing chemicals presently used to treat EAB. Shorewood (in Madison) will use TREE-age to inject into the trees. McFarland plans to treat high value trees. Grafton is offering citizens to pay \$25 for each street tree they want the city to treat. We talked about having a public meeting to inform our citizens of our plans and to get input

8. STAFF REPORT: Six street trees have been taken down. The electric company took down a portion of the large dead oak west of the library since it endangered the overhead line. The spring planting plan will focus on the northeast quadrant of the city. Two red maple street trees were replaced on W. Main St. by the Regent apartment project, with elm hybrids. Ehrenberg informed Nass about damage to an amur maple street tree at the Regent construction project and provided a picture. He also showed a picture of a large infestation of giant knotweed in or near the ROW of Walworth Ave., which needs to be eliminated.

9. ADJOURN: MOTION by Stone and second by McCulloch to adjourn.

Richard Ehrenberg - secretary

CITY OF WHITEWATER  
10th URBAN FORESTRY COMMISSION MEETING  
Tuesday November 9, 2010 - 4:15 p.m.  
Cravath lakefront room - 2nd floor, city municipal building  
312 Whitewater St., Whitewater, WI 53190

*Approved* -DRAFT- MINUTES *12-14-10*

1. CALL TO ORDER / ROLL CALL: Meeting called to order by chair -Tiiu Gray-Fow. Members present - Richard Ehrenberg, Tiiu Gray-Fow, Karen McCulloch, Tom Miller, Prudence Negley, Beverly Stone. Members absent - Wyatt Welter. Staff present - Matt Amundson, Chuck Nass. Others present - Roy Nosek. A Quorum of four members is needed to conduct business.

2. APPROVAL OF AGENDA: Approved by consensus.

3. MINUTES OF PAST MEETINGS: MOTION by Miller and second by McCulloch to approve minutes of 9-21-10. Unanimous approval. MOTION by Miller and second by Stone to approve minutes of 10-12-10. There was unanimous approval. with a comment that our concern with regard to the use of pesticide for EAB be emphasized.

4. CITIZEN COMMENTS: Roy Nosek called our attention to a tree near the corner of Fremont and W. Main street which needs a tree guard to protect it from vandalism.

5. PLANNING AND ARCHITECTURAL REVIEW BOARD REPORT. Miller brought the Walmart landscape plan for us to see. Amundson said the plan for building extension has been reviewed and approved by the city council and the P&ARB, with contingencies. The landscape plan has not yet been finalized. These types of projects are reviewed on a monthly basis by the PMT. Bruce Parker has the only set of plans. An intense discussion ensued regarding our desire to see and be able to review landscape plans which are discussed at P&ARB meetings so that we can add our concerns related to urban forestry. The possible loss of the 33ft. wide green space which provides a visual buffer between the huge asphalt parking lot and W. Main street, and that citizens in the past fought for by demonstrations, may now be partially removed to provide a few additional parking spaces. Roots of the large existing oak tree may be damaged.

6. PARKS AND RECREATION BOARD REPORT. A revote by the P&RB on acceptance of our Landscape ordinance passed by a 4-1 vote The ordinance will go to the Common Council for its first review and vote on November 16th. A change was made to the ordinance, that landscape plans be submitted to Dean Fisher for processing.

7. EMERALD ASH BORER: Nass submitted information regarding chemicals used for treating EAB, to be included in the EAB Management Plan. We talked about concern for the misuse of chemical and possible bad side effects, and the need to have an actual plan for their use and a plan to invite citizens to pay for treatment of street trees in front of their properties. MOTION by Stone and second by McCulloch to submit the Management Plan to the P&RB for their approval without adding any information on an approach to save any ash trees. YES- Negley, McCulloch, Miller, Stone. NO- Ehrenberg, Gray-Fow. Motion carried.

8. FUTURE WORK SESSION: Our chair will aim for a thursday at 4 p.m.

9. SPRING 2011 TREE PLANTING: Nass handed out a copy of his plan which included a list of trees and locations for small trees and shade trees. Roy Nosek suggested the W. Main be added to the list of locations since existing sugar and schwedler maple trees are dieing due to

salt treatment during the winter. The plan will be finalized at the December meeting. Nass plans to notify each property owner regarding planting a city tree in front of their property.

10. STAFF REPORT: Nass reported that Brian Newmeister on the staff has become a certified arborist, and that Andy Beckman is also studying to become a certified arborist. Nass reported that the smaller tree on the south entrance to this building was broken off by a vandal and thus removed. A guard needs to be installed to protect any new planting since this is about the 3rd time this has occurred at that location. Nass said the street tree near the Marathon grass station on W. Main was removed because of storm damage.

11. ADJOURN: MOTION by Stone with second by Miller to adjourn.

Next meeting scheduled for December 14, 2010

Secretary - Richard Ehrenberg

CITY OF WHITEWATER  
URBAN FORESTRY COMMISSION WORK SESSION  
TUESDAY, DECEMBER 21, 2010, 4:15 PM  
Conference room-2<sup>nd</sup> floor, City Municipal Building  
Whitewater, WI 53190

1. Call to Order/Roll Call: Meeting called to order by chair, Tiu Gray-Fow.  
Members present: Tiu Gray-Fow, Karen McCulloch, Richard Ehrenberg, Pru Negley.  
Members absent: Wyatt Welter, Bev Stone, Tom Miller.  
Staff present: Chuck Nass, City Forester
  
2. Approval of Agenda: Motion by Negley, seconded by Ehrenberg to approve.  
Unanimous approval
  
3. No citizen comments
  
4. Tree policy :  
A copy of the old unapproved guidelines with the proposed changes and additions re: planting, maintenance, pruning, new tree lists, tree protection guidelines, terrace tree protection zones was used as the working document. All modifications were agreed to unanimously by members and staff. The chair was directed to include these in a copy to be presented to the full Urban Forestry Commission for action
  
5. Motion to adjourn by Gray-Fow, seconded by Ehrenberg  
Work Session adjourned at 6:00PM

*DRAFT*



**Proposal for Fundraiser  
Hope with Every Pedal (and walk) for MADUX!!  
Saturday July 9<sup>th</sup>, 2011 7:00 am - 3:00pm**

We are looking to host a fundraiser to raise money to aide in research for a rare genetic disease that my son has. It is called Ataxia Telangiectasia (we call it A-T) and there is no cure at this time.

**What is A-T?**

Imagine a disease that combines the worst symptoms of muscular dystrophy, cerebral palsy, cystic fibrosis, immune deficiencies, and cancer. Children with A-T are usually confined to wheelchairs by age 9 and often do not survive their teens. Because A-T is a multi-system disease, scientists believe that A-T research will help more prevalent diseases such as Alzheimer's, Parkinson's, AIDS, and cancer.

All the funds we raise go directly to the A-T Children's Project. The A-T Children's Project is a non-profit organization that raises funds to support and coordinate first-rate biomedical research projects, scientific conferences and a clinical center aimed at finding a cure or life-improving therapies for ataxia-telangiectasia. The A-T Children's Project is a registered charity in both the United States and Canada.

This began by a friend who has decided to pedal bike across the US this summer to raise awareness and money for A-T. He will be riding through Whitewater on Saturday July 9<sup>th</sup> and that is what has given the idea to do this. We are having a "party" to celebrate him coming to Whitewater. We wanted to add a few things so more people can be involved.

We are proposing to have a bike ride, 5K run and a 1 mile family fun walk. The bike ride will start appx 15 miles out of town (exact location needs to be decided with help from the bike group). It will end at Starin Park at appx 10:00am. There will be a 5K run that will take place starting at

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**An IRS 501(c)(3) Public Charity**

The Ataxia Telangiectasia Children's Project is a non-profit organization that raises funds to support and coordinate biomedical research projects, scientific conferences and a clinical center aimed at finding a cure or life-improving therapies for ataxia-telangiectasia, a lethal genetic disease that attacks children causing progressive loss of motor control, immune system problems and a strikingly high rate of cancer.

8:30am. There will be a family fun 1 mile walk starting at 9:00. We will have a celebration at Starin Park that would end at appx 2pm at the latest (leaving time to clean up).

Ideas of things we are thinking we want to do:

1. Serve food
2. Have some bouncy houses
3. Have a family kick ball game on one of the diamonds closest to the community center
4. Have a silent auction
5. Have a raffle (do we need a raffle license)
6. Have some kiddy type games and prizes
7. We will sell A-T t-shirts and bracelets.

We are looking to use the Starin Park Community Center so we can have food/seating. We would like to use the closest outdoor pavilion for check in for the run and walk. We would like to use the closest baseball diamond. We would like to use the picnic tables around that area and the playground area for people and kids to be able to visit and play.

We would like to set up appx 7:00am and be cleaned up by appx. 3:00pm at the latest.

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Here is the route we are proposing for the 5K. There are sidewalks available for most of the route.

Start at the two rock pillars at Starin Park. (going right out of Starin Park)

Through Prairie/Starin intersection. (we will provide a person there to watch traffic and direct runners)

Keep going on Starin to Tratt street - turn right (no crossing street and we will provide a person there to direct runners to turn)

Turn right on Schwager - cross street to sidewalk (we will provide a person there to watch traffic and direct runners)

Curve to left to stay on Schwager (at the bottom of the hill, the sidewalk ends for a short bit - we will provide a person there to watch traffic and direct runners)

Curve to right to stay on Schwager/Stadium (sidewalk comes back here - we will provide a person there to direct runners)

Go through Schwager/Stadium and Warhawk intersection and stay on Schwager/Stadium. (we will provide a person there to watch traffic and direct runners)

Stay on Schwager/Stadium until Fremont St.

