



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Parks and Recreation Committee

Monday, October 7, 2019

6:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[19-1444](#) Minutes of the September 9, 2019 Parks & Recreation Committee Meeting

Attachments: [Minutes of the 9-9-19 P & R Meeting.pdf](#)

4. **Public Hearings/Appearances**

5. **Action Items**

[19-1480](#) Action Item: Request Approval of Reid Golf Course's 2020 Rates Policy

Attachments: [2020 Golf Rates Memo.doc](#)
[Reid Rate Policy Redline 2020.pdf](#)
[Reid Rate Policy 2020 Final.docx](#)

[19-1495](#) Resolution #13-R-19 Climate Change

Attachments: [#13-R-19 Climate Change.pdf](#)

[19-1322](#) Action Item: Request Approval To Deny the Proposed Installation of the "Season III Better Days Sculpture" Within Houdini Plaza Per the Recommendation of the Appleton Public Art Committee

Attachments: [Park and Rec Memo-Houdini Plaza Acre of Art.pdf](#)

Legislative History

9/18/19 Common Council approved
This item was referred to the Parks & Recreation Committee meeting of 10-07-19 for further consideration.

[19-1323](#) Action Item: Request Approval of the Proposed Installation of the "Season III Gyan Sculpture" Within Jones Park Per the Recommendation of the Appleton Public Art Committee

Attachments: [Park and Rec Memo-Jones Park Acre of Art.pdf](#)

Legislative History

9/18/19 Common Council approved
This item was referred to the Parks and Recreation Committee meeting of 10-07-19 for further consideration.

[19-1324](#) Action Item: Request Approval of the Proposed Installation of the "Season III To The Moon Alice Sculpture" Within Vulcan Heritage Park Per the Recommendation of the Appleton Public Art Committee

Attachments: [Park and Rec Memo-Vulcan Heritage Park Acre of Art.pdf](#)

Legislative History

9/18/19 Common Council approved
This item was referred to the Parks & Recreation Committee meeting of 10-07-19 for further consideration.

6. Information Items

[19-1496](#) Aquatics, Summer 2019 Year End Report/Presentation

Attachments: [Summer, 2019 Aquatics Year-End Report.pdf](#)

[19-1445](#) Reid Golf Course Participation, Revenue and Expense Report-September, 2019

Attachments: [Reid Participation-Revenue Report September 2019.pdf](#)

[19-1453](#) Park Projects Update

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.

For questions on the agenda, please contact the Parks, Recreation & Facilities Management Department at 920-832-5514



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Meeting Minutes - Final-revised Parks and Recreation Committee

Monday, September 9, 2019

6:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

The meeting was called to order at 6:30 p.m.

2. Roll call of membership

Others: Dean Gazza & Tom Flick, Parks, Recreation & Facilities Management Department; Alderperson Firkus, District 3; Alderperson Lobner, District 13; Alderperson Meltzer, District 2

Present: 3 - Spears, Siebers and Schultz

Excused: 1 - Martin

3. Approval of minutes from previous meeting

[19-1300](#)

Minutes of the August 26, 2019 Parks & Recreation Committee Meeting

Attachments: [Minutes of the 8-26-19 P & R Meeting.pdf](#)

Alderperson Siebers moved, seconded by Alderperson Spears, that the Minutes of the August 26, 2019 Parks & Recreation Committee Meeting be approved.

Roll Call. Motion carried by the following vote:

Aye: 3 - Spears, Siebers and Schultz

Excused: 1 - Martin

4. **Public Hearings/Appearances**

None

5. **Action Items**

[19-1264](#)

Action Item: Request to Approve Adoption of the City of Appleton Comprehensive Outdoor Recreation Plan 2019-2023

Attachments: [Comprehensive Outdoor Recreation Plan Memo \(08-26-19\).docx](#)
[Appleton CORP DRAFT 8-20-19 largeversion.pdf](#)
[Appleton CORP Revision List.pdf](#)
[Appleton CORP DRAFT updated 9-4-19.pdf](#)
[Appleton CORP FINAL SV.pdf](#)

*Section 5, Page 56 Add the following: change "shelters" to "pavilions," change "ball fields" to "ball diamonds," add "frisbee golf and sledding hills."
Section 9, Add Under the goal "Expansion with City Growth," a third bullet point stating "Establish a "Friends of Appleton Parks" group in order to raise funds for park development.*

Aldersperson Siebers moved, seconded by Aldersperson Spears, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 3 - Spears, Siebers and Schultz

Excused: 1 - Martin

[19-1322](#)

Action Item: Request Approval To Deny the Proposed Installation of the "Season III Better Days Sculpture" Within Houdini Plaza Per the Recommendation of the Appleton Public Art Committee

Attachments: [Park and Rec Memo-Houdini Plaza Acre of Art.pdf](#)

Action Item will be voted on at a future meeting

[19-1323](#)

Action Item: Request Approval of the Proposed Installation of the "Season III Gyan Sculpture" Within Jones Park Per the Recommendation of the Appleton Public Art Committee

Attachments: [Park and Rec Memo-Jones Park Acre of Art.pdf](#)

Action Item will be voted on at a future meeting

[19-1324](#)

Action Item: Request Approval of the Proposed Installation of the "Season III To The Moon Alice Sculpture" Within Vulcan Heritage Park Per the Recommendation of the Appleton Public Art Committee

Attachments: [Park and Rec Memo-Vulcan Heritage Park Acre of Art.pdf](#)

Action Item will be voted on at a future meeting

6. Information Items

[19-1302](#) Reid Golf Course Participation, Revenue and Expense Report-August, 2019

Attachments: [Reid-August 2019 Participation, Revenue & Expense Report.pdf](#)

This item was presented

[19-1301](#) Projects Update

This item was presented

7. Adjournment

The meeting was adjourned at 7:32 p.m.

