JOINT PARKS AND RECREATION BOARD
MEETING NOTICE AND AGENDA
Wednesday, November 13, 2024
6:00 PM

Pewaukee City Hall ~ Common Council Chambers

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1. Call to Order and Pledge of Allegiance
2. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact the Director prior to the meeting.
3. Approve minutes from October 9, 2024 meeting.
4. Discussion and possible action regarding proposed 2025 schedule for Brewfinity Brewing's mobile beer gardens at Pewaukee parks.
5. Discussion and possible action regarding a proposal from Tap Yard to operate beer gardens at Lakefront Park.
6. Update regarding synthetic field turf project at Pewaukee Sports Complex baseball diamonds.
7. Discussion and possible action regarding baseball diamond and soccer field facility use fee structures.
8. Discussion and possible action regarding Laimon Park financials for September and October 2024.
9. Discussion regarding 2021-2026 Open Space Plan and 2026-3031 Open Space Plan.
10. Adjournment

Nick Phalin, CPRP
Parks & Recreation Director

November 5, 2024

NOTICE

It is possible that members of other governmental bodies of the municipality may be in attendance to gather information that may form a quorum. At the above stated meeting, no action will be taken by any governmental body other than the governmental body specifically referred to above in this notice.

Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format must contact the Park and Recreation Director at (262) 691-7275 by 2:00 p.m. the Monday prior to the meeting so that arrangements may be made to accommodate your request.

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 3.

DATE: November 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Approve minutes from October 9, 2024 meeting.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description
Minutes

JOINT PARKS AND RECREATION BOARD
MEETING NOTICE AND AGENDA
Wednesday, October 9, 2024
6:30 PM
Pewaukee City Hall ~ Common Council Chambers

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1. Call to Order and Pledge of Allegiance
2. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact the Director prior to the meeting.
3. Approval of meeting minutes from September 11 meeting.
4. Update regarding Pewaukee Sports Complex baseball diamonds synthetic field turf installation.
5. Discussion, direction and possible action regarding 2025 Brewfinity Brewing beer gardens at Pewaukee Parks.
6. Discussion and possible action regarding a proposal from The Tap Yard to operate future beer garden style ventures in Pewaukee, starting in 2025.
7. Adjournment

Nick Phalin, CPRP
Parks & Recreation Director

October 4, 2024

NOTICE

It is possible that members of other governmental bodies of the municipality may be in attendance to gather information that may form a quorum. At the above stated meeting, no action will be taken by any governmental body other than the governmental body specifically referred to above in this notice.

Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format must contact the Park and Recreation Director at (262) 691-7275 by 2:00 p.m. the Monday prior to the meeting so that arrangements may be made to accommodate your request.

DATE: October 9, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Approval of meeting minutes from September 11 meeting.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description
Minutes

MEETING MINUTES
Wednesday, September 11, 2024
6:30 PM

Pewaukee City Hall ~ Common Council Chambers

In attendance:

D. Linsmeier, G. Majeskie, D. Kaatz, Trustee K. Kreuser.

Also Present:

Director of Parks and Recreation N. Phalin.

1. Call to Order and Pledge of Allegiance

2. Public Comment

3. Approval of the minutes from August 14, 2024 meeting.

   A motion was made and seconded, (Dave Linsmeier, Gary Majeskie) to approve meeting minutes from August 14, 2024. Motion Passed: 4-For, 0-Against.

4. Discussion and possible action regarding Pewaukee Youth Baseball’s proposal to add permanent dugout structures to Pewaukee Sports Complex baseball diamonds.

   A motion was made and seconded, (Gary Majeskie, Kristen Kreuser) to approve Pewaukee Youth Baseball's approval to purchase and have eight permanent dugout structures installed at Pewaukee Sports Complex, with recommendation to recognize as part of the $100,000 over 5-year agreement amendment, with any logos to be submitted to Parks and Recreation Board for review. Motion Passed: 4-For, 0-Against.

5. Discussion and update regarding summer day camp 2024 and comparison to neighboring communities fee structure.

6. Update, discussion and possible action regarding Bell Tower Memorial project at Kiwanis Village Park.

   A motion was made and seconded, (Dave Linsmeier, Gary Majeskie) to recommend reconsideration for the Bell Tower Memorial project and concern of a phased project at Kiwanis Village Park, specifically citing lack of the Bell Tower being present in phase one and potential project viability in the future; also to reconsider potential relocation to the Pewaukee Public Library per Library Director and facility access and use. Motion Passed: 4-For, 0-Against.

7. Update regarding Lake Country Football Club's use of Pewaukee Parks for the fall 2024 season.

8. Discussion and possible action regarding Laimon Park financials for August 2024.

to pass on to the Village Board
A motion was made and seconded, (Dave Linsmeier, Kristen Kreuser) to approve the Laimon Park financials for August 2024. Motion Passed: 4-For, 0-Against.

9. Discussion and possible action regarding the 2025 proposed budget.

   A motion was made and seconded, (Dave Linsmeier, Kristen Kreuser) to approve the 2025 budget as proposed and recommend to the Common Council and Village Board. Motion Passed: 4-For, 0-Against.

10. Update regarding Pewaukee Sports Complex synthetic field turf project.

11. Discussion and possible action regarding Joint Parks and Recreation Board meeting start times.

    A motion was made and seconded, (Dave Linsmeier, Gary Majeskie) to utilize a 6pm start time in November 2024 for trial period in November moving forward with potential change of time in spring 2025. Motion Passed: 0-For, 0-Against.

12. Adjournment

    A motion was made and seconded, (Kristen Kreuser, Dave Linsmeier) to adjourn. Motion Passed: 4-For, 0-Against.

Respectfully Submitted,
Nick Phalin, CPRP
Parks & Recreation Director

September 9, 2024

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 4.

DATE: October 9, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Update regarding Pewaukee Sports Complex baseball diamonds synthetic field turf installation.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 5.

DATE: October 9, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY: Nick Phalin

SUBJECT:

Discussion, direction and possible action regarding 2025 Brewfinity Brewing beer gardens at Pewaukee Parks.

BACKGROUND:

Brewfinity Brewing joined our parks with mobile beer gardens during the 2024 year. They were approved in June to host beer gardens in July-September.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Brewfinity Financials

Brewfinity 2024 Recap

2024 Brewfinity Contributions		All include 5% sales tax				
Date	Park	Municipality	Park Fee	Paid	Village Donation	City Donation
7/12/2024	Kiwanis Village Park	Village	$ 100.00	$ 100.00	$ 150.00	
7/26/2024	Springdale Park	City	$ 100.00	$ 100.00		$ 150.00
8/2/2024	Kiwanis Village Park	Village	$ 100.00	$ 100.00	$ 100.00	
8/13/2024	Kiwanis Village Park	Village	$ 50.00	$ 50.00	$ 100.00	
8/23/2024	Springdale Park	City	$ 100.00	$ 100.00		$ 100.00
9/13/2024	Kiwanis Village Park	Village	$ 100.00	$ 100.00		
9/20/2024	Kiwanis Village	Village	$ 100.00	$ 100.00		
		Total Fees		$ 650.00		
			Total Donations		$ 350.00	$ 250.00
					Village	City

2024 Pewaukee Beer Garden Recap

Recap

This last year we were following the beer garden schedule for The Beergo, and discovered there was a “gap” in beer gardens being offered in Pewaukee during the months of July and August. I approached Nick Phalin in late March to see if there would be interest in partnering with Brewfinity to fill those gaps and allow us to operate a beer garden during those months.

During the month of July, the Beergo unfortunately took a catastrophic failure and they were unable to perform any of their future beer gardens including the water ski shows with Pewaukee. In working both with the Beergo, the ski club, and Pewaukee Parks and Rec, we were able to take all of the existing Beergo events over and continue them as scheduled.

Review of 2024

At the time we approached the Pewaukee Parks and Rec and got our approvals, we encountered numerous challenges. These challenges were related to the short amount of time to properly plan these beer gardens, get food trucks lined up as well as music, and also make the community aware our beer gardens were happening. We did know this was going to be an issue going into these events and this was expected.

As a result, turnout to the Brewfinity beer gardens had low attendance, we had some food trucks not be available or not show up, and music performers were typically booked last minute. Financially the beer gardens weren’t great and in some cases we broke even on the event. All this can be addressed in the future and we are excited about the potential that comes with Pewaukee.

Suggested Changes

We needed to be several months ahead of where we were this last year. This would allow Brewfinity to get communications out with a beer garden schedule, notify local media outlets that it is occurring, and have a set list of dates well in advance. If there is a means to engage the community and get their “ownership” and support for these events, we should investigate this also. It might be as simple as putting a survey out to the community to see what parks they want the beer gardens at, or maybe even pick a more permanent location and not move the beer garden around so people know where it will always be.

As members of the Parks and Recreation Board, part of this discussion should include what your thoughts for these events should be?

2024 Pewaukee Beer Garden Recap

Conclusion

We are still very enthusiastic about working with Pewaukee and look forward to the opportunity going forward and growing these events into the potential they have.

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 6.

DATE: October 9, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY: Nick Phalin

SUBJECT:

Discussion and possible action regarding a proposal from The Tap Yard to operate future beer garden style ventures in Pewaukee, starting in 2025.

BACKGROUND:

The attached proposal is from the Tap Yard. Director Phalin met owner, Nick Marking, at Lakefront Park to show him the indoor concession space, grounds, and discuss previous concerns and opportunities we have visited with other ventures.

Their business model utilizes Waukesha county parks and operations throughout the state with formal rental/usage fees.

Nick Marking believes that this proposal would not impact other potential beer garden ventures in Pewaukee, such as Brewfinity Brewing.