Turn right onto Fremont - there is a sidewalk and they are not crossing Fremont (we will provide a person there to watch traffic and direct runners)

Follow Fremont thru intersection of Starin and Fremont - keep on Fremont (we will provide a person there to watch traffic and direct runners)

Turn right on North St. - do not cross street (we will provide a person there to direct runners)

Curve from North onto Main Street for a short bit - no crossing street (we will provide a person there to direct runners)

Turn right onto Franklin - no crossing street (we will provide a person there to direct runners)

Follow Franklin back to Starin Park where they started.

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800.5.HELP.A-T • [www.atcp.org](http://www.atcp.org)

The family fun 1 mile walk is proposed as follows. There are sidewalks for the entire walk.

Start on Starin Park (go left out of park)

Right onto Park St - cross Starin (we will provide a person there to watch traffic and direct walkers)

Right onto Main St - not crossing Main (we will provide a person there to direct walkers)

Right onto Esterly St - not crossing street (we will provide a person there to direct walkers)

Right back onto Starin to finish where they started - they will cross the street here (we will provide a person there to watch traffic and direct walkers)

I appreciate you considering our event. We would like to ask for free rental of the park and buildings. This is for my son and we have lived and worked in this community for a long time. My husband and his family have been here for 30+ years and I have been here since college, about 17 years. We love this community and do what we can within it. We hope that you will help us with this event.

If you need anything else or have any questions, please contact me.

Kim Devitt

608-290-6222

[thedevittfamily@gmail.com](mailto:thedevittfamily@gmail.com)

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Map of:  
Whitewater, WI 53190

1 mile walk



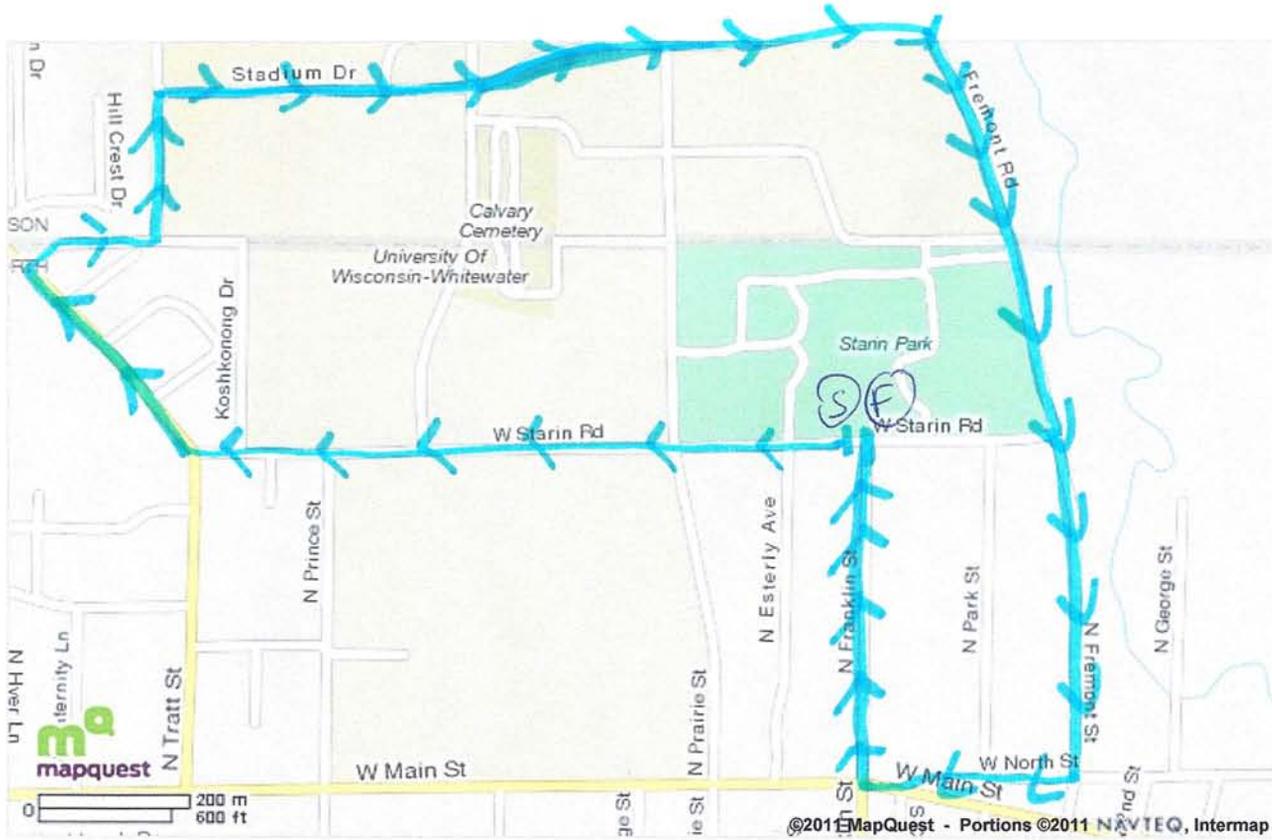
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Map of:

Whitewater, WI 53190

5K  
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**From:** [Hollar, Chris](#)  
**To:** [Matt Amundson;](#)  
**Subject:** RE: Cinco De Mayo Celebration  
**Date:** Thursday, February 03, 2011 1:34:32 PM

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Hello Matt,

THANK YOU for getting back to me! I was unaware of approaching this program to the board (would you like me to come speak on behalf of it)?

The current game plan is similar to last year's Cinco De Mayo event when we closed down the street. This is our tentative layout

Date: Thursday, May 5<sup>th</sup> from 4pm to 8pm

Set Up Time: Thursday, May 5<sup>th</sup> from 10:30am to start of event

Activities:

Cement Pad by large shelter on top of the hill (near the water tower) will be our performance area for:

- ALMA Dancers (on campus group)
- Gracias Unidos (Whitewater High School Group)
- Gorge (with Whitewater High School ESL program) has a children's dance group
- Dance competition and/or Dance lessons with "Salsa and Meringue"
- Latin Greek Salute
- There will also be music (not sure if that will be a DJ or a larger boom box at this time)

Games and Crafts for families/students attending:

- Making tissue paper flowers
- Facepainting
- Mexican Bingo
- Pinata
- Bowling Pin knock down
- Miniature Golf
- Coloring Book picture pages
- Bean bag toss
- Soccer (not regulation – 1 goalie net)
- Bouncy House (would rent from True Value) not sure if there is a location to plug it in

#### Food and Beverages:

- We are hoping to have local restaurants sell food (if possible) at the event (more of a true Mexican fare) and or Campus organizations will be doing fundraisers in selling food

The Starin Park building where Seniors in the Park take place- we would like to reserve this as our "rain" location but would not be using if the weather is good. We would however need access to the bathrooms, along with trash cans (we can remove our trash from the event if that would be helpful)

#### Miscellaneous:

- We would be using all the picnic tables and moving them closer to the larger shelter on top the hill (also game to return them to the location we found if you wish)
- Tables (that we would reserve through campus) for information tables about groups in Whitewater and on campus)
- We would be decorating that location with streamers and other colorful fun colors (and we would remove anything we put up)

There will be NO ALCOHOL served and/or allowed this is a family friendly event and we would like our Whitewater community and campus family to enjoy each other on this day of celebration.

Please let me know if you need any other information I will be happy to get that to you and depending on your meeting date and time I would be game to come present if that would help.

Have a great day! Thanks

Chris

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**From:** Matt Amundson [mailto:MAmundson@whitewater-wi.gov]  
**Sent:** Thursday, February 03, 2011 10:49 AM  
**To:** Hollar, Chris  
**Subject:** FW: Cinco De Mayo Celebration

Chris,

I am assuming that you are looking for free use of the shelter and building. This request would need to be approved by the Parks and Recreation Board. I can still

get the request added to the agenda for Monday's meeting, but need to do so today. Do you have a general overview of the event to share with the Parks and Recreation Board?

Thanks!  
Matt

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**From:** Hollar, Chris [mailto:hollarc@uww.edu]  
**Sent:** Wednesday, February 02, 2011 6:07 PM  
**To:** Michelle Dujardin  
**Subject:** Cinco De Mayo Celebration

Hello Michelle,

I am working with Latinos Unidos in pulling together their Cinco De Mayo Celebration on Thursday, May 5<sup>th</sup> from 4 to 8pm. Would like to hold this event in Starin Park under the large shelter on the top of the hill however, with access to the bathrooms and in the event of rain to reserve the Starin activity hall (not sure what that is called).

I was on the reservation site and it wouldn't let me bypass the location, amenities and spaces needed. I did call Nancy Sanford on Monday but she did not return my message about reserving this location.

I was wondering to whom would be the easiest person to connect with to reserve this space?

Thanks for your time.