Alderson Siebers moved, seconded by Alderson Spears, that the meeting be adjourned. Roll Call. Motion carried by the following vote:

Aye: 3 - Spears, Siebers and Schultz

Excused: 1 - Martin



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

1819 E. Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-3915 FAX (920) 993-3103
tom.flick@appleton.org

Memorandum

To: Parks and Recreation Committee
From: Dean Gazza, Parks, Recreation and Facilities Management Department
Date: October 7, 2019
Re: Action Item: Request Approval of Reid Golf Course 2020 Rates Policy

Attached is the proposed 2020 Reid Golf Course Rates Policy that outlines the daily fees and pass rates for 2020. The 2020 Reid Golf Course Rates Policy is consistent with the policy adopted by the Committee and Council for 2019.

The policy continues to include a Discount Card that provides a 15% discount on daily fees and adds a new weekend twilight option. Proposed changes would allow Business Passes to be used for league play, no refunds for coupon books, and increased times of use for the weekday and junior passes.

Outagamie County will be implementing an additional half percent sales tax beginning January 1st, 2020. The proposed 2020 golf rates include a \$1.00 increase to weekend 9-hole daily fees and weekday twilight rates to recover the sales tax impact.

The Parks, Recreation, and Facilities Management Department is requesting approval of the 2020 Reid Golf Course Rates Policy at this time to begin planning for the 2020 season.

Please feel free to contact me at (920) 832-5572 or dean.gazza@appleton.org if you need additional information or have questions.

CITY OF APPLETON POLICY		TITLE: 20 2019 REID GOLF COURSE RATES POLICY	
ISSUE DATE: Day of Council Adoption	LAST UPDATE: December 2008, December 2010, December 2011, September 2012, September 2013, August 2014 October 2015, November 2016, November 2017, November 2018	TEXT NAME: J:\Department\Administration\Policies\ Golf Course	
POLICY SOURCE: Parks and Recreation Department		TOTAL PAGES: 5	
Reviewed by Attorney's Office Date: September 24, 2019	Parks and Recreation Committee Approval Date:	Council Approval Date:	

I. PURPOSE:

The Appleton Parks, Recreation and Facilities Management Department operates Reid Golf Course to maintain open space and provide for the recreational needs of the Community. The adoption of the rates outlined in this policy provides additional recreational opportunities to the members of the public. In addition, these rates shall provide revenues to meet operational, administrative and debt service expenses. The policy also contains procedures regarding refunds and coupon/pass upgrades that will provide additional golf opportunities, secure additional revenues for the City of Appleton and increase customer satisfaction.

II. POLICY:

It is the policy of the City of Appleton to establish daily green fees, discount cards and annual pass rates to meet changing community and participant interests and secure revenues to meet operational, administrative and debt service needs of the golf course. All daily green fees, discount cards and annual pass rates shall be established by the Parks, Recreation and Facilities Management Department and presented to the Parks and Recreation Committee and Council for annual review and adoption. Special and/or seasonal rates shall be established by the Parks, Recreation and Facilities Management Department to address current market conditions, changing competition, local and national trends, seasonal opportunities, golf course conditions, etc.

III. DEFINITIONS:

1. Discount Card – Provides 15% discount on regular green fees
2. Weekday – Monday through Friday
3. Weekend – Saturday, Sunday and holidays

4. Dependent - Child age 18 and under, for family passes only
5. Junior – Age 18 and under
6. Junior Associate – Age 19 to 24
7. Associate – Age 25 to 40
8. Adult – Age 41 to 61
9. Senior – Age 62 and up
10. Family – All persons currently residing at the same address who are directly related (mother, father, son, daughter), or are foster children. Families are limited to two adults and the dependents and/or foster children.
11. Guest Round – A free round of golf provided to a guest of Annual pass holder.
12. New Pass Holder – individual and/or family who have not purchased an annual pass the previous year.
13. Business Pass – Pass purchased by businesses and companies for use by employees, business guests, etc. The Business Pass includes a foursome for one tee time and two carts per day.

IV. DISCUSSION:

1. Weekday daily fees will be charged Monday through Friday, except holidays.
2. Weekend daily fees will be charged Saturdays, Sundays and all holidays.
3. A Weekday Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through ~~Friday/Thursday and Fridays from 6:00 am to 11:00 am.~~
 - c. Can be used for league play Monday through Friday.
 - d. Cannot be used for tournaments, outings and/or special events.
4. An Associate, Junior Associate, Adult, and Family Annual Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Sunday and holidays based on availability.
 - c. Can be used for league play Monday through Friday.
 - d. Can be used for tournaments, outings and/or special events.
5. A Junior Annual Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through ~~Friday/Thursday and Fridays from 6:00 am 3:00 pm and Friday Twilight.~~
 - c. Can be used Saturdays, Sundays and holidays after 2:00 PM
 - d. Can be used for tournaments, outings and special events.
6. A Junior Summer Pass:
 - a. Is available for 9 or 18 hole play.
 - b. Can be used from Memorial Day to Labor Day only.
 - c. Can be used Monday through Friday from 6:00 am to 3:00 pm.
 - d. Can be used Saturdays, Sundays and holidays after 2:00 PM.
 - e. Cannot be used for tournaments, outings, and/or special events.
7. A New Pass Holder (Weekday or Annual) can purchase a pass for the following year at the end of the current golf season and the pass can be used for the remainder of the

current golf season and the entire following golf season. The use of the Weekday and/or Annual Pass for the remainder of the current golf season will be consistent with #4, #5 and #6 above.