Any motion forward would be a recommendation to the Village Board.

FINANCIAL IMPACT:

A rental rate would need to be established, and could potentially utilize similar rental agreements that the Tap Yard has in place with county parks.

RECOMMENDED MOTION:

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 4.

DATE: November 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Discussion and possible action regarding proposed 2025 schedule for Brewfinity Brewing's mobile beer gardens at Pewaukee parks.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Brewfinity 2025 Proposal

Brewfinity Calendar

Schedule with Financials

2025 Pewaukee Beer Garden Proposal

Objective

Brewfinity Brewing Co, located in Oconomowoc, would like to continue our partnership with the Parks and Recreation Department of Pewaukee as well as the Pewaukee Lake Water Ski Club to create a social atmosphere that can be enjoyed by the entire family and community.

Contact Info

Primary contact information is:

Chad Ostram / Owner
M: 262-271-2701
E: chad@brewfinitybrewing.com

About Brewfinity Brewing

Brewfinity Brewing Company, located in Oconomowoc, has been in operation since 2016. Brewfinity Brewing was listed as one of the 50 fastest growing breweries in 2018 by the Brewers Association in which we more than doubled our year over year output. In 2019 the Oconomowoc Chamber of Commerce awarded us the Small Business of the Year award for our work and support in the surrounding Oconomowoc community. We strive to support our community through charitable donations and events whenever possible.

We have the experience and infrastructure to ensure fast service for any event and the experience and know-how to make the event a success and enjoyable for all guests.

When we work with a community or an organization to provide a beer garden event, we recognize that the partnership is important for the success of the event.

2025 Pewaukee Beer Garden Proposal

Proposed Dates

Beer Gardens
Brewfinity is proposing the following dates for beer gardens:

Kiwanis Village Park - 2nd Friday of the Month 5:30pm - 9pm
Proposed dates are as follows: June 13th, July 11th, August 8th, Sept. 12

Springdale Park - 3rd Friday of the Month 5:30pm - 9pm
Proposed dates are as follows: May 16th, June 20th, July 18th, Sept 19th

Nettesheim Park - 4th Friday of the Month 5:30pm - 9pm
Proposed dates are as follows: June 27th, July 25th, August 22nd, Sept 26th

Parktoberfest
Brewfinity is also proposing the return of Parktoberfest. The parks and dates proposed are:
Kiwanis Village Park - Friday Oct 4th 5:30pm - 9pm and Saturday Oct 5th 3pm - 8pm

Pewaukee Lake Water Ski Club
Brewfinity has a tentative agreement with the Pewaukee Lake Water Ski Club in 2025 to continue our partnership with them to provide beer and other beverages during their ski shows. This would be every Thursday during 2025 from Memorial Day to Labor Day set up on the south side of the grassy area by the public docks.

Wagner Park
Brewfinity is proposing to operate a Beer Garden on Friday, August 15th from 5:30pm - 9:00pm. In addition, Brewfinity is proposing to operate a Beer Garden on Tuesdays at Wagner Park. We intend on trying it every week, but as this is a new park we would ask that we can reduce future dates as we evaluate the feasibility of this venue. We would plan to operate from June 3rd - Sept 23rd along with May 20th. We would look to invite a food vendor along, but would also evaluate this after a month.

Proposed dates are as follows from 5:30pm - 8:30pm:
5/20, 6/3, 6/10, 6/17, 6/24, 7/1, 7/8, 7/15, 7/22, 7/29, 8/5, 8/12, 8/19, 8/26, 9/2, 9/9, 9/16, 9/23

2025 Pewaukee Beer Garden Proposal

Plan of Operation

- Brewfinity Brewing shall provide 6 beer styles for the event. We provide a variety of styles that ensure someone can find something they enjoy. We also provide wine and seltzers for those that would prefer that type of beverage.
- Brewfinity Brewing shall provide the plastic cups for the event.
- Brewfnity Brewing shall procure food trucks for the given dates.
- Brewfinity Brewing shall strive to procure live music for the given dates for the beer gardens and Parktoberfest. In the event live music cannot be procured, Brewfinity shall provide ambient music via a speaker system which Brewfinity Brewing shall provide.
- Brewfinity Brewing shall provide soda and water options if the procured food trucks do not provide these options.
- Brewfinity Brewing shall provide a selection of yard games for children and family to enjoy at the beer gardens and Parktoberfest.
- Brewfinity Brewing may also provide select merchandise from the brewery for sale at the events.
- Brewfinity Brewing shall meet all other requirements required by the municipality for the opportunity to operate the beer garden.

Needed Support from Parks and Recreation

- Promoting the event within your community via social media and other media streams to make the event a success and well received by the community.
- Provide amenities that are available for the patrons. This would include portable toilets if none are available at the given location
- Provide guidance on any of the options Brewfinity Brewing provides if you are unsure about the options

Proposed Fee Structure

Brewfinity Brewing shall be willing to pay the rental fees for the park for the given day as determined by the Parks and Recreation department.

May 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	*2*	*3* *Bigler Baseball Tourny @ KVP*
4	*5*	*6*	*7*	*8*	*9*	*10*
11	*12*	*13*	*14*	*15*	*16* *Brewfinity @ Springdale Park @ 5:30-9:00pm*	*17*
18	*19*	*20* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball / PYB?*	*21*	*22*	*23*	*24*
25	*26* *Memorial Day*	*27* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball / PYB?*	*28*	*29* *Brewfinity @ Lake-front Park PLWSC Show*	*30*	*31*

June 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	*2*	*3* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball / PYB?*	*4*	*5* *Brewfinity @ Lake-front Park PLWSC Show*	*6* *Last Friday of school*	*7*
8	*9*	*10* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball / PYB?*	*11*	*12* *Brewfinity @ Lake-front Park PLWSC Show*	*13* *Brewfinity @ Kiwanis Village Park @ 5:30-9* *Day camp ends @ 5:30*	*14*
15	*16*	*17* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball / PYB?*	*18*	*19* *Brewfinity @ Lake-front Park PLWSC Show*	*20* *Brewfinity @ Springdale Park @ 5:30-9:00pm*	*21*
22	*23*	*24* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball / PYB?*	*25*	*26* *Brewfinity @ Lake-front Park PLWSC Show*	*27—Beach Party?* *Brewfinity @ Nettesheim Park @ 5:30-9:00pm* *Day camp ends @ 5:30*	*28 Kiwanis Beach Party?* *Bigler Baseball Tourny @ KVP*
29 *Bigler Baseball Tourny @ KVP*	*30*					

July 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball / PYB?*	*2*	*3* *Brewfinity @ Lake-front Park PLWSC Show*	*4* *4th of July*	*5*
6	*7*	*8* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball / PYB?*	*9*	*10* *Brewfinity @ Lake-front Park PLWSC Show*	*11* *Brewfinity @ Kiwanis Village Park @ 5:30-9:00pm* *Day Camp ends @ 5:30*	*12*
13	*14*	*15* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball / PYB?*	*16*	*17* *Brewfinity @ Lake-front Park PLWSC Show*	*18* *Brewfinity @ Springdale Park @ 5:30-9:00pm*	*19* *PYB Fundraiser @ Wagner (stay away)*
20	*21*	*22* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*23*	*24* *Brewfinity @ Lake-front Park PLWSC Show*	*25* *Brewfinity @ Nettesheim Park @ 5:30-9:00pm* *Day camp ends @ 5:30*	*26* *Positively Pewaukee Taste on the Lake*
27	*28*	*29* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*30*	*31* *Brewfinity @ Lake-front Park PLWSC Show*		

August 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	*2*
3	*4*	*5* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*6*	*7* *Brewfinity @ Lake-front Park PLWSC Show*	*8* *Brewfinity @ Kiwanis Village Park @ 5:30-9:00pm* *Day Camp ends @*	*9*
10	*11*	*12* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*13*	*14* *Brewfinity @ Lake-front Park PLWSC Show*	*15 'Summer Sundown' Brewfinity @ Wagner Park @ 5:30-9:00pm*	*16*
17	*18*	*19* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*20*	*21* *Brewfinity @ Lake-front Park PLWSC Show*	*22* *Brewfinity @ Nettesheim Park @ 5:30-9:00pm*	*23*
24	*25*	*26* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*27*	*28* *Brewfinity @ Lake-front Park PLWSC Show*	*29*	*30*
31						

September 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 *Labor Day*	*2—School starts* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*3*	*4*	*5*	*6*
7	*8*	*9* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*10*	*11*	*12* *Brewfinity @ Kiwanis Village Park @ 5:30-9:00pm* *Fall Frolic / Movie in the Park*	*13* *Could be a different Friday—avoid PHS football? or Homecoming*
14	*15*	*16* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*17*	*18*	*19* *Brewfinity @ Springdale Park @ 5:30-9:00pm*	*20*
21	*22*	*23* *Brewfinity @ Wagner Park 5:30-8:30pm* *Pickleball*	*24*	*25*	*26* *Brewfinity @ Nettesheim Park @ 5:30-9:00pm*	*27*
28	*29*	*30*				

October 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	*2*	*3* *Brewfinity @ Kiwanis Village Park @ 5:30-9:00pm ‘Parktoberfest’*	*4* *Brewfinity @ Kiwanis Village Park @ 3:00-8:00pm ‘Parktoberfest’*
5	*6*	*7*	*8*	*9*	*10*	*11*