Chris

**Christine Hollar, NCC**  
**Leadership Advisor**  
**262-472-1167**  
**hollarc@uww.edu**  
**<http://www.uww.edu/cld>**

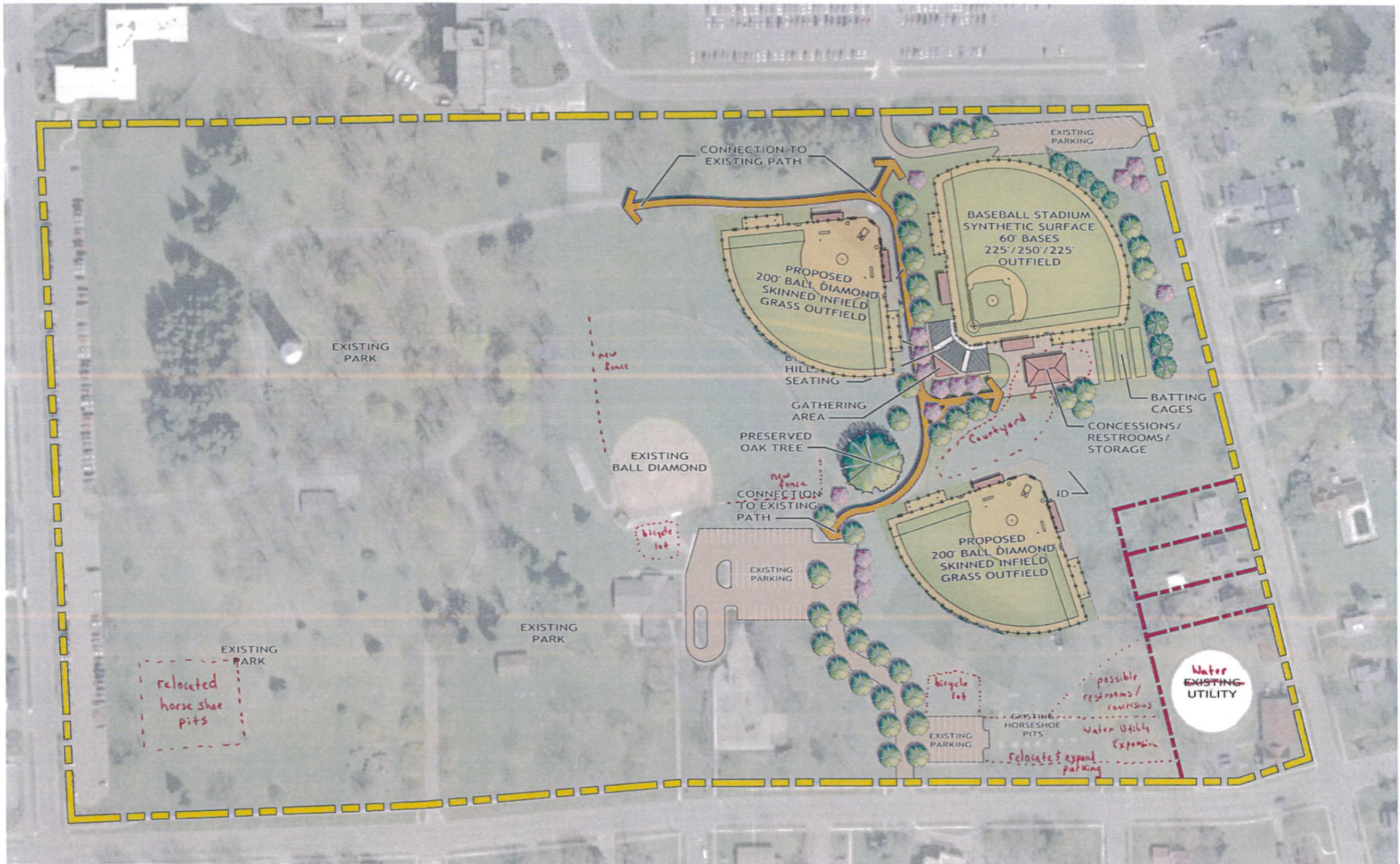
**"At the end of the game the knight and the pawn go back into the same box" Italian Saying**



**TREYTON KILAR - FIELD OF DREAMS**  
**PRELIMINARY CONCEPT**  
**PARK MASTER PLANNING PROJECT**  
**WHITEWATER, WISCONSIN**



3317 Business Park Drive, Stevens Point, WI 54482  
 Telephone: 715 - 341 - 2633, Fax: 715 - 341 - 0431  
 email: [info@rettler.com](mailto:info@rettler.com) web: [www.rettler.com](http://www.rettler.com)



**TREYTON KILAR - FIELD OF DREAMS**  
**PRELIMINARY CONCEPT**  
 PARK MASTER PLANNING PROJECT  
 WHITEWATER, WISCONSIN



**RETTLER**  
 corporation

3317 Business Park Drive, Stevens Point, WI 54482  
 Telephone: 715 - 341 - 2633, Fax: 715 - 341 - 0431  
 email: info@rettler.com web: www.rettler.com

Fall 2010  
Recreation Program Financial Report

| Fall 2010                            | Participants | Revenue            | Expenses           | Percent of Recovery | Average Cost of Program |
|--------------------------------------|--------------|--------------------|--------------------|---------------------|-------------------------|
| <b>Contractual Programs</b>          |              |                    |                    |                     |                         |
| Gymnastics (4)                       | 70           | \$3,226.00         | \$2,731.36         | 118%                | \$46.09                 |
| Adult Fitness (24)                   | 116          | \$5,110.00         | \$4,518.00         | 113%                | \$44.05                 |
| Karate (6)                           | 61           | \$2,200.00         | \$1,075.00         | 205%                | \$36.07                 |
| <b>Special Events</b>                |              |                    |                    |                     |                         |
| Youth Halloween Party                | 265          | \$322.50           | \$361.46           | 89%                 | \$1.22                  |
| <b>Recreation Programs</b>           |              |                    |                    |                     |                         |
| Little Picasso's                     | 9            | \$235.00           | \$220.75           | 106%                | \$26.11                 |
| Dance Classes (7)                    | 37           | \$1,407.00         | \$1,536.42         | 92%                 | \$38.03                 |
| Youth Flag Football (3 programs)     | 70           | \$2,880.39         | \$3,649.44         | 79%                 | \$41.15                 |
| Fall Adult Softball League (6 teams) | 75           | \$900.00           | \$857.58           | 105%                | \$12.00                 |
| Start Smart Basketball               | 9            | \$155.00           | \$94.26            | 164%                | \$17.22                 |
| Tots, Tunes & Tumbling               | 9            | \$200.00           | \$87.13            | 230%                | \$22.22                 |
| <b>Senior Programs</b>               |              |                    |                    |                     |                         |
| Exercise Class (Stretch/Flex)        | 77           | \$410.00           | \$131.25           | 312%                | \$5.32                  |
| Van Trips (10)                       | 70           | \$566.00           | \$420.00           | 135%                | \$8.09                  |
| Holiday Dinner                       | 68           | \$766.00           | \$946.00           | 81%                 | \$11.26                 |
| One Stop Shop                        | 400          | \$1,341.04         | \$537.77           | 249%                | \$3.35                  |
| Movie+                               | 88           | \$80.00            | \$13.07            | 612%                | \$0.91                  |
| Global Gala                          | 65           | \$123.00           | \$173.50           | 71%                 | \$1.89                  |
| <b>Totals Fall 2010</b>              | <b>1489</b>  | <b>\$19,921.93</b> | <b>\$17,352.99</b> | <b>115%</b>         | <b>\$13.38</b>          |

| Seniors In the Park Attendance: | Daily Avg | Vol Hours | Programs Offered |
|---------------------------------|-----------|-----------|------------------|
| September                       | 62        | 144       | 32               |
| October                         | 72        | 157       | 38               |
| November                        | 73        | 261       | 31               |

+ Movie expense is upfront in January

2010  
Recreation Program Financial Report

|                                        | Participants | Revenue             | Expenses            | Percent of Recovery | Avg Cost of Program |
|----------------------------------------|--------------|---------------------|---------------------|---------------------|---------------------|
| <b>Contractual Programs</b>            |              |                     |                     |                     |                     |
| Adult Fitness (65)                     | 322          | \$14,873.00         | \$13,178.70         | 113%                | \$46.19             |
| Gymnastics (22)                        | 253          | \$12,941.00         | \$11,020.86         | 117%                | \$51.15             |
| Karate (21)                            | 163          | \$5,110.00          | \$2,470.00          | 207%                | \$31.35             |
| Rock Climbing (5)                      | 24           | \$790.00            | \$648.00            | 122%                | \$32.92             |
| <b>Special Events</b>                  |              |                     |                     |                     |                     |
| Attraction Tickets                     | 640          | \$16,159.75         | \$15,941.75         | 101%                | \$25.25             |
| Concerts in the Park/Family Fun Nights | 948          | \$2,900.00          | \$5,700.25          | 51%                 | Free                |
| Freeze Fest                            | 2100         | \$274.00            | \$265.30            | 103%                | Free                |
| Ride Your Bike To School               | 61           | \$0.00              | \$0.00              | -                   | Free                |
| Youth Halloween Party                  | 265          | \$322.50            | \$361.46            | 89%                 | Free                |
| <b>Recreation Programs</b>             |              |                     |                     |                     |                     |
| Adult Softball Leagues                 | 312          | \$9,150.00          | \$8,217.27          | 111%                | \$29.33             |
| Cravath Lakefront Café/ Boat Rentals   | 91           | \$847.04            | \$1,373.95          | 62%                 | \$9.31              |
| Creative Kids                          | 6            | \$160.00            | \$127.46            | 126%                | \$26.67             |
| Dance Classes & Recital                | 139          | \$6,392.00          | \$5,868.73          | 109%                | \$45.99             |
| Fall Adult Softball Leagues            | 75           | \$900.00            | \$857.58            | 105%                | \$12.00             |
| Ice Rink                               | 1276         | \$0.00              | \$5,117.06          | 0%                  | Free                |
| Kids Escape                            | 29           | \$6,510.00          | \$5,523.42          | 118%                | \$224.48            |
| Little Picasso's                       | 9            | \$235.00            | \$220.75            | 106%                | \$26.11             |
| Rookie Ball                            | 64           | \$1,970.00          | \$874.23            | 225%                | \$30.78             |
| Start Smart Golf                       | 8            | \$120.00            | \$15.50             | 774%                | \$15.00             |
| Start Smart Soccer                     | 7            | \$325.00            | \$356.00            | 91%                 | \$46.43             |
| Tee Ball                               | 58           | \$2,020.00          | \$877.43            | 230%                | \$34.83             |
| Tots, Tunes & Tumbling                 | 9            | \$200.00            | \$87.13             | 230%                | \$22.22             |
| Track & Field                          | 12           | \$326.00            | \$260.96            | 125%                | \$27.17             |
| Volleyball Instruction                 | 18           | \$280.00            | \$159.06            | 176%                | \$15.56             |
| Youth Baseball & Softball              | 160          | \$10,386.10         | \$13,897.82         | 75%                 | \$64.91             |
| Youth Basketball                       | 81           | \$3,091.40          | \$3,092.30          | 100%                | \$38.17             |
| Youth Flag Football                    | 70           | \$2,880.39          | \$3,649.44          | 79%                 | \$41.15             |
| <b>Senior Programs</b>                 |              |                     |                     |                     |                     |
| Bus Trips                              | 42           | \$2,422.00          | \$2,272.00          | 107%                | \$57.67             |
| Exercise Class                         | 1226         | \$1,326.00          | \$652.09            | 203%                | \$1.08              |
| Holiday Dinner                         | 68           | \$766.00            | \$946.00            | 81%                 | \$11.26             |
| Movie                                  | 293          | \$200.00            | \$204.42            | 98%                 | \$0.68              |
| One Stop Shop                          | 400          | \$1,341.04          | \$537.77            | 249%                | \$3.35              |
| Recreation Classes                     | 114          | \$489.40            | \$0.00              | #DIV/0!             | \$4.29              |
| Van Trips (23)                         | 222          | \$2,281.00          | \$1,279.85          | 178%                | \$10.27             |
| Volunteer Appreciation                 | 28           | \$0.00              | \$288.14            | 0%                  | \$0.00              |
| Global Gala                            | 65           | \$123.00            | \$173.50            | 71%                 | \$1.89              |
| <b>Totals 2010</b>                     | <b>9658</b>  | <b>\$108,111.62</b> | <b>\$106,516.18</b> | <b>101%</b>         | <b>\$11.19</b>      |