8. The Discount Card is available:
 - a. Provides a 15% discount on all regular green fees.
 - b. Cannot be used for tournaments, outings and/or special events.
9. Discount Cards, Special, Weekday and Annual Passes cannot be transferred to another individual.
10. The Family Annual Pass provides the benefits listed in #5 above to the pass holder and family members. An adult family member must accompany a minor child/children when a Family Annual Pass is used.
11. The Business Pass allows the company and/or business to schedule one (1) foursome for one tee time per day during the golf season and also includes two (2) carts. The company and/or business must schedule the tee time for the foursome with the Pro Shop office at least 24 hours before the tee time by the designated business representative(s). The Business Pass cannot be used for ~~league play~~, outings ~~and or~~ tournaments.
12. The Guest Rounds provided to annual pass holders can only be used when the guest is accompanied by the pass holder. Junior guest passes are only redeemable for juniors.
13. The Guest Rounds are good for either 9-hole or 18-hole rounds. All guest passes are redeemable based on which golf pass was purchased, annual vs. weekday.
14. All Discount Cards, Coupon Books, Weekday and Annual Passes expire at the end of the season for which they were purchased.
15. Twilight rates allow for unlimited play from the established start time until the course closes.
16. There will be no refunds issued for passes, coupon books, or discount cards. Exceptions may be granted in hardship cases by the Parks and Recreation Committee and City Council.

REID GOLF COURSE – Proposed Fees

WEEKDAY DAILY FEES	2016	2017	2018	2019	2020	Net
Adult 9	\$17.00	\$17.00	\$17.00	\$17.00	\$17.00	-
Adult 18	\$28.00	\$28.00	\$28.00	\$28.00	\$28.00	-
Senior 9	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	-
Senior 18	\$24.00	\$24.00	\$24.00	\$24.00	\$24.00	-
Junior w/ restrictions	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	-
WEEKEND DAILY FEES						
Adult/Junior/Senior 9	\$19.50	\$19.50	\$19.00	\$19.00	<u>\$20.00</u>	<u>\$1</u>
Adult/Junior/Senior 18	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	-
REPLAY RATES						
Walking	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	-
Riding	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	-
WEEKEDAY TWILIGHT Mon – Thur 6:00 PM - Close						
Walking	\$9.50	\$11.00	\$11.00	\$11.00	\$12.00	<u>\$1</u>
Riding	\$18.50	\$22.00	\$22.00	\$22.00	\$23.00	<u>\$1</u>
WEEKEND TWILIGHT Fri, Sat & Sun 4:00-Close						
Walking	-	-	-	-	<u>\$15.00</u>	-
Riding	-	-	-	-	<u>\$26.00</u>	-
SUPER TWILIGHT Fri, Sat & Sun 1-4 PM 3-5						
9 Holes – walking	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	-
18 Holes – walking	\$24.00	\$24.00	\$24.00	\$24.00	\$24.00	-
DISCOUNT CARDS						
Adults/Seniors	\$30.00	\$31.50	\$31.50	\$31.50	\$31.50	-
SPECIALS						
Junior Summer Pass	\$150	\$150	\$150	\$150	\$150	-
WEEKDAY PASSES (Monday-Friday Only)						
Junior	\$175	\$175	\$175	\$175	\$175	-
Adult	\$775	\$815	\$815	\$815	\$815	-
Senior	\$625	\$660	\$660	\$660	\$660	-
ANNUAL PASSES						
Junior	\$200	\$200	\$200	\$200	\$200	-
Junior Associate	-	-	\$350	\$350	\$350	-
Associate	\$700	\$735	\$735	\$735	\$735	-
Adult	\$1050	\$1105	\$1050	\$1050	\$1050	-
Senior	\$750	\$790	\$800	\$800	\$800	-
Family	\$1100	\$1155	\$1155	\$1155	<u>\$1200</u>	<u>\$45</u>
Business	\$2500	\$2625	\$2625	\$2625	\$2625	-

Tax included on daily fees beginning in 2016 and Annual Passes in 2017

Returning Pass Holder Loyalties

2016 Pass Sales - New Pass Holders-Purchase 2016 pass in 2015. Good for remainder of 2015 and all of 2016

-Returning Pass Holders from 2015 – Purchase 2016 pass before March 15 and receive three (3) guest passes. Guest pass is good anytime for a 9-hole or 18-hole round.

2017 Pass Sales

-Purchase pass in 2016 and play remainder of year with next year's pass

-Returning Pass Holders receive 3 free guest passes

-5% off 2 passes, 10% off 3 passes in March

2018 Pass Sales

-Returning Pass Holders receive 3 free guest passes and 3 free drink tickets.

-Pass Holders receive packet including merchandise coupons and yardage book.