Brewfinity 2025 Proposed Schedule						
May						
Day	**Date**	**Amount**	**Note 1**	**Note 2**		**Miscellaneous Notes**
Friday	16	$ 100.00				Brewfinity Schedule as proposed shows $4,100 of rental fees
Tuesday	20	$ 100.00				Amount would be paid to municipality of City/Village for park use
Tuesday	27	$ 100.00				
Thursday	29	$ 50.00	PLWSC Show			PLWSC has Ski Shows Thursday evenings, Memorial Day - Labor Day
	May Total	**$ 350.00**				Some miscellaneous shows/events during season
						2025 schedule TBD
June						Beer vendors have generally donated ~$150 on avg to PLWSC per date
Tuesday	3	$ 100.00				$50 * 13 shows = $650 annually
Thursday	5	$ 50.00	PLWSC Show			PLWSC provides built in guests from their shows
Tuesday	10	$ 100.00				
Thursday	12	$ 50.00	PLWSC Show			
Friday	13	$ 100.00				
Tuesday	17	$ 100.00				
Thursday	19	$ 50.00	PLWSC Show			
Friday	20	$ 100.00				
Tuesday	24	$ 100.00				
Thursday	26	$ 50.00	PLWSC Show			
Friday	27	$ 100.00				
	June Total	**$ 900.00**				
July						
Tuesday	1	$ 100.00				
Thursday	3	$ 50.00	PLWSC Show			
Tuesday	8	$ 100.00				
Thursday	10	$ 50.00	PLWSC Show			
Friday	11	$ 100.00				
Tuesday	15	$ 100.00				
Thursday	17	$ 50.00	PLWSC Show			
Friday	18	$ 100.00				
Tuesday	22	$ 100.00				
Thursday	24	$ 50.00	PLWSC Show			

Friday	25	$ 100.00	
Tuesday	29	$ 100.00	
Thursday	31	$ 50.00	PLWSC Show
	July Total	**$ 1,050.00**	
August			
Tuesday	5	$ 100.00	
Thursday	7	$ 50.00	PLWSC Show
Friday	8	$ 100.00	
Tuesday	12	$ 100.00	
Thursday	14	$ 50.00	PLWSC Show
Friday	15	$ 100.00	
Tuesday	19	$ 100.00	
Thursday	21	$ 50.00	PLWSC Show
Friday	22	$ 100.00	
Tuesday	26	$ 100.00	
Thursday	28	$ 50.00	PLWSC Show
	Aug Total	**$ 900.00**	
September			
Tuesday	2	$ 100.00	
Tuesday	9	$ 100.00	
Friday	12	$ 100.00	
Tuesday	16	$ 100.00	
Friday	19	$ 100.00	
Tuesday	23	$ 100.00	
Friday	26	$ 100.00	
	Sept Total	**$ 700.00**	
October			
Friday	3	$ 100.00	
Saturday	4	$ 100.00	
	Oct Total	**$ 200.00**	

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 5.

DATE: November 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY: Nick Phalin

SUBJECT:

Discussion and possible action regarding a proposal from Tap Yard to operate beer gardens at Lakefront Park.

BACKGROUND:

Changes from previous proposal include:
- 36 tables proposed (leaving room for blanket and BYO-Chair seating
- Monthly proposed rate of $150/day included in projections
- 5-year term proposed

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description
Tap Yard Business Plan
2025 Schedule Proposed with Fees & Notes
Tap Yard Aerial Image Propsal

The Tap Yard - Pewaukee
Business Plan

Nicholas Marking
President

Table of Contents

Executive Summary

Company Overview

PrimeTime Events LLC, an LLC-Corporation formed under the **WI** laws, intends to operate a beer garden at Lakefront Park in **Pewaukee**. The business will target all consumers that are looking for a quality craft beer with an amazing selection of 24 beers on tap in a relaxing atmosphere that will include live music, trivia, music bingo, bingo, innovative food, and events. The products and experiences are attractive to an adult demographic desiring a great selection of craft beer on tap in an inviting outdoor environment.

Products

PrimeTime Events Corporation has developed a business system that provides the customer with 24 craft beers on tap, wine, canned cocktails, and hard seltzers with a steady stream of events. We will house the beer garden bar in a lakeside building and have a concession food component.

Management

PrimeTime Events, LLC principal owner, Nick Marking brings a combined total of more than 10 years of significant management-related experience and more than 12 years of customer service experience to the company. His extensive management and customer service experience both as in owning The Brass Tap – Greenfield Bar and Restaurant as well as running The Lokal Beer Garden at 84South, The Tap Yard-Waukesha, The Tap Yard - West Bend, The Tap Yard - Brookfield, The Tap Yard - Milwaukee, and Badger Bites at State Fair and in combination with the popularity and competitive advantage of his beer garden products will significantly contribute to the company's success.

Financial Projections

Based on a typical new beer garden with similar market demographics and lot size, we estimate first and second year sales projections of $130,000 and $150,000 from May 1 to Oct 1. These projections are based on running a successful beer garden at 84 South and at The Tap Yard locations.

Funds Required

The estimated total funds required to open and operate the desired beer garden is $48.000. The principal owner, **Nick Marking** will contribute $48.000 of his own funds

Funds Required to Open a Beer Garden in Pewaukee:

Lease Payments: $2400 a month ($150 a day, approx 16 days a month)

Equipment/Furnishing: $30,000 (includes 36 picnic tables, concession equipment and bar equipment)

Audi/Video: $2,500

Signage: $1,000

Initial Inventory: $10,000

Computer System: $500

Licenses/Permits: $1,000

Insurance: $2,000

Grand Opening Adv: $1,000

Total: $48.000

Introduction

Business Description

PrimeTime Events Inc. intends to operate a beer garden located at Lakefront Park in Pewaukee**, ideally under a 5 year contractual commitment.** The business will target adult consumers that are looking for a quality craft beer with an amazing and exclusive selection of 24 beers on tap in a relaxing lakefront atmosphere. The products and experiences will be attractive to an adult demographic desiring a great venue with a quality product. As an event-based company, we will provide signature events which will include exclusive beer tapping events, live music, weekly trivia, weekly music bingo, plant and sip, art events, bingo, and give back Sundays.

Business Formation

PrimeTime Events, LLC is a Corporation formed under **WI** laws. The company will employ approximately 10 - 15 people, including Mr. and Mrs. **Nick Marking**, the principal owners and managers.

Mission

We will give consumers a wide selection of craft beer by providing 24 tap beers delivered with unparalleled hospitality that they deserve.

Goals

As a Beer Garden in the **Pewaukee** area, our primary goal is to establish a strong clientele that will make the garden the consumer's number one choice for craft beer, seltzer, and wine. With our menu offerings in a relaxed atmosphere at Pewaukee including live music and weekly events, we will provide a great atmosphere for all customers. We will create an experience that makes for a VERY satisfied and loyal customer that comes back often and recommends us to others. We are committed to be part of the community and assist our local charities reach their goals through a great fundraising program. Our intention is to make Pewaukee a destination area.

Vision

Our vision is to make The Tap Yard beer gardens THE CHOICE for craft beer and events. From Night Markets, Farmers Markets, live music, trivia, music bingo, bingo, plant & sip events, food truck events, family friendly events, etc. The Tap Yard at Pewaukee will become a premier destination in that market.

Daily Purpose

We will focus on increasing brand awareness, growing sales, and contributing toward greater profitability and improving two-way communication for the benefit of all the stakeholders.

Marketing Analysis Summary

Our market consists of both businesses and residences in our 15 mile trade area.

Target Market
We will target the adult market with the target age of 21 and older. The local residences will be our target for all of the above as well as the traffic bypassing going to other city areas outside the 15 mile radius.

Market Needs
This market is in need of a beer garden selling craft beer. Wisconsin is in the top 10 for craft beer breweries per capita and consistently is in the top 5 for per capita beer consumption.

Market Trends
With the socio-economic make up of this community skewed to the upper end of the scale, it's important to stay relevant to our customers; with our focus on providing craft beer that satisfies the unique tastes of the area.

Strategic Alliance

Licenses

PrimeTime Events will obtain all necessary and required licenses to operate a Beer Garden in **Pewaukee, WI.**

Pricing Product Policy

Pricing will be determined to remain competitive in the local market.

Advertising and Promotion

To support its start-up efforts, **The Tap Yard** will use popular media, such as, website, social media, our own Tap Yard app and email marketing, print (FSI, coupons, direct mail, fliers etc.), radio, along with promotional free product samples to advertise its business. **The Tap Yard** will allocate a minimum of $1,000 toward advertising during the company's grand opening period.

Marketing Strategy

The company's marketing strategy is to promote The Tap Yard Beer Gardens as a leader in the craft beer marketplace that provides a relaxing atmosphere with a plethora of events in an outstanding lakefront environment.

Distinct Competitive Advantages

The Tap Yard differentiates and positions its business above the competition with its beer expertise and ability to run a fun and valued beer garden.

Operations

The Tap Yard will operate its location during the hours:
Thur: 4pm-9pm, Fri:3pm-9pm Sat: 12pm-9pm, Sun: 12pm-7pm

Nick Marking will be the general manager and **Krystal Mulvaney** will be the operating manager during the first year of operations. The company will hire an assistant manager and enough (approximately 5-6) additional part-time employees through the local workforce to supplement staffing requirements. All employees will be properly and adequately trained in store operations, alcohol procedures, garden cleanliness, and unparalleled hospitality standards.

PRODUCTS

Craft Beer

The Tap Yard delivers the greatest selection of craft beer in the market with 24 taps and 15 bottles.

Food - Melt & Company & Concession

We plan to bring our Melt & Company grilled cheese concept to Pewaukee as well as our concession concept we currently run at Menomonee Park in Menomonee Falls. Both have been very well received and garnered repeat visits. From 6 types of grilled cheeses, to an elevated concession menu consisting of pizzas, hot dogs, brats and collaborations with local food businesses, we will have something for everyone.