# Whitewater Parks & Recreation Annual Report 2010 {DRAFT}

Make A Difference Day ~ April 23, 2010



Photo Courtesy of Gregg Theune

*The mission of the City of Whitewater Parks and Recreation Department is to provide exceptional park and recreation services that enhance the livability of our community.*

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The purpose of this report is to summarize the activities and accomplishments of the Parks and Recreation Department during the Fiscal Year 2010 (January 1, 2010 – December 31, 2010). This summary is intended to inform officials and the public, as well as serve as a reference for staff, by providing a historical record of 2010.

The Whitewater Parks and Recreation Department oversees 239.7 acres of park land and maintains 20 parks and recreational facilities. A wide array of sports, recreation activities, lessons, and special events are available for citizens of all ages. Open space, parks, and trails provide opportunities to enjoy the natural beauty of Whitewater.

## Parks & Recreation Board

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The Parks and Recreation Board is comprised of seven members and one alternate. Three members are representatives of the City Council, the Whitewater Unified School District, and the University of Wisconsin-Whitewater. The other four seats are appointed by the City Council along with an alternate. The Parks and Recreation Board meets the 1st Monday of the month at 5:00 p.m. and the public is welcome. More information including agendas and minutes can be found at [www.whitewater-wi.gov](http://www.whitewater-wi.gov). The listing below are Parks & Recreation Board members that served in 2010.

| Board Member              | Consecutive Years of Service | Term Expires |
|---------------------------|------------------------------|--------------|
| Jim Olsen                 | 1                            | 4/30/2011    |
| George DeVries, Alternate | 3                            | 4/30/2011    |
| David Stone               | 8                            | 4/30/2012    |
| Prudence Negley           | 4                            | 4/30/2012    |
| Brandon Knedler           | 1                            | 4/30/2013    |
| Rick Daniels              | 1                            | 4/30/2013    |
| Dr. Vance Dalzin          | 1                            | Indefinite   |
| Jen Kaina                 | 2                            | Indefinite   |

### Parks & Recreation Board Changes in 2010

Max Taylor who served on the Board for 4 years was replaced as the Council representative by Jim Olsen.

Sheila Kindwall who served on the Board for 7 years was replaced as the School District representative by Dr. Vance Dalzin.

Rick Daniels and Brandon Knedler were appointed to fill the vacancies of Nicole Grosinske (6 years) and Steve Ridenour (4 years).

## **Parks & Recreation Board 2010 Highlights**

### **January**

- David Stone was appointed to serve as the Parks and Recreation Board representative on the Urban Forestry Commission
- Approved a name change from Indian Mounds Park to Whitewater Mounds Archeological Preserve (this was not supported by the Common Council and a new name was later approved)
- Recreation Program Photography Services were awarded to LaBelle Photography.

### **February**

- Several sponsorship programs were approved including a Gift Catalog, youth sports, Concerts in the Park, and the flower hanging baskets.

### **March**

- The Board determined to hold the Halloween Party on Saturday, October 30<sup>th</sup> while keeping Trick or Treating on October 31<sup>st</sup>.

### **April**

- The park hours at Indian Mounds Park were changed to now be from Sunrise – Sunset.
- Chemical lake management services were awarded to Lakeland Biologists.

### **May**

- Four new Board members were seated and appointments were made to various committees.
- The May meeting was a joint session with the Landmarks Commission. The meeting focused on in-depth discussion on Indian Mounds Park. Whitewater Effigy Mounds Preserve was selected as the name for this site.

### **June**

- Approved Rotary's request to hold Duck Race during 4<sup>th</sup> of July celebration at Trippe Lake Park
- A park tour was held for all Board members.
- The board eliminated the membership fee to use the Bark Park, effective January 1<sup>st</sup>, 2011.

### **July**

- Recreation Intern, Kale Olson made a presentation on the growth of the youth baseball and softball program and increasing demand being placed on fields.
- Created a sculpture park task force.
- Accepted a donation of land from Jean Trost to be known as the "Ray Trost Nature Preserve".
- Approved purchase of real-estate to expand Starin Park.

### **August**

- Presentation by Dr. Jeff Thornton on progress of Lakes Protection Plan.
- Approved annual waterfowl hunting program.
- Approved youth sports policy that requires background checks of volunteer coaches, coaches education, and a parent education session prior to each sports season.

## September

- Approved park signage for Whitewater Effigy Mounds Preserve and Ray Trost Nature Preserve
- Approved the 2011 Parks and Recreation Budget

## October

- Approved the conceptual idea of building the Treyton Kilar Field of Dreams
- Approved 2011 goals for the Parks and Recreation Department

## November

- Approved the Natural Yard Landscape Ordinance.
- Selected Jennings & Associates as consultant for restoration of Whitewater Effigy Mounds Preserve
- Approved changes to the Facility Rental & Reservation Policy.

## December

- Approved Emerald Ash Borer (EAB) Management Plan
- Accepted draft of Lakes Protection Plan created by the South East Wisconsin Regional Planning Commission (SEWRPC)

## DEPARTMENT STAFF

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**Matt Amundson**  
Parks & Recreation Director



**Chuck Nass**  
City Forester  
Parks/Streets Superintendent



**Michelle Dujardin**  
Recreation & Community  
Events Programmer



**Deb Weberpal**  
Senior Coordinator



**Nancy Stanford**  
Administrative Assistant

## AWARDS & RECOGNITION

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- Tree City USA
- Seniors in the Park WPRA Silver Star Award for “The Global Gala”

## GRANTS AWARDED

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- The department in partnership with the Whitewater Unified School District and UW-Whitewater was awarded a \$9,000 grant for the development of a wellness coalition for the Whitewater Community (W3).
- The department was awarded a \$40,000 Bicycle & Pedestrian Planning Grant from the Department of Transportation in November of 2010.

## Education & Training

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- Deb Weberpal attended a self directed teams workshop.
- Michelle Dujardin attended the IPRA (Illinois Park and Recreation Association) Conference in Downtown Chicago in January.
- Michelle Dujardin attended the WPRA Spring Workshop at Chula Vista in Wisconsin Dells in March.
- Deb Weberpal obtained her NETA group fitness instructor certification in March.
- Deb Weberpal attended the NISC Senior Center intensive training in March.
- Matt Amundson attended the Wisconsin Association of Lakes annual conference in Green Bay in April.
- Deb Weberpal participated in a webinar on ageism through NCOA/NISC in May.
- Matt Amundson and Chuck Nass attended the WPRA Summer Park tour held in New Richmond in July.
- Deb Weberpal attended a community marketing webinar in August.
- Matt Amundson, Chuck Nass, and Michelle Dujardin participated in the Annual Management Staff Retreat in September, Entitled True Colors.
- Deb Weberpal attended the WASC Annual Fall training in September.
- Matt Amundson attended a two day training through the Healthy Wisconsin Leadership Institute held at EPIC in Verona in October.
- Michelle Dujardin attended a one day workshop on Event Planning in Madison in October.
- Matt Amundson, Michelle Dujardin, and Deb Weberpal attended the WPRA Annual Conference in La Crosse in November.
- Michelle Dujardin obtained her Masters Degree in Recreation Administration from Aurora University.

# PARKS, TRAILS, OPEN SPACE & FACILITIES



## **East Gate Park**

On April 23<sup>rd</sup> the playground equipment was installed as part of Make A Difference Day. Volunteers from UW-Whitewater and LSP-Cogentrix joined DPW crew members in the community build of this playground. On June 3<sup>rd</sup>, a dedication was held with numerous families from the surrounding neighborhood in attendance.

## **Rain Garden**

On April 23<sup>rd</sup> in a partnership with UW-Whitewater students and Tallgrass Restoration, a rain garden was installed at the Trippe Lake Shelter & Restrooms. The rain garden collects stormwater from the roof of the building. The plants include a special root structure that absorbs the water. The garden has proven to be an excellent addition to the park and an education resource for the community, providing an example of sustainable stormwater management.