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Riding	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	-
TWILIGHT (unlimited golf)						
Walking	\$9.50	\$11.00	\$11.00	\$11.00	\$12.00	\$1
Riding	\$18.50	\$22.00	\$22.00	\$22.00	\$23.00	\$1
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RESOLUTION #13-R-19

Climate Change

Date: October 2, 2019

Submitted By: Alderperson Schultz – District 9, Alderperson Meltzer – District 2, Alderperson Fenton – District 6, & Alderperson Otis – District 15

Referred To: Parks & Recreation Committee

WHEREAS, the United Nations Intergovernmental Panel on Climate Change (IPCC) issued a report in October 2018 titled, “Global Warming of 1.5°C, an IPCC special report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty”, and the United States Global Change Research Program released the “Fourth National Climate Assessment” (NCA4) in November 2018, which found:

- The global climate is diverting from its prehistoric pattern due primarily to human activity since the Industrial Revolution, including increased greenhouse gas emissions, deforestation, and other land use changes.
- Human activities have increased the average global temperature by approximately 1.0°C (1.8°F) since the early 1800s, and will likely rise to 1.5°C (2.7°F) between 2030 and 2052, and 2.0°C (3.6°F) under current emissions, making the Earth significantly less habitable for humans and wildlife alike; and

WHEREAS, the August 2016 report by the Environmental Protection Agency on Wisconsin's future climate affirmed that Wisconsin's climate is changing over the past century, has already warmed about two degrees (F), and also finding:

- Ice cover on the Great Lakes is forming later or melting sooner and in the coming decades, the state will have more extremely hot days. These warming trends will lead to greater algal blooms, more frequent and severe storms which increase pollutant run-off into the lakes, and produce heat waves dangerous to vulnerable populations like the young, elderly, sick and poor.
- Wisconsin will likely experience a decline to 1980s levels in agricultural productivity, a downturn in the forest industry as trees succumb to temperature changes and the advancement of invasive species, loss of biodiversity as many plant and animal species go extinct and increased public health problems from poorer air quality due to increases in ground-level ozone, extended length of pollen seasons, and deadlier than ever urban heat island effects; and

WHEREAS, the United Nations Framework Convention on Climate Change, of which the United States is a Member State, adopted the Paris Agreement (Paris Climate Accord) in 2016, a global plan to counteract climate change and prevent the average global temperature from rising to or above 2°C, and

WHEREAS, The overwhelming threats from climate change and human induced stressors to our environment, infrastructure, economy, and residents' health require that we take bold mitigation and adaptation measures to address these consequences of climate change well beyond the many successful measures already employed on City properties, grounds and facilities; and

WHEREAS, Climate change will impact all residents of Appleton, but will disproportionately affect communities already facing disparities in socioeconomic and health resources, and as such,

climate action is necessary to advance social equity; and

WHEREAS, Efforts to reduce carbon emissions, adapt to climate change impacts and address issues of environmental pollution and waste will benefit Appleton residents through cost savings, stable energy prices, job opportunities and increased local revenues, social equity, improved air and water quality, and improved public health; and

WHEREAS, A climate action plan is the best platform to outline urgently needed comprehensive mitigation and adaptation strategies to address a changing climate, excessive waste, persistent non-point pollution as well as introduce new opportunities to embrace localized alternative energy production, reforestation for carbon sinking, enhanced focus on smart buildings and environmentally sound growth, composting and rainwater retention and reuse, increased public transit and non-motorized transportation opportunities, and expansion of locally grown and ready available non-processed food sources, and more;

NOW THEREFORE BE IT RESOLVED, Appleton hereby establishes a taskforce named the "Appleton Taskforce on Resiliency, Climate Mitigation and Adaptation" to convene area leaders for the purpose of making practical recommendations consistent with the 2018 IPCC and NCA4 reports so our community may move significantly toward the goal of achieving net zero greenhouse gas emissions by 2050, or sooner, mitigate the adverse effects of multiple sources pollution, reduce waste in energy and food production streams, address resource depletion and other human-induced environmental stressors, increase our protection efforts of native biodiversity and reduce the spread of invasive species, and adapt to the growing threats of climate change by establishing enhanced conservation and alternative use policies that empower corporations, business and individual citizens to deploy alternative methods of traditional resource management and energy production;

BE IT FURTHER RESOLVED, the Taskforce will be composed of 10 members appointed by the Mayor which shall include a city department head, 2 members of Common Council, 2 individuals from Intergovernmental Agencies and/or Institutions of Higher Learning, 2 individuals from NGOs working on Climate Change mitigation and/or resiliency, and 3 other volunteer residents of Appleton. The Taskforce will elect its own Chair and the Chair will be empowered to create subcommittees as necessary for research and recommendations to the Taskforce. Taskforce members will serve 2-year terms subject to reappointment by the Mayor.; and,

BE IT FURTHER RESOLVED, the Taskforce shall advise the City of its recommendations which shall include, but not be limited to, providing:

- A roadmap of required and measurable governmental actions to accomplish greenhouse gas reduction goals consistent with IPCC goals;
- A comprehensive list of actionable initiatives to address climate mitigation, all aspects of waste management, biodiversity protection and enhanced resiliency, including potential costs for implementation where practical,
- A list of outside experts, the City may contract with for technical expertise who may further the goals of the Taskforce; and

BE IT FURTHER RESOLVED, the Taskforce shall be formed and meet as soon as practicable and shall present their findings to the Common Council within six months of resolutions' passage and bi-annually for the two year duration of the taskforce service.



MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Tom Flick – Deputy Director, Parks, Recreation & Facilities Management

FROM: Jessica Titel, Principal Planner

DATE: September 4, 2019

RE: Acre of Art – Season III Installation: Better Days Sculpture – Houdini Plaza

The Appleton Public Art Committee met on September 3, 2019 and recommended that the proposed installation of the Better Days sculpture located within Houdini Plaza (Tax Id #31-2-0067-00), **IS NOT RECOMMENDED FOR APPROVAL**, subject to the Staff Analysis within the Staff Report:

Per the Art in Public Places Policy, the recommendation from the Appleton Public Art Committee is forwarded to the committee of jurisdiction, in this case, the Park and Recreation Committee. Please place this item on the agenda for the September 9, 2019 Park and Recreation Committee agenda. Their recommendation would then for forward to the Common Council for final consideration.

The Staff Report prepared for the Public Art Committee is attached as reference.



REPORT TO PUBLIC ART COMMITTEE

Appleton Public Arts Committee Meeting Date: September 3, 2019

Parks & Recreation Committee Date: September 9, 2019

Common Council Meeting Date: September 18, 2019

Item: Better Days Sculpture

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Alex Schultz – Sculpture Valley, Inc.

Address/Parcel: Houdini Plaza - S. Oneida Street (Tax Id #31-2-0067-00)

Applicant's Request: Applicant is requesting to place the Better Days sculpture, associated with Sculpture Valley's Acre of Art Season III, on City owned property. Sculptures will be placed for a period of 2 years.

PROJECT DETAILS

Brief description of project and location: The sculpture is part of Sculpture Valley's Acre of Art Season III installation. Acre of Art is a public sculpture series that places sculptures throughout the Fox Cities. The sculptures remain in their respective locations for a period of 2 years. The applicant is proposing to place the "Better Days" sculpture within Houdini Plaza.

Since this location was initially presented to the APAC, the applicant has chosen a different sculpture for Houdini Plaza. The Better Days sculpture is being proposed in this location, rather than the Midsummer Gate sculpture.

With this proposal, the applicant has also proposed an alternative location near Houdini Plaza for this sculpture. The alternative location is within the S. Oneida Street right-of-way, just south of Houdini Plaza. Since this location was not originally presented, it will not be presented as an action item. Staff does not support this location because it is located in an area used for snow storage and would be easily damaged in this location. This area of South Oneida Street is also planned for reconstruction in 2021, so it would need to be relocated prior to April 2021.

Reason for choosing the proposed location: The applicant chose the proposed location because they feel Houdini Plaza is the most visible sculpture location in the City and chose the location within the plaza to minimize programming conflicts. The attached proposal provides more detail on the rationale for this location.

Better Days Sculpture – Houdini Plaza

September 3, 2019

Page 2

Description of how the work is installed/anchored/attached: The sculpture would be mounted on a 4-foot round, 4-inch high concrete pedestal. In order to ensure public safety of the structure, the applicant would need to provide installation details and structural information that is prepared by a structural engineer or other qualified professional.

Timeline and duration of installation: Installation dates to be determined. The sculpture would be in place for 2 years.

Maintenance and Cost: The artwork would be maintained by Sculpture Valley. A maintenance agreement would be prepared by the City's Legal Services and would need to be executed prior to installation.

Associated Signage: A plaque would be installed adjacent to the sculpture.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

Chapter 3 – Community Vision #12: Creative place making and public art enhance the public realm and contribute to a vibrant economy.

Goal 7 – Agricultural, Natural, and Cultural Resources

Appleton will continue to protect and enhance its environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents.

Chapter 14 – Downtown Plan

- *Strategy 1.1 Continue development of entry features on major routes into the downtown*
- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

STAFF ANALYSIS

While artwork in Houdini Plaza and Downtown, in general, is supported in the City's Comprehensive Plan, Staff cannot support the proposed sculpture or location based on the following:

- When Houdini Plaza was designed, an existing concrete pad was installed with the purpose of displaying artwork in Houdini Plaza. The concrete pad's location is in the southeast corner of the plaza, near a seating area. This location should be used for future proposals. Artwork was also intended to have a connection to Houdini.
- The location would damage planter areas with the installation.
- There is a significant amount of underground utilities throughout Houdini Plaza.
- Houdini Plaza was designed for and is programmed for numerous public activities throughout the year and avoiding conflicts with the programming needs of these events is challenging.