Management Plan

The Tap Yard principal owner, **Nick Marking** brings a combined total of approximately **10** years of significant management-related experience and more than **12** years of customer service experience to the company.

Mr. **Nick Marking** was the Chief Executive Officer (CEO) and general manager for **The Brass Tap.** April Marking is the company's vice president and will act as operating manager for the business.

To assist in management responsibilities and to plan for future expansion efforts, **The Tap Yard** will hire an assistant manager to assume operating manager's duties and responsibilities during his/her absence. The Beer Garden will be under constant management supervision at all times by a manager or assistant manager to ensure quality control of product and customer service satisfaction.

Nick Marking, President/CEO/General Manager

Nick Marking brings **extensive management and customer service related experience** to **The Tap Yard** including more than 10 years of business, administration, and personnel management experience while owning The Brass Tap and Windy City Midwest Bait, Inc. Also 1 year of managing a 20,000 square foot Beer garden at 84 South in Greenfield, The Tap Yard Beer Gardens in Waukesha, Brookfield, West Bend, and Milwaukee, and a building called Badger Bites at The Wisconsin State Fair.

Accolades:

2018, 2019, 2020 - Best Craft Beer Bar in Wisconsin for The Brass Tap on craftbeer.com

2015 Best new bar - OnMilwaukee for The Brass Tap

2020- 2nd best new bar - The Lokal Beer Garden - Shepherd Express

2024 - Most Innovative Menu at The Wisconsin State Fair

His primary duties as CEO include:

- Primary point of contact for all business transactions, including suppliers, and federal, state, county, and city agencies.
- Management of business records and financials.
- Ordering all supplies.
- Assuming primary operating manager's duties and responsibilities during any periods of absence.

Market Strategies

Market Definition

The Tap Yard will target consumers that are looking for a high quality, beverage experience. With a menu of more than 24 tap beers along with another 15 bottles, consumers can have a wide range of craft beers to experience. The business will offer its products to be enjoyed in a vibrant live music and event space environment.

The majority of beer garden customers will consist of Waukesha County residents.

Competition

Currently, there are several competitors in the beer garden space in the Waukesha County Market. Those include: Traveling beer gardens, and bars/restaurants surrounding the park.

Distinct Competitive Advantages

The Tap Yard has several distinct advantages over the competition, including high quality craft beverages, unparalleled hospitality, live music, unparalleled events, food with Melt and Company, trivia, and a vibrant atmosphere that provides and adds up to a great time to sample craft beers.

High Quality, Innovative Food & Beverage

The Tap Yard is proud to be offering high quality, innovative food and beverages. We have 24 craft beers on the menu as well as up to 15 additional craft bottles. Our food products will be offered by Melt & Company and a full concession menu. We are passionate about using sampling as a marketing tactic because once a customer tastes our products, they will not only return often, but they will recommend us to others.

Unparalleled Hospitality

At The Tap Yard, we believe that our customers' deserve unparalleled hospitality. Not just customer service.

Our mantra for delivering this is conveyed in what we call the What You Get Paid For theory:

I get paid to create an experience that makes for a VERY satisfied and loyal customer that comes back often and recommends us to others.

We have comprehensive training for our staff so that they can understand all the operational necessities to run a great business and spend time creating experiences for our customers.

Vibrant and lively Environment

The minute you set foot in the garden, you will feel the vibe and will stay to sample or try the extensive craft beer menu. The music and products all convey that great feel that will bring you to beer utopia.

Location Analysis

Through intense market and location analysis, we determined a Tap Yard Garden would be a great fit in Pewaukee. Comprehensive market analysis conducted by Nick Marking indicated this prime location provides all the necessary qualities required for a successful and profitable business. Additionally, the high traffic volume and outstanding visibility of the business will undoubtedly help increase recognition.

Advertising

To support its start-up (and future expansion) efforts, The Tap Yard Beer Garden will use popular media, such as, website, social media, radio, and direct mailing coupons/flyers, along with promotional free product samples to advertise its business and products.

The Tap Yard intends to allocate a minimum of $1000 for advertising and promotion during its grand opening. It is our philosophy that the beer gardens that open big, stay big and we will have our Grand Opening right after we open for business. This will include grand opening specials, prizes, local media, radio promotions, public relations including product drops to local media outlets, radio, newspaper, and flier advertisements.

The primary source of advertising for the business will come from email, social media, text clubs, sampling, fundraising, direct mail and home delivery of coupon advertisements.

A secondary source of advertising will come from local sponsorship of various support groups.

Key Assets and Skills

Introduction

To be successful in this business, The Beer Garden must possess key assets and skills in four major areas:

- **Operational Excellence**
- **Unparalleled Hospitality**
- **Site Selection**
- **Management**

Operational Excellence

At The Tap Yard Beer Garden, we will take pride in offering the highest quality and most innovative products in a clean environment to our customers. We pride ourselves in the standards for quality and cleanliness. We are confident our product and environment will exceed our customers' (and competition's) expectations.

Unparalleled Hospitality

Our customers deserve unparalleled hospitality, not just customer service. They choose to give us a portion of their disposable income in return for an experience and high quality products in a clean, lively environment. We get paid to create experiences that make for a VERY loyal and satisfied customer that comes back often and recommends us to others.

Site Selection

Comprehensive market analysis conducted by our team indicates our prime location provides all the necessary qualities required for a successful business. Specifically, this garden location possesses high traffic volume, clear visibility from the street, and great lake access.

Staffing Requirements

Job Title General Manager

Job Description: Primary point of contact for all business transactions, including suppliers, lending institutions, and federal, state, county, and city agencies. Responsible for proper management of all business records, books, and financials. Orders all supplies. Assumes primary operating manager's duties and responsibilities during any periods of absence.

Job Title: Operations Manager **Salary**: $30,000

Job Description: Responsible for the overall operations management of the garden, including personnel management, training, alcohol training, payroll, cleanliness of facility, and any other duties which are required. Supervises all employees. Assumes general manager's duties and responsibilities during any periods of absence.

Job Title: Assistant Manager **Salary**: $5,000

Job Description: Responsible for the overall management of the store during general manager's and/or operations manager's absence. Ensures each customer is provided with the highest quality and freshness of product and customer satisfaction is achieved. Supervises employees.

Job Title: Bartenders

Job Description: Responsible for welcoming customers, taking orders, preparing orders, and finalizing sales. Performs necessary preparation and cleaning activities before, during and after garden business hours to ensure highest level of product freshness and store cleanliness.

Wages: Minimum wage per hour plus tips for the first three months of employment. Adjustment to wage based on job performance will be made after a three-month evaluation period.

Obstacles to Success

There are inherent obstacles to success with any new business venture. However, it is our belief that we have significantly reduced many of the associated risks by proactively identifying the most prominent obstacles associated with our business type and implemented appropriate safeguards.

Historically, most new businesses fail due to one or more of the following reasons. We feel strongly that our business will not fail due to any of these reasons as stated below:

Location, location, location

We believe we have one of the best locations for a beer garden in Pewaukee right on the lake.

Product & Experience

The relevance of the high quality and innovative products provide a competitive edge in today's marketplace. The Tap Yard's focus on delivering experiences and not just commodity products differentiates us and delivers a niche category where there is little competition.

Management

Our management team and Nick Marking bring more than 10 years of management experience to the company. We are committed to providing the best possible product and service to the customers as well as building a cohesive team of employees. This mitigates the risk of failure due to experience. He also has experience in owning one of the best craft beer bars in Wisconsin called The Brass Tap as well as running a successful beer garden at 84 South during a pandemic in 2020 and The Tap Yard Beer Gardens at Waukesha, Milwaukee, Brookfield, and West Bend. Plus our newest concept at The Wisconsin State Fair: Badger Bites.

Tap Yard 2025 Proposed Schedule						
May						
Day	**Date**	**Amount**	**Note 1**	**Note 2**		**Miscellaneous Notes**
Thursday	1	$ 150.00				Tap Yard Schedule as proposed shows $12,600 of rental fees
Friday	2	$ 150.00				Amount would be paid to Village for park use
Saturday	3	$ 150.00				
Sunday	4	$ 150.00				PLWSC has Ski Shows Thursday evenings, Memorial Day - Labor Day
Thursday	8	$ 150.00				Some miscellaneous shows/events during season
Friday	9	$ 150.00				2025 schedule TBD
Saturday	10	$ 150.00				Beer vendors have generally donated ~$150 on avg to PLWSC per date
Sunday	11	$ 150.00				$150 * 13 shows = $1,950 annually
Thursday	15	$ 150.00				PLWSC provides built in guests from their shows
Friday	16	$ 150.00				
Saturday	17	$ 150.00				Would Tap Yard be interested in Wednesday evenings outside of
Sunday	18	$ 150.00				Positively Pewaukee's Waterfront Wednesday (likely June 4-July 30)?
Thursday	22	$ 150.00				PP usually wouldn't offer WW on Wed. 7/2
Friday	23	$ 150.00				
Saturday	24	$ 150.00				Tap Yard could add 13 Wednesdays (May, Aug, Sept)
Sunday	25	$ 150.00				13 dates * $150 = $1,950
Thursday	29	$ 150.00	PLWSC Show			
Friday	30	$ 150.00				Should Tap Yard be closed during special events such as:
Saturday	31	$ 150.00				Kiwanis Beach Party
	May Total	**$ 2,850.00**				Taste on the Lake (Positively Pewaukee)
June						
Sunday	1	$ 150.00				
Thursday	5	$ 150.00	PLWSC Show			
Friday	6	$ 150.00				
Saturday	7	$ 150.00				
Sunday	8	$ 150.00				
Thursday	12	$ 150.00	PLWSC Show			
Friday	13	$ 150.00				
Saturday	14	$ 150.00				
Sunday	15	$ 150.00				
Thursday	19	$ 150.00	PLWSC Show			