## **Soccer Fields @ Moraine View Park**

The fall of 2010 saw the first soccer games at Moraine View Park. The Whitewater Youth Soccer Club utilized the park as one of its soccer sites for the fall season, a total of 4 fields were used. Additionally, the other planned four fields were graded and seeded in 2010. When completed, the complex will allow the club to play a full schedule of games in one location.

## **Electrical Improvements @ Cravath Lakefront Park**

A donation of \$4,000 from DLK Enterprises and funds from Park Development contributed towards this upgrade that extended electrical service along the parking lot in Cravath Lakefront Park. The upgrade allows for improved electrical capabilities at festivals and events like the 4<sup>th</sup> of July, Taste of Whitewater, and Freeze Fest.





**Skyway Park**

A sidewalk was installed from Tower Hill Pass to the playground and from the Playground to Peninsula Lane at Skyway Park as part of the development agreement for the subdivision. Funds from the park development fund were used to connect the path around the playground, adding to the accessibility of the site.

**Trail Development**

The extension of Starin Road as part of the Innovation Center project included multi-use trail development along the south side of Starin Road and throughout the Technology Park. The base of the trail was established in 2010 and paving is expected in early 2011. The trail includes a large span bridge (photo on the left).



**Starin Park Acquisition**

The city purchased a home that was surrounded on 3 sides by Starin Park. The house was located at 372 N Fremont Street and will be demolished in 2011.

**PARKLAND DEDICATION FEE ACCOUNTS**

| Account Name               | 1/1/2010     | Spent in 2010 | Collected in 2010 | Balance     |
|----------------------------|--------------|---------------|-------------------|-------------|
| Parkland Acquisition (240) | \$106,839.33 | \$97,032.00   | \$646.49          | \$10,453.82 |
| Parkland Improvement (245) | \$41,610.85  | \$42,399.11   | \$5,299.63        | \$4,511.37  |

# RECREATION PROGRAM HIGHLIGHTS



## **Ivy & Fitness Programming**

A big Thank You to Ivy Miles! After 10 years with the City of Whitewater, Ivy Miles, Fitness & Wellness instructor is changing the location of her programming as of January 2011. We would like to thank Ivy for everything she has done for the City and the community! She is a true asset to our department. Ivy will continue to work with our department in consulting, specialty classes and community events.

## **Rock Climbing & Wall Crawlers**

After several years of offering rock climbing classes through Wall Crawlers, the facility was sold in August. This program will be missed.



## **NFL Flag Football Partnership**

In the fall of 2010, we expanded our flag football program to include Eagle. The league is now comprised of teams from Eagle, Palmyra, and Whitewater. The league also partnered with NFL Flag, the largest benefit being that teams were now equipped with replica NFL jerseys.

## **Quad County League**

A project a year in the making, the communities of Delavan, Eagle, East Troy, Elkhorn, Palmyra, Waterford, and Whitewater formed the Quad County Baseball and Softball league. The league offered baseball and softball in the 10 & Under, 12 & Under, and 14 & Under age levels. A total of 76 teams played in the inaugural season which included 14 game regular seasons, an all-star game for each age level, and end of season tournaments. Whitewater had 3 teams in 10 & Under baseball, 3 teams in 12 & Under baseball, 2 teams in 12 & Under softball, and 2 teams in 14 & Under softball.





**Spring Dance Recital**

Saturday, April 24<sup>th</sup> was filled with a night of glamour and fame for children and adults of all ages. The 2010 Spring Dance Recital was themed, Under The Sea, featuring ducks, crabs, baby belugas, crocodiles and sea cruises. The Spring Dance Recital is greatly supported by the UW-Dance Company by supplying volunteers, costume preparation and additional performances.

**Holiday Dance Performance**

On Thursday, November 18<sup>th</sup> & Saturday, November 20<sup>th</sup> the Fall dance participants performed their first Holiday program for the residence of Fairhaven, Blackhawk Manor, and families. Holiday themed songs and costumes brought cheer to many.



**Adult Softball League Champions**

**Fall Tuesday Men's League**

League: Dan's Meat Market  
Tournament: Dan's Meat Market

**Summer Sunday Co-ed**

League: Zingg Motors  
Tournament: Zingg Motors

**Summer Monday Men's**

League: First Citizens State Bank, Rosa's, Rick's Eastside Pub (tie)  
Tournament: Rick's Eastside Pub

**Summer Tuesday Men's**

League: Beer Here  
Tournament: Beer Here (top photo)

**Summer Wednesday Women's**

League: Waltom-Randolph Memorials  
Tournament: Waltom-Randolph Memorials (bottom photo)



# RECREATION PROGRAMS & FINANCIALS

## Winter/Spring 2010 Recreation Program Financial Report

| Winter/Spring 2010                       | Participants     | Revenue            | Expenses           | Percent of Recovery | Average Cost of Program |    |
|------------------------------------------|------------------|--------------------|--------------------|---------------------|-------------------------|----|
| <b>Contractual Programs</b>              |                  |                    |                    |                     |                         |    |
| Gymnastics (8) 2 sessions x 4            | 110              | \$5,290.00         | \$4,472.00         | 118%                | \$48.09                 |    |
| Karate (6) 2 sessions x 3                | 54               | \$1,420.00         | \$675.00           | 210%                | \$26.30                 |    |
| Rock Climbing (5) 3 sessions             | 24               | \$790.00           | \$648.00           | 122%                | \$32.92                 |    |
| Adult Fitness (33) 5 sessions            | 170              | \$7,502.00         | \$6,643.80         | 113%                | \$44.13                 |    |
| <b>Special Events</b>                    |                  |                    |                    |                     |                         |    |
| Freeze Fest                              | 2100             | \$274.00           | \$265.30           | 103%                | Free                    | \$ |
| Ride Your Bike to School Day             | 61               | \$0.00             | \$0.00             | -                   | Free                    |    |
| <b>Recreation Programs</b>               |                  |                    |                    |                     |                         |    |
| Youth Basketball                         | 81               | \$3,091.40         | \$3,092.30         | 100%                | \$38.17                 | \$ |
| Start Smart Soccer                       | 7                | \$325.00           | \$356.00           | 91%                 | \$46.43                 |    |
| Start Smart Baseball                     | 8                | \$120.00           | \$15.50            | 774%                | \$15.00                 |    |
| Volleyball Instruction                   | 18               | \$280.00           | \$159.06           | 176%                | \$15.56                 |    |
| Dance Program & Recital (11)             | 61               | \$3,345.00         | \$3,383.56         | 99%                 | \$54.84                 |    |
| Ice Rink                                 | 1276             | \$0.00             | \$5,117.06         | 0%                  | Free                    |    |
| Creative Kids                            | 6                | \$160.00           | \$127.46           | 126%                | \$26.67                 |    |
| <b>Senior Programs (Jan - April)</b>     |                  |                    |                    |                     |                         |    |
| Bus Trips (1)                            | 42               | \$2,422.00         | \$2,272.00         | 107%                | \$57.67                 |    |
| Van Trips (3)**                          | 57               | \$489.00           | \$270.00           | 181%                | \$8.58                  |    |
| Movie*                                   | 129              | \$60.00            | \$181.11           | 33%                 | \$0.47                  |    |
| Exercise Class (Stretch/Flex)            | 718              | \$656.00           | \$308.84           | 212%                | \$0.91                  |    |
| Volunter Appreciation                    | 28               | \$0.00             | \$288.14           | 0%                  | \$0.00                  |    |
| AARP Tax Prep                            | 114              | \$489.40           | \$0.00             | -                   | \$4.29                  |    |
| * Movie expense is upfront in January    |                  |                    |                    |                     |                         |    |
| ** Gas charges unknown at time of report |                  |                    |                    |                     |                         |    |
| \$ = donation \$ included in revenue     |                  |                    |                    |                     |                         |    |
| <b>Totals: Winter 2009-Spring 2010</b>   | <b>5064</b>      | <b>\$26,713.80</b> | <b>\$28,275.13</b> | <b>94%</b>          | <b>\$5.28</b>           |    |
| <b>Seniors In the Park Attendance:</b>   |                  |                    |                    |                     |                         |    |
|                                          | <b>Daily Avg</b> | <b>Vol Hours</b>   |                    |                     |                         |    |
| January                                  | 53.4             | 87                 |                    |                     |                         |    |
| February                                 | 53.3             | 99                 |                    |                     |                         |    |
| March                                    | 58.7             | 347                |                    |                     |                         |    |
| April                                    | 60.9             | 214                |                    |                     |                         |    |