Better Days Sculpture – Houdini Plaza

September 3, 2019

Page 3

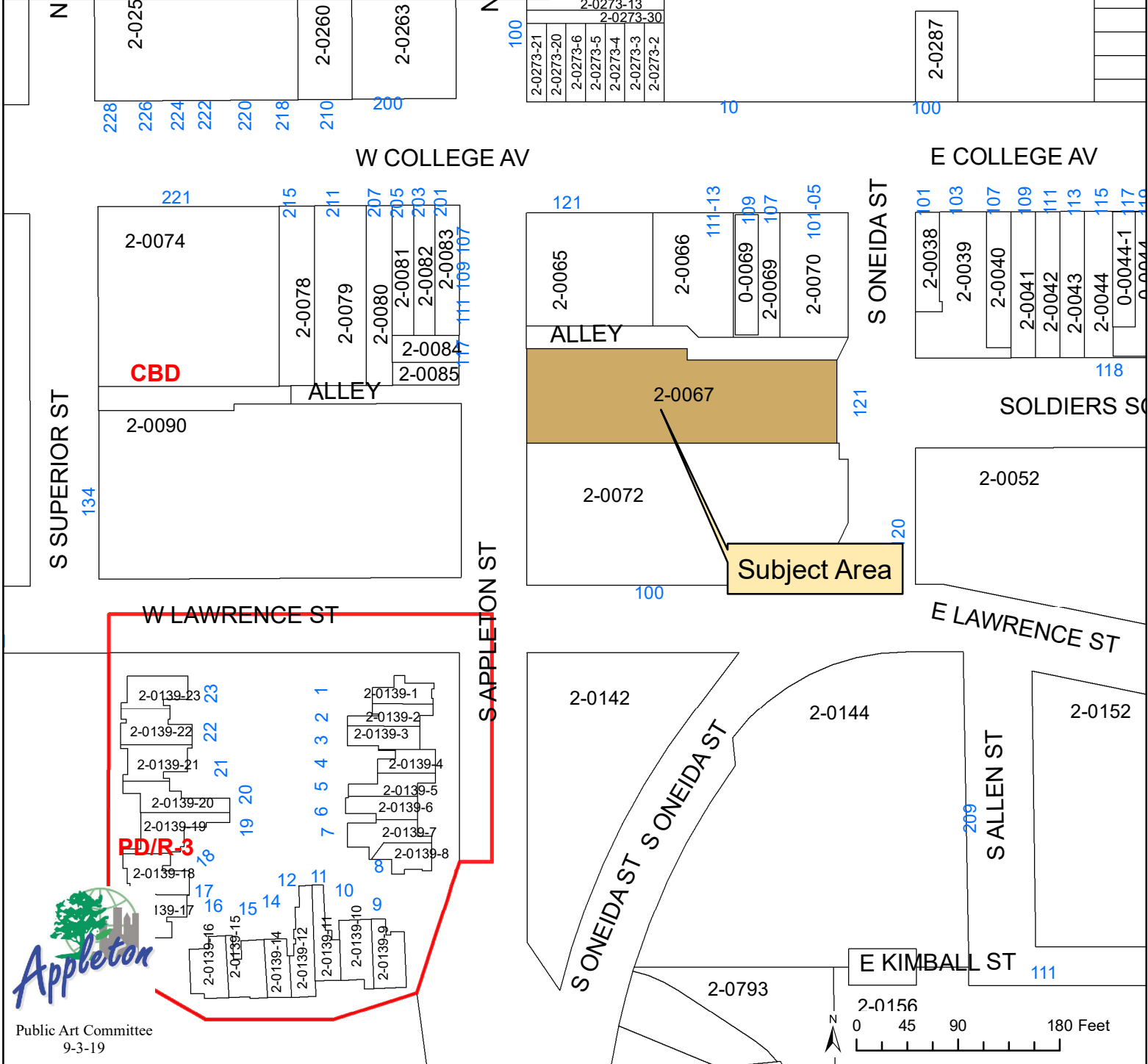
- Staff did meet with the applicant regarding these concerns and suggestions. There was an agreement to skip this year's display in Houdini Plaza and to look for a Houdini appropriate art piece to be located on the existing concrete pad in the future.

Oneida Street right-of-way location: With this proposal, the applicant has also proposed an alternative location near Houdini Plaza for this sculpture. The alternative location is within the S. Oneida Street right-of-way, just south of Houdini Plaza. Since this location was not originally presented, it will not be presented as an action item. Staff does not support this location because it is located in an area used for snow storage and would be easily damaged in this location. This area of South Oneida Street is also planned for reconstruction in 2021, so it would need to be relocated prior to April 2021.