Friday	20	$ 150.00									
Saturday	21	$ 150.00									
Sunday	22	$ 150.00									
Thursday	26	$ 150.00	PLWSC Show								
Friday	27	$ 150.00									
Saturday	28		**Beach Party - CLOSED?**								
Sunday	29		**Beach Party - CLOSED?**								
	June Total	**$ 2,100.00**									
July											
Thursday	3	$ 150.00	PLWSC Show								
Friday	4	$ 150.00	4th of July								
Saturday	5	$ 150.00									
Sunday	6	$ 150.00									
Thursday	10	$ 150.00	PLWSC Show								
Friday	11	$ 150.00									
Saturday	12	$ 150.00									
Sunday	13	$ 150.00									
Thursday	17	$ 150.00	PLWSC Show								
Friday	18	$ 150.00									
Saturday	19	$ 150.00									
Sunday	20	$ 150.00									
Thursday	24	$ 150.00	PLWSC Show								
Friday	25	$ 150.00									
Saturday	26		**Taste on the Lake PP - CLOSED?**								
Sunday	27	$ 150.00									
Thursday	31	$ 150.00									
	July Total	**$ 2,400.00**									
August											
Friday	1	$ 150.00									
Saturday	2	$ 150.00									
Sunday	3	$ 150.00									
Thursday	7	$ 150.00	PLWSC Show								
Friday	8	$ 150.00									
Saturday	9	$ 150.00									

Sunday	10	$ 150.00									
Thursday	14	$ 150.00	PLWSC Show								
Friday	15	$ 150.00									
Saturday	16	$ 150.00									
Sunday	17	$ 150.00									
Thursday	21	$ 150.00	PLWSC Show								
Friday	22	$ 150.00									
Saturday	23	$ 150.00									
Sunday	24	$ 150.00									
Thursday	28	$ 150.00	PLWSC Show								
Friday	29	$ 150.00									
Saturday	30	$ 150.00									
Sunday	31	$ 150.00									
	Aug Total	**$ 2,850.00**									
September											
Thursday	4	$ 150.00									
Friday	5	$ 150.00									
Saturday	6	$ 150.00									
Sunday	7	$ 150.00									
Thursday	11	$ 150.00									
Friday	12	$ 150.00									
Saturday	13	$ 150.00									
Sunday	14	$ 150.00									
Thursday	18	$ 150.00									
Friday	19	$ 150.00									
Saturday	20	$ 150.00									
Sunday	21	$ 150.00									
Thursday	25	$ 150.00									
Friday	26	$ 150.00									
Saturday	27	$ 150.00									
Sunday	28	$ 150.00									
	Sept Total	**$ 2,400.00**									

Tap Yard aerial proposal for Lakefront Park

We tried to resize the tables on the new graphic for a total of 36 tables, which will be enough. We also left the entire lakefront table free for blankets, carry in chairs etc. The area under the tree, which is large and covered due to the aerial view, will be wide open as well.

<u>Re: Thursday Pewaukee Lake Water Ski Club shows</u>

The park is very long and we will leave and will have a large area for people to bring blankets chairs etc to enjoy the Thursday night shows.

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 6.

DATE: November 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Update regarding synthetic field turf project at Pewaukee Sports Complex baseball diamonds.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 7.

DATE: November 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY: Nick Phalin

SUBJECT:

Discussion and possible action regarding baseball diamond and soccer field facility use fee structures.

BACKGROUND:

In 2018, the Joint Parks and Recreation Board approved the fee structure listed below. A few months ago, the Parks and Recreation Board approved fee structure for synthetic field turf ball diamonds, but did not update dirt diamond or soccer field fees.

2018:
<u>Baseball fields</u>
Resident rate: $25/hour (prepped) / $15/hour (unprepped)
Non-Resident rate: $30/hour (prepped) / $20/hour (unprepped)

<u>Soccer fields</u>
Up to U8 size: $10/hour resident, $15/hour non-resident
Size U8 and over: $15/hour resident, $20/hour non-resident

Proposed new fee structure:
<u>Baseball fields</u> ($5/hour increase)
Resident rate: $30/hour (prepped) / $20/hour (unprepped)
Non-Resident rate: $35/hour (prepped) / $25/hour (unprepped)

<u>Soccer fields</u> ($5/hour increase)
Up to U8 size: $15/hour resident, $20/hour non-resident
Size U8 and over: $20/hour resident, $25/hour non-resident

FINANCIAL IMPACT:

We are starting to have more external users reach out to us about field use fees. While most will play baseball at the Sports Complex, Director Phalin feels it is reasonable to increase fees for the first time since 2018 for other field use. This will help offset staff wages or grounds maintenance equipment and materials.

RECOMMENDED MOTION:

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 8.

DATE: November 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Discussion and possible action regarding Laimon Park financials for September and October 2024.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description
Laimon Financials
Laimon Financials October

MONTHLY REVENUES AND EXPENSES TO BUDGET

REVENUE

Account Number		2024 JAN	2024 FEB	2024 MAR	2024 APR	2024 MAY	2024 JUNE	2024 JULY	2024 AUG	2024 SEPT	2024 YTD Total	2024 Budget	YTD to Budget	YTD % to Budget
960-00-40421-001-000	CONTRIBUTED CAPITAL	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-40439-000-000	USE OF FUND BALANCE	-	-	-	-	-	-	-	-	-	-	35,722.00	(35,722.00)	0.00%
960-00-40474-000-000	OTHER REVENUE/GRANTS	-	-	-	-	-	-	22,506.90	-	-	22,506.90	-	22,506.90	0.00%
960-00-40622-001-000	GASOLINE SALES	-	-	-	-	6,740.99	12,743.14	43,367.49	22,921.39	14,367.00	100,140.01	76,500.00	23,640.01	130.90%
960-00-40622-002-000	BOAT LAUNCH FEES	-	-	-	292.00	3,798.42	1,367.00	1,244.22	871.00	959.00	8,531.64	7,000.00	1,531.64	121.88%
960-00-40622-003-000	RENTAL REVENUES	27,315.04	-	(525.00)	48,635.25	3,675.00	-	(172.24)	-	-	78,928.05	72,000.00	6,928.05	109.62%
960-00-40622-004-000	RESIDENTIAL/COMM RENT PYMTS	6,955.64	3,477.82	3,582.15	3,582.15	3,582.15	-	21,492.90	-	-	42,672.81	42,672.81	-	100.00%
960-00-40635-000-000	DONATIONS	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-40635-000-100	DONATION/DESIGNATED/LAIMONS	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-40636-000-000	INTEREST INCOME	245.70	210.76	194.92	207.60	199.70	185.91	192.77	193.82	-	1,631.18	1,000.00	631.18	163.12%
	Total Revenues	**$ 34,516.38**	**$ 3,688.58**	**$ 3,252.07**	**$ 52,717.00**	**$ 17,996.26**	**$ 14,296.05**	**$ 88,632.04**	**$ 23,986.21**	**$ 15,326.00**	**$ 254,410.59**	**$ 234,894.81**	**$ 19,515.78**	**108%**

EXPENSES

Account Number		2024 JAN	2024 FEB	2024 MAR	2024 APR	2024 MAY	2024 JUNE	2024 JULY	2024 AUG	2024 SEPT	2024 YTD Total	2024 Budget	YTD to Budget	YTD % to Budget
960-00-50403-000-000	DEPRECIATION EXPENSE	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-50427-000-000	PRINCIPAL/INTEREST ON DEBT	-	-	40,043.50	-	-	-	-	-	-	40,043.50	40,044.00	(0.50)	100.00%
960-00-51938-000-000	INSURANCE/PROP/LIABILITY/WC	-	-	350.00	-	4,425.95	-	-	-	-	4,775.95	1,650.00	3,125.95	289.45%
960-00-51940-000-000	LAKESIDE PARK LOAN PAYMENT EXP	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-51950-000-000	LAND ACQUSITION EXPENSE	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-51960-000-000	FISCAL AGENT FEE	140.70	27.95	-	22.98	(11.97)	11.53	126.58	9.57	-	327.34	1,100.00	(772.66)	29.76%
	GENERAL GOVERNMENT EXPENSE	$ 140.70	$ 27.95	$ 40,393.50	$ 22.98	$ 4,413.98	$ 11.53	$ 126.58	$ 9.57	$ -	$ 45,146.79	42,794.00	2,352.79	105%
960-00-55200-000-110	LAKESIDE PARK WAGES	-	-	-	-	1,734.87	-	-	1,591.83	-	3,326.70	5,250.00	(1,923.30)	63.37%
960-00-55200-000-130	LAKESIDE PARK FRINGE BENEFITS	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-55200-000-140	LAKESIDE PARK UTILITIES EXP	-	(392.52)	-	-	315.28	-	-	429.18	-	351.94	850.00	(498.06)	41.40%
960-00-55200-000-150	GASOLINE EXPENSE	-	-	-	-	8,393.65	8,014.74	24,193.60	19,661.88	7,175.05	67,438.92	59,500.00	7,938.92	113.34%
960-00-55200-000-155	OPERATING SUPPLIES	-	-	-	-	100.66	143.84	1,663.17	1,416.81	7,717.10	11,041.58	5,500.00	5,541.58	200.76%
960-00-55200-000-156	GROUNDS & MAINTENANCE	-	-	-	-	11,650.00	12,650.00	498.55	988.92	-	25,787.47	15,000.00	10,787.47	171.92%
960-00-55200-000-160	EQUIPMENT MAINTENANCE	-	-	-	-	-	-	-	-	-	-	5,000.00	(5,000.00)	0.00%
960-00-55200-000-165	BUILDING MAINTENANCE	-	-	-	-	-	486.89	75.69	6,500.00	549.00	7,611.58	5,000.00	2,611.58	152.23%
960-00-55200-000-168	OTHER PROPERTY EXPENSE/TAXES	4,745.66	-	-	-	-	-	-	-	-	4,745.66	6,000.00	(1,254.34)	79.09%
	CULTURE, MAINTENANCE & TAXES	$ 4,745.66	$ (392.52)	$ -	$ -	$ 22,194.46	$ 21,295.47	$ 26,431.01	$ 30,588.62	$ 15,441.15	$ 120,303.85	102,100.00	18,203.85	117.83%
960-00-57605-000-000	CAPITAL OUTLAY - OTHER PARKS	-	-	-	-	-	-	56,925.15	-	-	56,925.15	-	56,925.15	0.00%
960-00-57610-000-000	LAKESIDE PARK CAPITAL OUTLAY	-	-	-	-	56,925.15	-	(56,925.15)	-	-	-	90,000.00	(90,000.00)	0.00%
	CAPITAL OUTLAY	$ -	$ -	$ -	$ -	$ 56,925.15	$ -	$ -	$ -	$ -	$ 56,925.15	$ 90,000.00	$ (33,074.85)	63%
	Total Expenses	**$ 4,886.36**	**$ (364.57)**	**$ 40,393.50**	**$ 22.98**	**$ 83,533.59**	**$ 21,307.00**	**$ 26,557.59**	**$ 30,598.19**	**$ 15,441.15**	**$ 222,375.79**	**$ 234,894.00**	**$ (12,518.21)**	**95%**