Summer 2010  
Recreation Program Financial Report

| Summer 2010                              | Participants | Revenue            | Expenses           | Percent of Recovery | Average Cost of Program |
|------------------------------------------|--------------|--------------------|--------------------|---------------------|-------------------------|
| <b>Contractual Programs</b>              |              |                    |                    |                     |                         |
| Gymnastics (10)                          | 73           | \$4,425.00         | \$3,817.50         | 116%                | \$60.62                 |
| Adult Fitness (8)                        | 36           | \$2,261.00         | \$2,016.90         | 112%                | \$62.81                 |
| Karate (9)                               | 48           | \$1,490.00         | \$720.00           | 207%                | \$31.04                 |
| Horse Camp                               | 1            | \$300.00           | \$270.00           | 111%                | \$300.00                |
| <b>Special Events</b>                    |              |                    |                    |                     |                         |
| Concerts in the Park/Family Fun Nights   | 948          | \$2,900.00         | \$5,700.25         | 51%                 | \$3.06 *                |
| Attraction Tickets                       | 640          | \$16,159.75        | \$15,941.75        | 101%                | \$25.25                 |
| <b>Recreation Programs</b>               |              |                    |                    |                     |                         |
| Cravath Lakefront Café/ Boat Rentals     | 91           | \$847.04           | \$1,373.95         | 62%                 | \$9.31                  |
| Dance Classes (2)                        | 41           | \$1,640.00         | \$948.75           | 173%                | \$40.00                 |
| Kids Escape                              | 29           | \$6,510.00         | \$5,523.42         | 118%                | \$224.48                |
| Youth Baseball & Softball (13 teams)     | 160          | \$10,386.10        | \$13,897.82        | 75%                 | \$64.91 *               |
| Tee Ball                                 | 58           | \$2,020.00         | \$877.43           | 230%                | \$34.83 *               |
| Rookie Ball                              | 64           | \$1,970.00         | \$874.23           | 225%                | \$30.78 *               |
| Adult Softball Leagues (26 teams)        | 312          | \$9,150.00         | \$8,217.27         | 111%                | \$29.33                 |
| Track & Field                            | 12           | \$326.00           | \$260.96           | 125%                | \$27.17                 |
| <b>Senior Programs</b>                   |              |                    |                    |                     |                         |
| Van Trips (10) ++                        | 95           | \$1,226.00         | \$589.85           | 208%                | \$12.91                 |
| Stretch & Flex                           | 431          | \$260.00           | \$212.00           | 123%                | \$0.60                  |
| Bus Trips (2)                            | 76           | \$4,300.00         | \$4,330.00         | 99%                 | \$56.58                 |
| Movie +                                  | 76           | \$60.00            | \$10.24            | 586%                | \$0.79                  |
| + Movie expense is upfront in January    |              |                    |                    |                     |                         |
| ++ Gas charges unknown at time of report |              |                    |                    |                     |                         |
| <b>Totals Summer 2010</b>                | <b>3191</b>  | <b>\$66,230.89</b> | <b>\$65,582.32</b> | <b>101%</b>         | <b>\$20.76</b>          |

\* = sponsorship \$ included in revenue

| Seniors In the Park Attendance: | Daily Avg | Vol Hours |
|---------------------------------|-----------|-----------|
| May                             | 56.3      | 121.25    |
| June                            | 43.7      | 154.25    |
| July                            | 44.6      | 110       |
| August                          | 49.3      | 127       |

Fall 2010  
Recreation Program Financial Report

| Fall 2010                            | Participants | Revenue            | Expenses           | Percent of Recovery | Average Cost of Program |
|--------------------------------------|--------------|--------------------|--------------------|---------------------|-------------------------|
| <b>Contractual Programs</b>          |              |                    |                    |                     |                         |
| Gymnastics (4)                       | 70           | \$3,226.00         | \$2,731.36         | 118%                | \$46.09                 |
| Adult Fitness (24)                   | 116          | \$5,110.00         | \$4,518.00         | 113%                | \$44.05                 |
| Karate (6)                           | 61           | \$2,200.00         | \$1,075.00         | 205%                | \$36.07                 |
| <b>Special Events</b>                |              |                    |                    |                     |                         |
| Youth Halloween Party                | 265          | \$322.50           | \$361.46           | 89%                 | \$1.22                  |
| <b>Recreation Programs</b>           |              |                    |                    |                     |                         |
| Little Picasso's                     | 9            | \$235.00           | \$220.75           | 106%                | \$26.11                 |
| Dance Classes (7)                    | 37           | \$1,407.00         | \$1,536.42         | 92%                 | \$38.03                 |
| Youth Flag Football (3 programs)     | 70           | \$2,880.39         | \$3,649.44         | 79%                 | \$41.15                 |
| Fall Adult Softball League (6 teams) | 75           | \$900.00           | \$857.58           | 105%                | \$12.00                 |
| Start Smart Basketball               | 9            | \$155.00           | \$94.26            | 164%                | \$17.22                 |
| Tots, Tunes & Tumbling               | 9            | \$200.00           | \$87.13            | 230%                | \$22.22                 |
| <b>Senior Programs</b>               |              |                    |                    |                     |                         |
| Exercise Class (Stretch/Flex)        | 77           | \$410.00           | \$131.25           | 312%                | \$5.32                  |
| Van Trips (10)                       | 70           | \$566.00           | \$420.00           | 135%                | \$8.09                  |
| Holiday Dinner                       | 68           | \$766.00           | \$946.00           | 81%                 | \$11.26                 |
| One Stop Shop                        | 400          | \$1,341.04         | \$537.77           | 249%                | \$3.35                  |
| Movie+                               | 88           | \$80.00            | \$13.07            | 612%                | \$0.91                  |
| Global Gala                          | 65           | \$123.00           | \$173.50           | 71%                 | \$1.89                  |
| <b>Totals Fall 2010</b>              | <b>1489</b>  | <b>\$19,921.93</b> | <b>\$17,352.99</b> | <b>115%</b>         | <b>\$13.38</b>          |

| Seniors In the Park Attendance: | Daily Avg | Vol Hours | Programs Offered |
|---------------------------------|-----------|-----------|------------------|
| September                       | 62        | 144       | 32               |
| October                         | 72        | 157       | 38               |
| November                        | 73        | 261       | 31               |

+ Movie expense is upfront in January

2010  
Recreation Program Financial Report

|                                        | Participants | Revenue             | Expenses            | Percent of Recovery | Avg Cost of Program |
|----------------------------------------|--------------|---------------------|---------------------|---------------------|---------------------|
| <b>Contractual Programs</b>            |              |                     |                     |                     |                     |
| Adult Fitness (65)                     | 322          | \$14,873.00         | \$13,178.70         | 113%                | \$46.19             |
| Gymnastics (22)                        | 253          | \$12,941.00         | \$11,020.86         | 117%                | \$51.15             |
| Karate (21)                            | 163          | \$5,110.00          | \$2,470.00          | 207%                | \$31.35             |
| Rock Climbing (5)                      | 24           | \$790.00            | \$648.00            | 122%                | \$32.92             |
| <b>Special Events</b>                  |              |                     |                     |                     |                     |
| Attraction Tickets                     | 640          | \$16,159.75         | \$15,941.75         | 101%                | \$25.25             |
| Concerts in the Park/Family Fun Nights | 948          | \$2,900.00          | \$5,700.25          | 51%                 | Free                |
| Freeze Fest                            | 2100         | \$274.00            | \$265.30            | 103%                | Free                |
| Ride Your Bike To School               | 61           | \$0.00              | \$0.00              | -                   | Free                |
| Youth Halloween Party                  | 265          | \$322.50            | \$361.46            | 89%                 | Free                |
| <b>Recreation Programs</b>             |              |                     |                     |                     |                     |
| Adult Softball Leagues                 | 312          | \$9,150.00          | \$8,217.27          | 111%                | \$29.33             |
| Cravath Lakelront Cafe/ Boat Rentals   | 91           | \$847.04            | \$1,373.95          | 62%                 | \$9.31              |
| Creative Kids                          | 6            | \$160.00            | \$127.46            | 126%                | \$26.67             |
| Dance Classes & Recital                | 139          | \$6,392.00          | \$5,868.73          | 109%                | \$45.99             |
| Fall Adult Softball Leagues            | 75           | \$900.00            | \$857.58            | 105%                | \$12.00             |
| Ice Rink                               | 1276         | \$0.00              | \$5,117.06          | 0%                  | Free                |
| Kids Escape                            | 29           | \$6,510.00          | \$5,523.42          | 118%                | \$224.48            |
| Little Picasso's                       | 9            | \$235.00            | \$220.75            | 106%                | \$26.11             |
| Rookie Ball                            | 64           | \$1,970.00          | \$874.23            | 225%                | \$30.78             |
| Start Smart Golf                       | 8            | \$120.00            | \$15.50             | 774%                | \$15.00             |
| Start Smart Soccer                     | 7            | \$325.00            | \$356.00            | 91%                 | \$46.43             |
| Tee Ball                               | 58           | \$2,020.00          | \$877.43            | 230%                | \$34.83             |
| Tots, Tunes & Tumbling                 | 9            | \$200.00            | \$87.13             | 230%                | \$22.22             |
| Track & Field                          | 12           | \$326.00            | \$260.96            | 125%                | \$27.17             |
| Volleyball Instruction                 | 18           | \$280.00            | \$159.06            | 176%                | \$15.56             |
| Youth Baseball & Softball              | 160          | \$10,386.10         | \$13,897.62         | 75%                 | \$64.91             |
| Youth Basketball                       | 81           | \$3,091.40          | \$3,092.30          | 100%                | \$38.17             |
| Youth Flag Football                    | 70           | \$2,880.39          | \$3,649.44          | 79%                 | \$41.15             |
| <b>Senior Programs</b>                 |              |                     |                     |                     |                     |
| Bus Trips                              | 42           | \$2,422.00          | \$2,272.00          | 107%                | \$57.67             |
| Exercise Class                         | 1226         | \$1,326.00          | \$652.09            | 203%                | \$1.08              |
| Holiday Dinner                         | 68           | \$766.00            | \$946.00            | 81%                 | \$11.26             |
| Movie                                  | 293          | \$200.00            | \$204.42            | 98%                 | \$0.68              |
| One Stop Shop                          | 400          | \$1,341.04          | \$537.77            | 249%                | \$3.35              |
| Recreation Classes                     | 114          | \$489.40            | \$0.00              | #DIV/0!             | \$4.29              |
| Van Trips (23)                         | 222          | \$2,281.00          | \$1,279.85          | 178%                | \$10.27             |
| Volunteer Appreciation                 | 28           | \$0.00              | \$288.14            | 0%                  | \$0.00              |
| Global Gala                            | 65           | \$123.00            | \$173.50            | 71%                 | \$1.89              |
| <b>Totals 2010</b>                     | <b>9658</b>  | <b>\$108,111.62</b> | <b>\$106,516.18</b> | <b>101%</b>         | <b>\$11.19</b>      |

## SPECIAL EVENTS



### Freeze Fest

The annual Freeze Fest event held on Saturday, February 20<sup>th</sup> brought multiple groups within Whitewater together to provide a wonderful day. 750 people enjoyed the Kiwanis Pancake Breakfast, 225 people enjoyed the horse drawn wagon ride through the city, 92 people ventured to the library for a snow dog's presentation, 13 groups enrolled in the chili cook-off and provide tastings, and 258 people braved the cold to plunge into icy waters which raised over \$45,000 for the Southeastern Special Olympics.