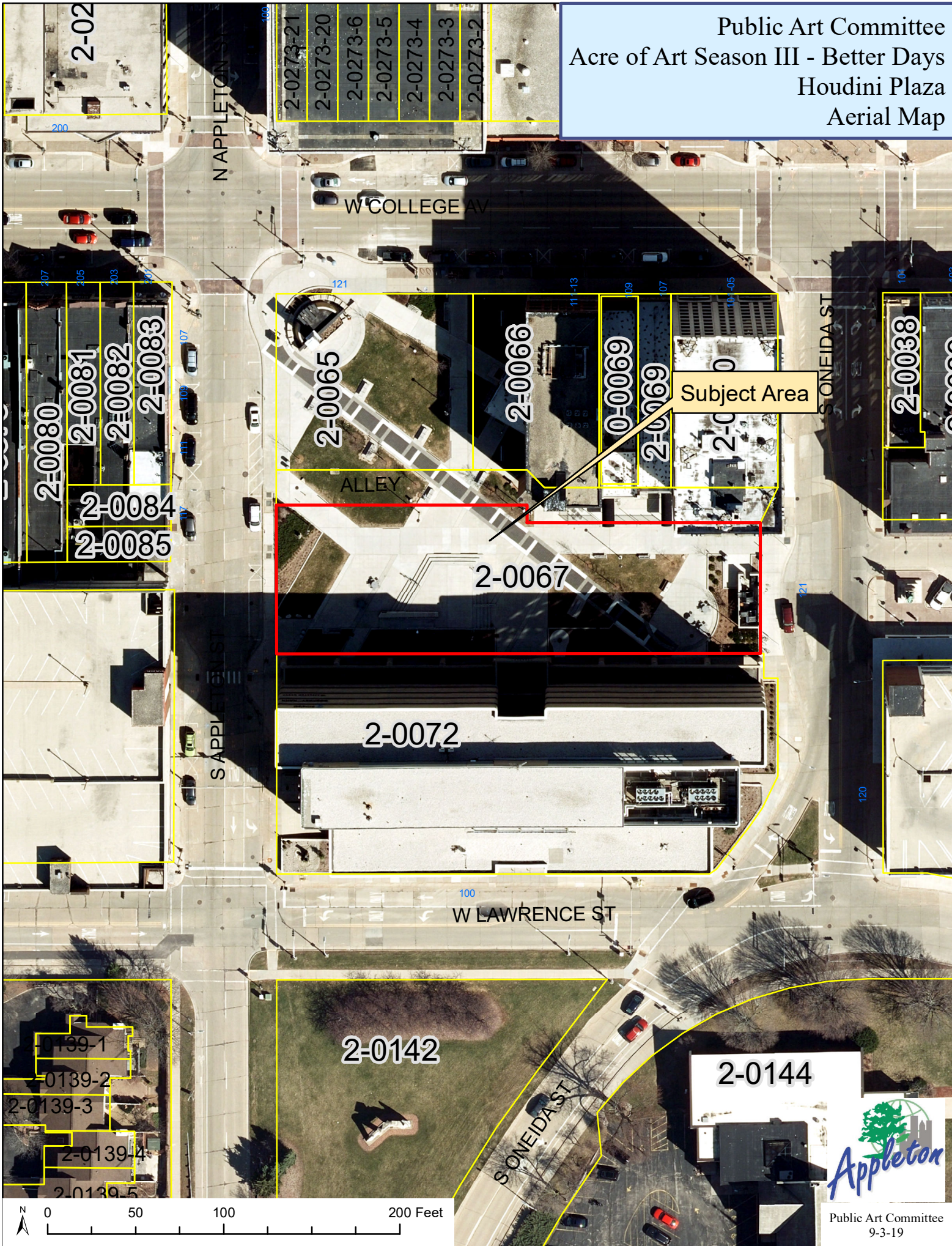
RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, Staff recommends that the proposed installation of the Better Days sculpture located within Houdini Plaza (Tax Id #31-2-0067-00), as shown on the attached maps, **IS NOT RECOMMENDED FOR APPROVAL**, subject to the Staff Analysis within the Staff Report:

Public Art Committee
 Acre of Art Season III - Better Days
 Houdini Plaza
 Zoning Map



Public Art Committee
Acre of Art Season III - Better Days
Houdini Plaza
Aerial Map



Subject Area

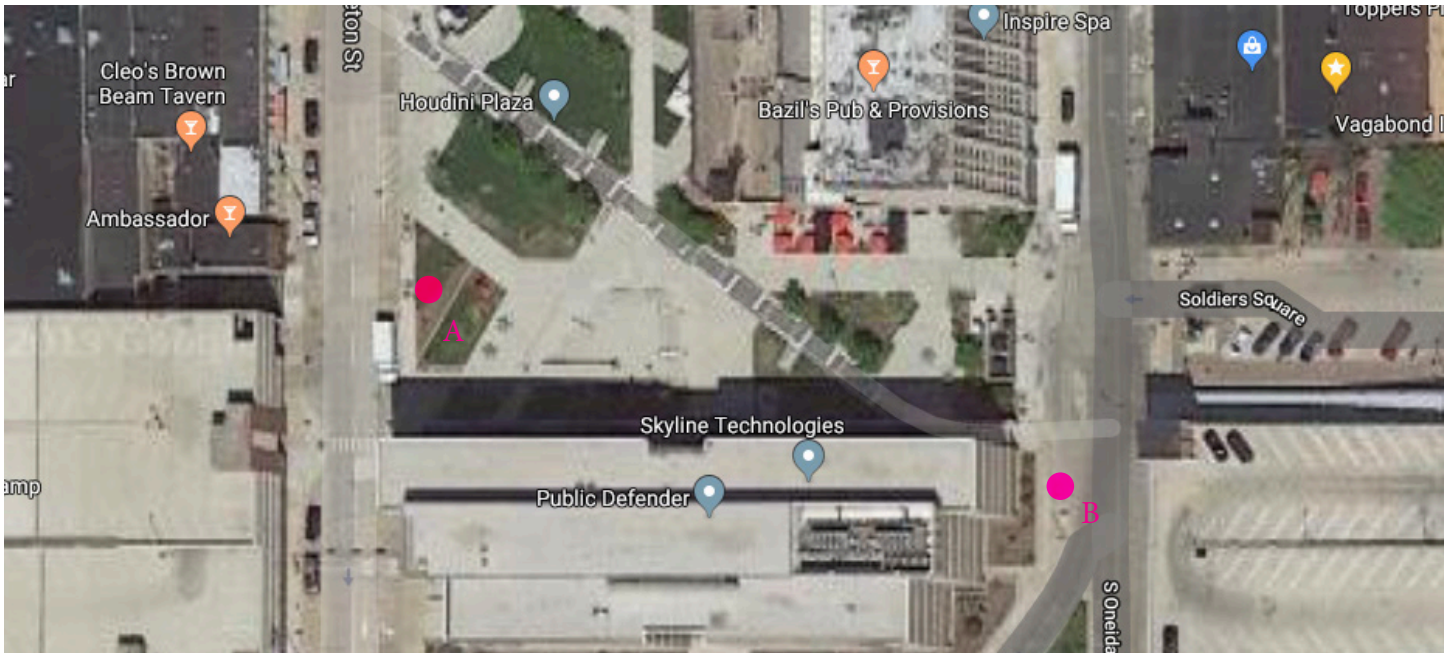
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Public Art Committee
9-3-19

Houdini Plaza Area - Appleton St Planter / Appleton Center Sidewalk

Houdini Plaza was established as an ACRE site for Season I. It is the most visible sculpture location in the City. SV suggests relocating new works to non-pedestrian planter area to avoid programming conflicts that arose with location of previous sculpture in grassy area.