REVENUE

Account Number		9/30/2020	9/30/2021	9/30/2022	9/30/2023	9/30/2024	Prev Yr to Current	2024 YTD Total	2024 Budget	YTD % to Budget
960-00-40421-001-000	CONTRIBUTED CAPITAL	-	-	-	-	-	-	-	-	0.00%
960-00-40439-000-000	USE OF FUND BALANCE	-	-	-	-	-	-	-	35,722.00	0.00%
960-00-40474-000-000	OTHER REVENUE/GRANTS	150.00	-	-	-	-	-	22,506.90	-	0.00%
960-00-40622-001-000	GASOLINE SALES	6,183.59	10,365.54	8,880.86	10,771.86	14,367.00	3,595.14	100,140.01	76,500.00	130.90%
960-00-40622-002-000	BOAT LAUNCH FEES	329.00	939.00	652.00	560.00	959.00	399.00	8,531.64	7,000.00	121.88%
960-00-40622-003-000	RENTAL REVENUES	-	-	-	-	-	-	78,928.05	72,000.00	109.62%
960-00-40622-004-000	RESIDENTIAL/COMM RENT PYMTS	2,980.15	3,069.56	3,161.65	3,477.82	-	(3,477.82)	42,672.81	42,672.81	100.00%
960-00-40635-000-000	DONATIONS	-	-	-	-	-	-	-	-	0.00%
960-00-40635-000-100	DONATION/DESIGNATED/LAIMONS	-	-	-	-	-	-	-	-	0.00%
960-00-40636-000-000	INTEREST INCOME	3.93	1.68	76.45	178.89	-	(178.89)	1,631.18	1,000.00	163.12%
	Monthly Revenue Totals	**$ 9,646.67**	**$ 14,375.78**	**$ 12,770.96**	**$ 14,988.57**	**$ 15,326.00**	**$ 337.43**	**$ 254,410.59**	**$ 234,894.81**	**108%**

EXPENSES

Account Number		9/30/2020	9/30/2021	9/30/2022	9/30/2023	9/30/2024	Prev Yr to Current	2024 YTD Total	2024 Budget	YTD % to Budget
960-00-50403-000-000	DEPRECIATION EXPENSE	-	-	-	-	-	-	-	-	0.00%
960-00-50427-000-000	PRINCIPAL/INTEREST ON DEBT	-	-	-	-	-	-	40,043.50	40,044.00	100.00%
960-00-51938-000-000	INSURANCE/PROP/LIABILITY/WC	-	-	-	-	-	-	4,775.95	1,650.00	289.45%
960-00-51940-000-000	LAKESIDE PARK LOAN PAYMENT EXP	-	-	-	-	-	-	-	-	0.00%
960-00-51950-000-000	LAND ACQUSITION EXPENSE	-	-	-	-	-	-	-	-	0.00%
960-00-51960-000-000	FISCAL AGENT FEE	-	-	-	11.09	-	(11.09)	327.34	1,100.00	29.76%
	GENERAL GOVERNMENT EXPENSE	$ -	$ -	$ -	$ 11.09	$ -	$ (11.09)	$ 45,146.79	$ 42,794.00	105%
960-00-55200-000-110	LAKESIDE PARK WAGES	-	-	-	-	-	-	3,326.70	5,250.00	63.37%
960-00-55200-000-130	LAKESIDE PARK FRINGE BENEFITS	-	-	-	-	-	-	-	-	0.00%
960-00-55200-000-140	LAKESIDE PARK UTILITIES EXP	-	-	-	(195.98)	-	195.98	351.94	850.00	41.40%
960-00-55200-000-150	GASOLINE EXPENSE	5,429.46	8,198.43	7,719.04	11,024.04	7,175.05	(3,848.99)	67,438.92	59,500.00	113.34%
960-00-55200-000-155	OPERATING SUPPLIES	266.50	1.59	-	1,228.83	7,717.10	6,488.27	11,041.58	5,500.00	200.76%
960-00-55200-000-156	GROUNDS & MAINTENANCE	-	-	-	-	-	-	25,787.47	15,000.00	171.92%
960-00-55200-000-160	EQUIPMENT MAINTENANCE	800.33	350.00	-	-	-	-	-	5,000.00	0.00%
960-00-55200-000-165	BUILDING MAINTENANCE	38.46	-	29.98	-	549.00	549.00	7,611.58	5,000.00	152.23%
960-00-55200-000-168	OTHER PROPERTY EXPENSE/TAXES	-	-	-	-	-	-	4,745.66	6,000.00	79.09%
	CULTURE, MAINTENANCE & TAXES	$ 6,534.75	$ 8,550.02	$ 7,749.02	$ 12,056.89	$ 15,441.15	$ 3,384.26	$ 120,303.85	$ 102,100.00	117.83%
960-00-57605-000-000	CAPITAL OUTLAY - OTHER PARKS	-	-	-	-	-	-	56,925.15	-	0.00%
960-00-57610-000-000	LAKESIDE PARK CAPITAL OUTLAY	6,846.00	-	-	-	-	-	-	90,000.00	0.00%
	CAPITAL OUTLAY	$ 6,846.00	$ -	$ -	$ -	$ -	$ -	$ 56,925.15	$ 90,000.00	63%
	Monthly Expense Totals	**$ 13,380.75**	**$ 8,550.02**	**$ 7,749.02**	**$ 12,067.98**	**$ 15,441.15**	**$ 3,373.17**	**$ 222,375.79**	**$ 234,894.00**	**95%**

VILLAGE OF PEWAUKEE
PRELIMINARY FUND BALANCES MONTH ENDING
September 30, 2024

FUND	GENERAL	INFRASTRUCTURE	PARK EQUIPMENT	CAPITAL PROJECTS	ARPA	WATER	STORM WATER	TRANSPORTATION	SEWER	CEMETERY	LAKE PATROL	LAIMON
	110	110	110	200	510	600	650	675	700	800	950	960
BEGINNING FUND BALANCE 1/01/2024	$3,421,544	$1,294,047	$44,874	$102,809	$453,102	$1,534,237	$98,497	$317,148	$3,169,326	$119,183	$11,168	$292,449
(+) REVENUES YTD	187,381			18,435	224,686	972,835	179,409	209,761	1,282,362	24,937	73,258	254,411
(-) EXPENDITURES YTD	(660,664)			(120,622)	(195,014)	(1,481,444)	(156,518)	(169,598)	(1,267,187)	(16,582)	(46,254)	(222,376)
PRELIMINARY FUND BALANCE YTD	**$2,948,262**	**$1,294,047**	**$44,874**	**$622**	**$482,774**	**$1,025,629**	**$121,388**	**$357,311**	**$3,184,501**	**$127,538**	**$38,172**	**$324,484**
(-) BUDGETED USE OF RESERVES	(2,071)	(300,000)	(15,000)	(425,000)	(227,738)	(343,808)	-	-	-	(4,700)	-	-
PROJECTED 12/31/2024 FUND BALANCE	**$2,946,191**	**$994,047**	**$29,874**	**($424,378)**	**$255,036**	**$681,820**	**$121,388**	**$357,311**	**$3,184,501**	**$122,838**	**$38,172**	**$324,484**