### Concerts In The Park/Family Fun Nights

Thursday evenings at 7pm in Cravath Lakefront Park brings community members of all ages free entertainment. 2010 brought hands-on animal encounters, Big Rigs, Bouncy Houses, and music ranging from Indie Pop to the all-time favorite country dances.



### Halloween Party

Saturday, October 30<sup>th</sup> from 6-8pm families traveled to the Downtown Armory bringing donations for the food pantry as admission to the annual Halloween Party. 2010 showcased 265 participants dressed in array of costumes. 2010 was also the first year the event partnered with Downtown Whitewater Inc to provide Trick or Treat the Triangle down Main Street with additional activities stationed on 1<sup>st</sup> Street.



### **Taste of Whitewater**

On Friday, September 24th & Saturday, September 25<sup>th</sup> the 4<sup>th</sup> annual Taste of Whitewater event took place at Cravath Lakefront Park. Participants were greeted with local restaurants, bouncy houses, art stations, live entertainment, and a variety of Wisconsin beer and wines. The 2010 event partnered with the Whitewater Police Department Safety Fair, Working for Whitewaters Wellness Coalition, and the Minneiska Ski Team to provide two days of endless events for the community.

### **Taste Trot 5K & Fit Kid Shuffle**

As part of the 2010 Taste of Whitewater event, working for whitewaters wellness coalition provided a 5k run/walk and 1mile Fit Kid Shuffle. Participants met under the Cravath Lakefront Arch to enjoy an afternoon of friends and fitness. The 5K Taste Trot had a total of 52 participants with 18 youth who ran or walked the Fit Kid Shuffle.



### **WOW- Whitewater on Wellness Alpine Ski Trip**

Wow is the name the Whitewater Unified School District will be using for their new alcohol, tobacco, and other drug (ATODA) prevention activities. On Friday, January 22<sup>nd</sup> Whitewater School Districted partnered with the Parks & Recreation Department to offer a ski trip to Alpine Valley.

### **Ride your Bike to School Day**

The second week of May brings the annual Ride your Bike to School Day to every Elementary School in Whitewater. In 2010, we had 22 participants at Lincoln, 18 participants at Washington and 9 participants at Lakeview. Riders were greeted by volunteers giving out Police Department issued reflectors, safety booklets, and education promoting physical activity.



# SENIOR PROGRAMS & SERVICES HIGHLIGHTS



## Special Events

Seventeen special events were held throughout the year both on-site and at offsite locations. These events were: Car Cleaning and Inspection, Chili Cook-of, Chocolate Day, Easter Bunny Luncheon, Global Gala, Holiday Dinner at the Country Club, Holiday Lunch at the Nutrition Site, Holly Days participation, One Stop Shop, Oktoberfest, Tai Chi Demonstration at Taste of Whitewater, Salad Pot Luck Luncheon, Senior Day Out, Volunteer Appreciation, and Meal site events: Ice Cream Sundae Day, Birthday Days, and Campfire Day.

## Senior Van Trips

The van travels monthly for the Lunch Bunch, and Janesville Shopping trips. Twenty different monthly excursions were offered to take travelers to interesting and fun destinations. The van is also used to bring people to the Starin Park Community Building for programs and services, as needed. Volunteer drivers make the journey pleasant and safe.



## Coach Bus Trips & Extended Trips

In 2010, travelers went on exciting, extended trips to Costa Rica, a Gulf Coast Getaway, and Myrtle Beach Melodies. Coach trips are offered through a partnership with the Fort Atkinson Senior Center. This partnership fills buses and saves staff time by sharing the planning and escorting responsibilities.

### **Fundraisers**

Two large fundraisers were held, the Easter Bunny Lunch and the One Stop Shop. The net profits raised from these fundraisers totaled \$1,110. Smaller in-house fundraisers netted \$286. These funds are used to purchase needed items for the center or to bring in programs and speakers.



### **Volunteers**

Volunteers donated a total of 1923 hours in 2010, doing a myriad of jobs, providing services, and leading programs. The value of these volunteers is \$23,070 and is almost equivalent to a full time staff person. There is always a need for volunteers to maintain and grow the offerings of Seniors in the Park.

### **Seniors in the Park Receives State Award**

The Wisconsin Parks and Recreation Association awarded Whitewater Seniors in the Park Program with a Silver Star award in recognition of its annual Global Gala event. The Global Gala is an evening of interaction with and entertainment by UW-Whitewater international students at the Senior Center in Starin Park. The event includes a dessert buffet that is followed by UW international students showcasing both traditional and modern entertainment from Asia, Africa, Europe and South America. The Global Gala has been a tremendous event that has connected Whitewater's seniors with UW international students in a fun and positive way as well as exposing our seniors to other cultures through dance and entertainment, all in a familiar and accessible environment. Senior Coordinator Deb Weberpal was one of only two state Silver Award recipients this year in the Senior Programming Category. Whitewater was awarded its Silver Star in the small community's category.



## FACILITY USAGE

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### Open Gyms

Several hours of Armory Gym time was devoted to weekly open gyms. Open gym hours were provided on Sunday & Tuesday evenings for adult basketball and on Friday evenings for Adult Volleyball. Additional open gym times were reserved for youth and adult soccer and youth open gyms were held on no-school days.

### Rentals

The Parks and Recreation Department oversees building usage at the Armory, Starin Park Community Building, Cravath Lakefront Community Center, ball diamonds at Starin Park, and a variety of park shelters. The numbers below indicate the combination of recreation program and facility rental reservations in 2010 along with total hours of facility use.

|                                    | <b># of Days Reserved</b> | <b>Total Hours</b> | <b>Total Estimated Attendance</b> |
|------------------------------------|---------------------------|--------------------|-----------------------------------|
| Downtown Armory Dance Studio       | 231                       | 5,284              | 5,622                             |
| Downtown Armory Gym                | 322                       | 1,898              | 25,479                            |
| Starin Park Community Building     | 304                       | 168                | 7,684                             |
| Cravath Lakefront Community Center | 160                       | 761                | 7,840                             |
| Starin Park Ball Diamonds (3)      | 127                       | 458                | 1,851                             |
| Park Shelters (5)                  | 151                       | 2,095              | 9,235                             |
| <b>Totals</b>                      | <b>1,295</b>              | <b>10,664</b>      | <b>57,711</b>                     |

The figures listed above include 116 paid facility rentals that generated revenue totaling \$23,768. The remaining 1,179 reservations were for department sponsored programs and events or were reservations from approved partners that receive free use of buildings.

### Big Brick Park Ice Rink

|                          | <b>Dec 09</b> | <b>Jan 10</b> | <b>Feb 10</b> | <b>Totals</b> |
|--------------------------|---------------|---------------|---------------|---------------|
| Total Days Open          | 11            | 28            | 11            | 50            |
| Total Hours Open         | 70.5          | 179           | 67.5          | 317           |
| Total Skaters            | 104           | 932           | 240           | 1276          |
| Average Skaters Per Hour | 1.48          | 5.21          | 3.56          | 4.03          |
| Monthly Staff Hours      | 182           | 259.75        | 89.25         | 531           |

The rink was open an additional five days compared to last year and saw an additional 168 skaters due to a colder month of February. In the past two years the rink has seen an increase of 374 skaters.

# BOARDS, COMMITTEES, & PARTNER ORGANIZATIONS

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The Parks and Recreation Department works with several community organizations to strengthen services or assist in program delivery. These organizations are critical to the success of the department and have similar goals and objectives in serving the community.

## **Boards & Committees**

### Downtown Whitewater

- Promotions Committee Member (Michelle Dujardin)

### Freeze Fest

- Committee Member (Michelle Dujardin)

### Holiday Parade/Happy Holly Days

- Committee Member (Michelle Dujardin)

### Quad County Youth Baseball & Softball

- Board Member (Matt Amundson)

### Taste of Whitewater

- Committee Member (Michelle Dujardin)

### Whitewater Youth Football League

- Board Member (Matt Amundson)

### Whitewater Tourism Council

- Board Member & Vice Chair (Michelle Dujardin)

### Wisconsin Association of Senior Centers (WASC)

- 2011 Conference Committee Chairperson (Deb Weberpal)

### Wisconsin Parks & Recreation Association

- Park Section Region 3 Representative (Matt Amundson)
- 2010 Conference Committee (Michelle Dujardin)

### Working for Whitewater's Wellness (W3)

- Steering Committee Co-chair (Matt Amundson)
- Move Naturally Chairperson (Matt Amundson)
- Budget & Finance Committee Member (Matt Amundson)
- Publicity Committee Member (Michelle Dujardin)

### WOW (Wellness on Whitewater)

- Committee Member (Michelle Dujardin)

## **Partner Organizations**

### Downtown Whitewater

### Chamber of Commerce

### Optimist Club

### Kiwanis Club

### Irvin L. Young Library

### UW-Whitewater

### Irvin L. Young Library

### Fairhaven

### Hawk Bowl

### Fort Health Care

### Brightstar

### Mulberry Glen

### Country Nurses

### Hospice Advantage

### Rainbow Hospice

### Area Senior Centers

### RSVP

### Our House Senior Living

### Nelson Transportation

### Volunteer Connections

### Walworth Co Aging & Disability Resource Center

### Whitewater Arts Alliance

### Whitewater Tourism Council

### Whitewater Youth Soccer

### Whitewater Cable TV

### Whitewater Unified School District

### Whitewater Fitness & Aquatic Center

### Whitewater Traveling Basketball

### Whitewater Youth Football League

### Whitewater Youth Wrestling

### Department of Natural Resources

### Wisconsin Parks & Recreation Assoc

### Walworth Co Nutrition Program

### Wisconsin Assoc of Senior Centers

### American Assoc of Retired People

### Senior Comm. Employment Prog

### National Council on Aging

### Oak Ridge Golf Course

### National Institute of Senior Centers

### Four Lakes Athletic Club

### Whitewater Family Practice

# DONATIONS & SPONSORSHIPS

The following donations and sponsorships greatly assisted the department in offering programs and services throughout 2010.

## Youth Sports

|                             |                   |
|-----------------------------|-------------------|
| DLK Enterprises/Hawk Bowl   | \$1,100           |
| Cogentrix/LSP               | \$500             |
| LaBelle Studios             | \$496.85          |
| Golden State Foods          | \$200             |
| Fort Community Credit Union | \$200             |
| First Citizens State Bank   | \$100             |
| UW Credit Union             | \$100             |
| Whitewater Country Club     | \$100             |
| Martin Business Group       | \$100             |
| Winchester Tru Value        | \$100             |
| Good Morning Advertiser     | \$100             |
| UW-Whitewater Optimist Club | \$100             |
| Frawley Oil Company         | \$100             |
| Dalee Water Conditioning    | <u>\$100</u>      |
|                             | <b>\$3,396.85</b> |

## Seniors In The Park

|                                    |                 |
|------------------------------------|-----------------|
| Sentry Funds for Friends           | \$834           |
| Charter Cable (in-kind TV service) | \$780           |
| Program Donations                  | \$760           |
| Our House (movie sponsor)          | \$240           |
| Whitewater Country Club (in-kind)  | \$184           |
| Anonymous                          | \$100           |
| Cell Phone Recycling               | \$70            |
| Whitewater Greenhouse (in-kind)    | \$48            |
| Bingo Donors                       | <u>\$3,309*</u> |

\*Approximately donated in Prizes and Gift Certificates

**\$6,325**

## Concerts in the Park

|                           |               |
|---------------------------|---------------|
| Coburn Company            | \$1,500       |
| Walmart                   | \$200         |
| Whitewater Snoseekers     | \$200         |
| Dalee Water Conditioning  | \$200         |
| Dental Perfections        | \$200         |
| Triebold Implement        | \$200         |
| Whitewater Farmers Market | <u>\$200</u>  |
|                           | <b>\$2700</b> |

## Halloween Party

|                           |              |
|---------------------------|--------------|
| Coburn Company            | \$100        |
| First Citizens State Bank | \$75         |
| AG Trade & Consumer       | \$45         |
| Ketterhagen Motors        | <u>\$25</u>  |
|                           | <b>\$245</b> |

## Park Improvements

|                       |                |
|-----------------------|----------------|
| DLK Enterprises       | \$4,000        |
| Friends of the Mounds | <u>\$200</u>   |
|                       | <b>\$4,200</b> |

## Youth Sports Equipment

|                        |         |
|------------------------|---------|
| Friends of the Program | \$1,300 |
|------------------------|---------|

## Flower & Hanging Baskets

|                              |               |
|------------------------------|---------------|
| Downtown Whitewater          | \$2,500       |
| Dale's Bootery               | \$100         |
| Dawn & Lyle Hunter           | \$100         |
| John & Marie Patterson       | \$100         |
| Jim & Carol Miller           | \$100         |
| Kevin & Nancy Brunner        | \$100         |
| Quiet Hut Sports             | \$100         |
| GMA Printing                 | \$100         |
| Commercial Bank              | \$100         |
| The Sweet Spot Coffee Shoppe | \$100         |
| First Citizens State Bank    | <u>\$100</u>  |
|                              | <b>\$3400</b> |

## Park Benches

|                                     |                |
|-------------------------------------|----------------|
| In Memory of Mary LaBelle           | \$1,500        |
| In Memory of Loren & Georgia Stelse | <u>\$1,500</u> |
|                                     | <b>\$3,000</b> |

## Freeze Fest

|                 |       |
|-----------------|-------|
| Commercial Bank | \$250 |
|-----------------|-------|

**Total 2010 Donations: \$24,816.85**

# Advertising Terms & Policies

## Conditions and Contract Regulations

1. Advertising opportunities are extended to any local, national or international business, non-profit agency and government agency that has or wishes to have a presence in Germantown.
2. Advertising opportunities will not be extended to any organization whose mission or goal is in conflict with the Germantown Park & Recreation Department's.
3. The Germantown Park & Recreation Department reserves the right to refuse any advertising from organizations or companies that offer competing programs and/or facilities.
4. Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the Village of Germantown, without limitation against, for any and all claims made thereof against losses sustained by the Village of Germantown, its board or employees.
5. The advertiser and its agency, if there is one, each represent that they are fully authorized and licensed to use: 1. The names, portraits and/or pictures of living persons; 2. Any copyrighted or trademarked materials; and 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Germantown Park & Recreation Department publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and hold harmless the Village of Germantown against all losses, liability, damage and/or expense arising from the copying, printing or publishing of any such advertisement.
6. No conditions printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the Germantown Park & Recreation Department policies, will be binding on the Village of Germantown.
7. Any drawings, artwork and copy submitted for reproduction are accepted at the risk of the advertiser. Credit for errors shall be the Germantown Park and Recreation Department's sole discretion, is limited to first insertion, and shall not exceed the cost of the space in which errors occur. No allowance is granted for errors that do not materially affect the value of an advertisement.
8. Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed and potentially additional charges exceeding the amount for non-fulfillment of the contract.
9. The Germantown Park & Recreation Department will not return any items submitted for advertising.

## Rate Protection

The Germantown Park & Recreation Department reserves the right to revise advertising rates at any time. However, rate increases will not affect existing signed and written advertising agreements. All advertising placed without a signed advertising agreement is subject to the rates that apply at the time of publication.

## Payment

Once publication is distributed, the advertiser will be issued an invoice, which must be submitted upon receipt.



# 2010 Brochure Advertising Rate Card

| Space Reservations | Artwork Due | Distribution |
|--------------------|-------------|--------------|
| Winter/Spring 2010 | 10/9/09     | 12/14/09     |
| Summer 2010        | 2/19/10     | 4/12/10      |
| Fall/Winter 2010   | 6/18/10     | 8/5/10       |

| FORMAT REQUIREMENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | AD SIZE OPTIONS & PER ISSUE RATE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| <p>Ad must be supplied on CD or e-mailed to <a href="mailto:baltergott@village.germantown.wi.us">baltergott@village.germantown.wi.us</a> and accompanied by a hard copy proof.</p> <p>Art files will be accepted in the following formats:</p> <ul style="list-style-type: none"> <li>&gt; QuarkXpress 6.5 or below</li> <li>&gt; Adobe Illustrator, InDesign or Photoshop</li> <li>&gt; AI</li> <li>&gt; EPS</li> <li>&gt; JPEG</li> <li>&gt; TIF</li> <li>&gt; Press Quality PDF</li> </ul> <p>Please supply all fonts or "create outlines" in the appropriate program</p> <p>Ads created in Word, Excel, PowerPoint, Publisher or Pagemaker will not be accepted</p> <p>Be sure to indicate the file format and software used on the CD or in the e-mail.</p> <p>Advertising questions should be directed to Brett Altergott at <a href="mailto:baltergott@village.germantown.wi.us">baltergott@village.germantown.wi.us</a> or call (262) 250-4710</p> | <p><input type="checkbox"/> <b>1/16 page ad:</b> <span style="float: right;"><b>\$80</b></span></p> <p style="padding-left: 40px;">1.8125" wide x 2.3125" high</p> <p><input type="checkbox"/> <b>1/8 page ad:</b> <span style="float: right;"><b>\$160</b></span></p> <p style="padding-left: 40px;">3.625" wide x 2.3125" high</p> <p><input type="checkbox"/> <b>1/4 page ad:</b> <span style="float: right;"><b>\$320</b></span></p> <p style="padding-left: 40px;">3.625" wide x 4.875" high</p> <p><input type="checkbox"/> <b>1/2 page ad:</b> <span style="float: right;"><b>\$450</b></span></p> <p style="padding-left: 40px;">7.5" wide x 4.875" high</p> <p><input type="checkbox"/> <b>1 page ad:</b> <span style="float: right;"><b>\$850</b></span></p> <p style="padding-left: 40px;">7.5" wide x 10" high</p> <p>&gt; <b>11,000 brochures distributed with each printing.<br/>(April, August and December)</b></p> <p><input type="checkbox"/> <b>Winter/Spring 2010</b></p> <p><input type="checkbox"/> <b>Summer 2010</b></p> <p><input type="checkbox"/> <b>Fall/Winter 2010</b></p> |

**Yes! I want to be a year-long brochure advertiser. *Receive preferred placement and 10% off***

| Advertising Terms and Policies                                                                                                                             |           |          |
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| This certifies that I have read, understood and hereby accept the advertising terms and policies explained on this side and the reverse side of this form. |           |          |
| Name (Printed)                                                                                                                                             | Signature | Date     |
| Company Name                                                                                                                                               | Title     |          |
| Address                                                                                                                                                    | City      | Zip Code |
| Phone                                                                                                                                                      | Fax       | E-mail   |