MONTHLY REVENUES AND EXPENSES TO BUDGET

REVENUE

Account Number		2024 JAN	2024 FEB	2024 MAR	2024 APR	2024 MAY	2024 JUNE	2024 JULY	2024 AUG	2024 SEPT	2024 OCT	2024 YTD Total	2024 Budget	YTD to Budget	YTD % to Budget
960-00-40421-001-000	CONTRIBUTED CAPITAL	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-40439-000-000	USE OF FUND BALANCE	-	-	-	-	-	-	-	-	-	-	-	35,722.00	(35,722.00)	0.00%
960-00-40474-000-000	OTHER REVENUE/GRANTS	-	-	-	-	-	-	22,506.90	-	-	-	22,506.90	-	22,506.90	0.00%
960-00-40622-001-000	GASOLINE SALES	-	-	-	-	6,740.99	12,743.14	43,367.49	22,921.39	14,367.00	125.03	100,265.04	76,500.00	23,765.04	131.07%
960-00-40622-002-000	BOAT LAUNCH FEES	-	-	-	292.00	3,798.42	1,367.00	1,244.22	871.00	959.00	(62.75)	8,468.89	7,000.00	1,468.89	120.98%
960-00-40622-003-000	RENTAL REVENUES	27,315.04	-	(525.00)	48,635.25	3,675.00	-	(172.24)	-	-	-	78,928.05	72,000.00	6,928.05	109.62%
960-00-40622-004-000	RESIDENTIAL/COMM RENT PYMTS	6,955.64	3,477.82	3,582.15	3,582.15	3,582.15	-	21,492.90	-	-	-	42,672.81	42,672.81	-	100.00%
960-00-40635-000-000	DONATIONS	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-40635-000-100	DONATION/DESIGNATED/LAIMONS	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-40636-000-000	INTEREST INCOME	245.70	210.76	194.92	207.60	199.70	185.91	192.77	193.82	197.66	-	1,828.84	1,000.00	828.84	182.88%
	Total Revenues	**$ 34,516.38**	**$ 3,688.58**	**$ 3,252.07**	**$ 52,717.00**	**$ 17,996.26**	**$ 14,296.05**	**$ 88,632.04**	**$ 23,986.21**	**$ 15,523.66**	**$ 62.28**	**$ 254,670.53**	**$ 234,894.81**	**$ 19,775.72**	**108%**

EXPENSES

Account Number		2024 JAN	2024 FEB	2024 MAR	2024 APR	2024 MAY	2024 JUNE	2024 JULY	2024 AUG	2024 SEPT	2024 OCT	2024 YTD Total	2024 Budget	YTD to Budget	YTD % to Budget
960-00-50403-000-000	DEPRECIATION EXPENSE	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-50427-000-000	PRINCIPAL/INTEREST ON DEBT	-	-	40,043.50	-	-	-	-	-	-	-	40,043.50	40,044.00	(0.50)	100.00%
960-00-51938-000-000	INSURANCE/PROP/LIABILITY/WC	-	-	350.00	-	4,425.95	-	-	-	-	-	4,775.95	1,650.00	3,125.95	289.45%
960-00-51940-000-000	LAKESIDE PARK LOAN PAYMENT EXP	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-51950-000-000	LAND ACQUSITION EXPENSE	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-51960-000-000	FISCAL AGENT FEE	140.70	27.95	-	22.98	(11.97)	11.53	126.58	9.57	10.91	6.98	345.23	1,100.00	(754.77)	31.38%
	GENERAL GOVERNMENT EXPENSE	$ 140.70	$ 27.95	$ 40,393.50	$ 22.98	$ 4,413.98	$ 11.53	$ 126.58	$ 9.57	$ 10.91	$ 6.98	$ 45,164.68	42,794.00	2,370.68	106%
960-00-55200-000-110	LAKESIDE PARK WAGES	-	-	-	-	1,734.87	-	-	1,591.83	-	-	3,326.70	5,250.00	(1,923.30)	63.37%
960-00-55200-000-130	LAKESIDE PARK FRINGE BENEFITS	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
960-00-55200-000-140	LAKESIDE PARK UTILITIES EXP	-	(392.52)	-	-	315.28	-	-	429.18	-	-	351.94	850.00	(498.06)	41.40%
960-00-55200-000-150	GASOLINE EXPENSE	-	-	-	-	8,393.65	8,014.74	24,193.60	19,661.88	7,175.05	-	67,438.92	59,500.00	7,938.92	113.34%
960-00-55200-000-155	OPERATING SUPPLIES	-	-	-	-	100.66	143.84	1,663.17	(6,273.19)	7,717.10	988.57	4,340.15	5,500.00	(1,159.85)	78.91%
960-00-55200-000-156	GROUNDS & MAINTENANCE	-	-	-	-	11,650.00	12,650.00	498.55	988.92	-	-	25,787.47	15,000.00	10,787.47	171.92%
960-00-55200-000-160	EQUIPMENT MAINTENANCE	-	-	-	-	-	-	-	-	-	17.40	17.40	5,000.00	(4,982.60)	0.35%
960-00-55200-000-165	BUILDING MAINTENANCE	-	-	-	-	-	486.89	75.69	6,500.00	549.00	-	7,611.58	5,000.00	2,611.58	152.23%
960-00-55200-000-168	OTHER PROPERTY EXPENSE/TAXES	4,745.66	-	-	-	-	-	-	-	-	-	4,745.66	6,000.00	(1,254.34)	79.09%
	CULTURE, MAINTENANCE & TAXES	$ 4,745.66	$ (392.52)	$ -	$ -	$ 22,194.46	$ 21,295.47	$ 26,431.01	$ 22,898.62	$ 15,441.15	$ 1,005.97	$ 113,619.82	102,100.00	11,519.82	111.28%
960-00-57605-000-000	CAPITAL OUTLAY - OTHER PARKS	-	-	-	-	-	-	56,925.15	-	-	-	56,925.15	-	56,925.15	0.00%
960-00-57610-000-000	LAKESIDE PARK CAPITAL OUTLAY	-	-	-	-	56,925.15	-	(56,925.15)	-	-	-	-	90,000.00	(90,000.00)	0.00%
	CAPITAL OUTLAY	$ -	$ -	$ -	$ -	$ 56,925.15	$ -	$ -	$ -	$ -	$ -	$ 56,925.15	$ 90,000.00	$ (33,074.85)	63%
	Total Expenses	**$ 4,886.36**	**$ (364.57)**	**$ 40,393.50**	**$ 22.98**	**$ 83,533.59**	**$ 21,307.00**	**$ 26,557.59**	**$ 22,908.19**	**$ 15,452.06**	**$ 1,012.95**	**$ 215,709.65**	**$ 234,894.00**	**$ (19,184.35)**	**92%**

REVENUE

Account Number		10/31/2020	10/31/2021	10/31/2022	10/31/2023	10/31/2024	Prev Yr to Current	2024 YTD Total	2024 Budget	YTD % to Budget
960-00-40421-001-000	CONTRIBUTED CAPITAL	-	-	-	-	-	-	-	-	0.00%
960-00-40439-000-000	USE OF FUND BALANCE	-	-	-	-	-	-	-	35,722.00	0.00%
960-00-40474-000-000	OTHER REVENUE/GRANTS	58,262.00	-	-	-	-	-	22,506.90	-	0.00%
960-00-40622-001-000	GASOLINE SALES	-	1,561.79	1,166.16	2,141.89	125.03	(2,016.86)	100,265.04	76,500.00	131.07%
960-00-40622-002-000	BOAT LAUNCH FEES	(245.81)	556.54	11,084.44	217.15	(62.75)	(279.90)	8,468.89	7,000.00	120.98%
960-00-40622-003-000	RENTAL REVENUES	(8.47)	756.08	(15.99)	(300.00)	-	300.00	78,928.05	72,000.00	109.62%
960-00-40622-004-000	RESIDENTIAL/COMM RENT PYMTS	2,980.15	3,069.56	3,161.65	-	-	-	42,672.81	42,672.81	100.00%
960-00-40635-000-000	DONATIONS	-	-	-	-	-	-	-	-	0.00%
960-00-40635-000-100	DONATION/DESIGNATED/LAIMONS	-	-	-	-	-	-	-	-	0.00%
960-00-40636-000-000	INTEREST INCOME	3.36	1.70	96.37	192.57	-	(192.57)	1,828.84	1,000.00	182.88%
	Monthly Revenue Totals	**$ 60,991.23**	**$ 5,945.67**	**$ 15,492.63**	**$ 2,251.61**	**$ 62.28**	**$ (2,189.33)**	**$ 254,670.53**	**$ 234,894.81**	**108%**

EXPENSES

Account Number		10/31/2020	10/31/2021	10/31/2022	10/31/2023	10/31/2024	Prev Yr to Current	2024 YTD Total	2024 Budget	YTD % to Budget
960-00-50403-000-000	DEPRECIATION EXPENSE	-	-	-	-	-	-	-	-	0.00%
960-00-50427-000-000	PRINCIPAL/INTEREST ON DEBT	-	-	-	-	-	-	40,043.50	40,044.00	100.00%
960-00-51938-000-000	INSURANCE/PROP/LIABILITY/WC	-	-	-	-	-	-	4,775.95	1,650.00	289.45%
960-00-51940-000-000	LAKESIDE PARK LOAN PAYMENT EXP	-	-	-	-	-	-	-	-	0.00%
960-00-51950-000-000	LAND ACQUSITION EXPENSE	-	-	-	-	-	-	-	-	0.00%
960-00-51960-000-000	FISCAL AGENT FEE	-	601.28	-	8.80	6.98	(1.82)	345.23	1,100.00	31.38%
	GENERAL GOVERNMENT EXPENSE	$ -	$ 601.28	$ -	$ 8.80	$ 6.98	$ (1.82)	$ 45,164.68	$ 42,794.00	106%
960-00-55200-000-110	LAKESIDE PARK WAGES	-	-	303.24	232.01	-	(232.01)	3,326.70	5,250.00	63.37%
960-00-55200-000-130	LAKESIDE PARK FRINGE BENEFITS	-	-	-	-	-	-	-	-	0.00%
960-00-55200-000-140	LAKESIDE PARK UTILITIES EXP	172.08	184.36	(262.08)	-	-	-	351.94	850.00	41.40%
960-00-55200-000-150	GASOLINE EXPENSE	-	1,327.41	1,168.38	978.72	-	(978.72)	67,438.92	59,500.00	113.34%
960-00-55200-000-155	OPERATING SUPPLIES	1,009.27	789.96	1,484.82	872.22	988.57	116.35	4,340.15	5,500.00	78.91%
960-00-55200-000-156	GROUNDS & MAINTENANCE	-	-	299.00	2,825.00	-	(2,825.00)	25,787.47	15,000.00	171.92%
960-00-55200-000-160	EQUIPMENT MAINTENANCE	-	-	-	-	17.40	17.40	17.40	5,000.00	0.35%
960-00-55200-000-165	BUILDING MAINTENANCE	350.00	862.85	1,144.69	-	-	-	7,611.58	5,000.00	152.23%
960-00-55200-000-168	OTHER PROPERTY EXPENSE/TAXES	-	-	-	-	-	-	4,745.66	6,000.00	79.09%
	CULTURE, MAINTENANCE & TAXES	$ 1,531.35	$ 3,164.58	$ 4,138.05	$ 4,907.95	$ 1,005.97	$ (3,901.98)	$ 113,619.82	$ 102,100.00	111.28%
960-00-57605-000-000	CAPITAL OUTLAY - OTHER PARKS	-	-	-	-	-	-	56,925.15	-	0.00%
960-00-57610-000-000	LAKESIDE PARK CAPITAL OUTLAY	1,362.28	-	8,900.00	-	-	-	-	90,000.00	0.00%
	CAPITAL OUTLAY	$ 1,362.28	$ -	$ 8,900.00	$ -	$ -	$ -	$ 56,925.15	$ 90,000.00	63%
	Monthly Expense Totals	**$ 2,893.63**	**$ 3,765.86**	**$ 13,038.05**	**$ 4,916.75**	**$ 1,012.95**	**$ (3,903.80)**	**$ 215,709.65**	**$ 234,894.00**	**92%**

VILLAGE OF PEWAUKEE
PRELIMINARY FUND BALANCES MONTH ENDING
October 31, 2024

FUND	GENERAL	INFRASTRUCTURE	PARK EQUIPMENT	CAPITAL PROJECTS	ARPA	WATER	STORM WATER	TRANSPORTATION	SEWER	CEMETERY	LAKE PATROL	LAIMON
	110	110	110	200	510	600	650	675	700	800	950	960
BEGINNING FUND BALANCE 1/01/2024	$3,421,544	$1,294,047	$44,874	$102,809	$453,102	$1,534,237	$98,497	$317,148	$3,169,326	$119,183	$11,168	$292,449
(+) REVENUES YTD	8,567,743			20,580	228,187	1,383,151	269,174	210,259	1,809,742	29,673	75,344	254,671
(-) EXPENDITURES YTD	(7,175,184)			(120,859)	(195,014)	(1,625,998)	(173,355)	(191,888)	(1,389,136)	(17,834)	(47,534)	(215,710)
PRELIMINARY FUND BALANCE YTD	**$4,814,102**	**$1,294,047**	**$44,874**	**$2,530**	**$486,275**	**$1,291,390**	**$194,316**	**$335,520**	**$3,589,932**	**$131,023**	**$38,978**	**$331,410**
(-) BUDGETED USE OF RESERVES	(2,071)	(300,000)	(15,000)	(425,000)	(293,800)	(343,808)	-	-	-	(4,700)	-	-
PROJECTED 12/31/2024 FUND BALANCE	**$4,812,032**	**$994,047**	**$29,874**	**($422,470)**	**$192,475**	**$947,582**	**$194,316**	**$335,520**	**$3,589,932**	**$126,323**	**$38,978**	**$331,410**

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 9.

DATE: November 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY: Nick Phalin

SUBJECT:

Discussion regarding 2021-2026 Open Space Plan and 2026-3031 Open Space Plan.

BACKGROUND:

The attached 2021-2026 goal review document shares updates as of October 2024.

We will be completing our next community survey in spring 2025. This will be specifically indicated as a 'community interest survey,' not a 'community needs' survey.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2021-2026 Goal Review

Simply put, goals offer the "why" to explain the logic behind the task or objective. A goal sets the fundamental, long-term direction that the organization wishes to accomplish. Goals are the major categories of the unfulfilled needs that an agency is trying to correct. Objectives are sub-categories of goals. Objectives are important because they need to be accomplished before goals can be completed. Objectives are also specific and can be measured and evaluated. The goals in this plan exist as a result of public, board, and staff input. The objectives resulted from the same input.

The heart of the study is the open and transparent public planning process. This included staff input as well as a mail survey. The data provides powerful insight into the view of the public toward parks and recreation in Pewaukee's future.

In review of the 2021-2026 goals, as of October 2024, the items highlighted in green below have been accomplished. Items in yellow have been started or modified. Items left unhighlighted have not been accomplished or have been determined they are no longer of interest at this time.

2021-2026 Comprehensive Plan Goals and Objectives
Comprehensive Plan Recommendations

This section includes the goals and objectives that have evolved from the survey, Joint Board, public, and staff input. These will be broken into sections including administrative, recreation programs, development, and park maintenance along with any associated costs that these objectives might entail.

Area 1: Administrative Goals

Goal: Increase knowledge of and visibility of the Department within the community.

Objectives:

Develop a marketing plan to increase visibility of the Department.	$0
Participate in and represent Department in a variety of local and county wide civic organizations.	$0
Mail activity guide to all Pewaukee residences three times per year.	$5,000/year above current
Continue to utilize and expand seasonal activity guide to include more community-based activities, resources and events.	Page expansion cost

Goal: Increase funding of the Pewaukee Parks and Recreation Department operations.

Objectives:

Encourage the development of new private/public partnerships which enhance the community's ability to accommodate the demand for public recreational facilities.	$0
Monitor and apply for county, state, and federal grant funding which can aid in the purchase or development of required park system improvements.	Matching grants
Continue to foster a relationship with the "Friends of the Parks of Pewaukee" to help with community relations as well as to assist with fundraising for park development.	$0

Increase fees for rentals, special interest group use and programs.	$0
Seek sponsorships and potential naming rights for major parks and facilities within the park system.	$0
Update the Pewaukee Joint Comprehensive Park and Open Space Plan every five years to provide the city and village with a period of funding eligibility.	$5,000

Goal: Improve and increase staff development efforts and provide necessary support.

Objectives:

Fund staff attendance at national and state conferences.	$5,000
Send staff to workshops and professional development opportunities.	$500-1,000
Provide adequate staffing levels to administer programs and maintain parks.	Based on need
Provide adequate office space and department equipment.	Based on need
Provide opportunities for additional staff training through agencies and organizations such as WPRA, WDNR, WRC, and others.	$0-1,000

Area 2: Recreation Program Goals

Goal: Expand program offerings and opportunities in the community.

Objectives:

Create additional non-traditional revenue streams such as sponsorships, partnerships, and new events.	TBD
Offer additional programs in the areas of: adults, water/lake related programs, special events, evening and weekend programs, and outdoor winter recreation.	Program costs
Consider hiring a Recreation Coordinator to help oversee additional opportunities.	% of Full-Time

Goal: Provide more opportunities for pickleball for Pewaukee residents.

Objectives: Convert an existing tennis court to permanent pickleball courts for the use of passive recreation.	$40,000-80,000
Develop pickleball clinics, leagues or tournament play.	$0

Area 3: Park Maintenance Goals

Goal: Improve quality of park bathrooms throughout entire park system.

Objectives:

Replace old or broken bathroom equipment – toilets, sinks, soap dispensers, etc.	$3,000/year
Utilize high efficiency, low energy or motion sensor options when replacing equipment as long as it is cost effective.	$0

Goal: Update South Park playground equipment and grading for a safe, enjoyable playground.

Objectives:	
Replace playground equipment that was removed due to lack of safety. Replace additional pieces at the end of their lifespan.	City Capital Playground Budget
Improve grading issues to prevent park flooding of playground, ball diamonds and other park amenities.	TBD / Joint project with Highway Dept
Goal: Improve ball diamond conditions throughout the Parks system.	
Objectives:	
Remove the lip between infield dirt and outfield grass, grade infields and add appropriate ball diamond mix at Nettesheim (2 diamonds), Kiwanis Village (3 diamonds).	$10,000
Remove weeds and create formal warning track at Pewaukee Sports Complex (4 diamonds).	TBD / Joint project with Highway Dept
Goal: Create diversity among park amenities throughout our Parks system.	
Objectives:	
Determine the best use for Balmer Park woods and complete the redevelopment to either disc golf or dog park.	$3,000 + donations
See pickleball information from 'Recreation section' of goals.	

Area 4: Development Goals

Goal: Keep the public informed of current development projects.

Objectives:

Develop an area on the Department website that includes updates on park projects. Promote through social media.	$0 / Staff time

Goal: Increase the amount and total distance of walking trails in our parks system.

Objectives:

Add walking trail to Pewaukee Sports Complex.	$0-100,000 + donations / sponsorships
Improve Simmons Woods trail system signage, trail markers, and entrance aesthetic.	$1,500
Investigate opportunities for easement and installation of path along Pewaukee River in the Village. Support Pewaukee River Partnership and communicate with DNR of opportunities for this project.	Grants / Donations / Sponsorships / $TBD

Goal: Increase park pavilions and rental spaces for public.

Objectives: Determine possibility of and build indoor pavilion structure at Kiwanis Village Park that could host rentals year-round, meetings, and provide an indoor space for our summer day camp program.	TBD