Better Days: Chosen for context, simplicity of design and pop of color that is enjoyed with the current bright red-colored work Here. Jury feels strongly that we need something in or near Houdini Plaza to replace the presence of the current sculpture, Here. This is a late entry that was pulled into the Top 10 when the original ranked 10 work was pulled from competition.

Sculpture and pedestal will sit on 4' round 4" high concrete base. Sits just below grade. No excavation required. Some relocation of plantings may be necessary.

A: Flower bed in Houdini Plaza along Appleton St.



B: Sidewalk area along S. Oneida





MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Tom Flick – Deputy Director, Parks, Recreation & Facilities Management

FROM: Jessica Titel, Principal Planner

DATE: September 4, 2019

RE: Acre of Art – Season III Installation: Gyan Sculpture – Jones Park

The Appleton Public Art Committee met on September 3, 2019 and recommended approval of the proposed installation of the “Gyan” sculpture located in Jones Park (301 W. Lawrence Street, Tax Id #31-2-0116-01), **subject to the following conditions:**

1. An agreement between the applicant and the City will be prepared by the City’s Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. Final sponsorship/informational plaque design shall be provided to the Community and Economic Development Department for approval. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.
3. Prior to installation, the applicant shall provide applicable engineering and structural details for the installation of the sculpture prepared by a structural engineer or other qualified professional.
4. Applicant shall provide proof of minimum liability insurance to meet City requirements, prior to installation.
5. Upon completion of the installation, the applicant shall provide certification, by a structural/professional engineer, that the artwork was installed according to specifications and meets required structural standards.
6. The applicant shall coordinate with Parks, Recreation and Facilities Management to determine the exact location of the sculpture.

The sculpture is part of Sculpture Valley's Acre of Art Season III installation. Acre of Art is a public sculpture series that places sculptures throughout the Fox Cities. The sculptures remain in their respective locations for a period of 2 years. The applicant is proposing to place the "Gyan" sculpture within Jones Park, at the bottom of the staircase.

Per the Art in Public Places Policy, the recommendation from the Appleton Public Art Committee is forwarded to the committee of jurisdiction, in this case, the Park and Recreation Committee. Please place this item on the agenda for the September 9, 2019 Park and Recreation Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration.

The Staff Report prepared for the Public Art Committee is attached as reference.



REPORT TO PUBLIC ART COMMITTEE

Appleton Public Arts Committee Meeting Date: September 3, 2019

Parks & Recreation Committee Date: September 9, 2019

Common Council Meeting Date: September 18, 2019

Item: Gyan Sculpture

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Alex Schultz – Sculpture Valley, Inc.

Address/Parcel: Jones Park (bottom of the staircase) – 301 W. Lawrence Street (Tax Id #31-2-0116-01)

Applicant's Request: Applicant is requesting to place the Gyan sculpture, associated with Sculpture Valley's Acre of Art Season III, on City owned property. Sculptures will be placed for a period of 2 years.

PROJECT DETAILS

Brief description of project and location: The sculpture is part of Sculpture Valley's Acre of Art Season III installation. Acre of Art is a public sculpture series that places sculptures throughout the Fox Cities. The sculptures remain in their respective locations for a period of 2 years. The applicant is proposing to place the "Gyan" sculpture within Jones Park, at the bottom of the staircase.

The applicant will need to coordinate with Parks, Recreation and Facilities Management to determine the exact location.

Reason for choosing the proposed location: The applicant chose the proposed location because they felt timing and location presented an opportunity to showcase an Acre of Art sculpture in Jones Park. The attached proposal provides more detail on the rationale for this location.

Description of how the work is installed/anchored/attached: It will be mounted on a 6-foot round, 4-inch high concrete pedestal. In order to ensure public safety of the structure, the applicant will need to provide installation details and structural information that is prepared by a structural engineer or other qualified professional.

Timeline and duration of installation: Installation dates to be determined. The sculpture will be in place for 2 years. Applicant will need to provide installation dates and coordinate with the Parks, Recreation and Facilities Management Department.

Maintenance and Cost: The artwork will be maintained by Sculpture Valley. A maintenance agreement will be prepared by the City's Legal Services Department and will need to be executed prior to installation.

Associated Signage: A plaque will be installed adjacent to the sculpture.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

Chapter 3 – Community Vision #12: Creative place making and public art enhance the public realm and contribute to a vibrant economy.

Goal 7 – Agricultural, Natural, and Cultural Resources

Appleton will continue to protect and enhance its environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents.

Chapter 14 – Downtown Plan

- *Strategy 1.1 Continue development of entry features on major routes into the downtown*
- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*
- *Strategy 2.3.A Enhance Jones Park as a cultural and entertainment destination including music, dance, and different educational opportunities. Consider an outdoor performance venue such as American Players Theatre to support live performances of all types.*

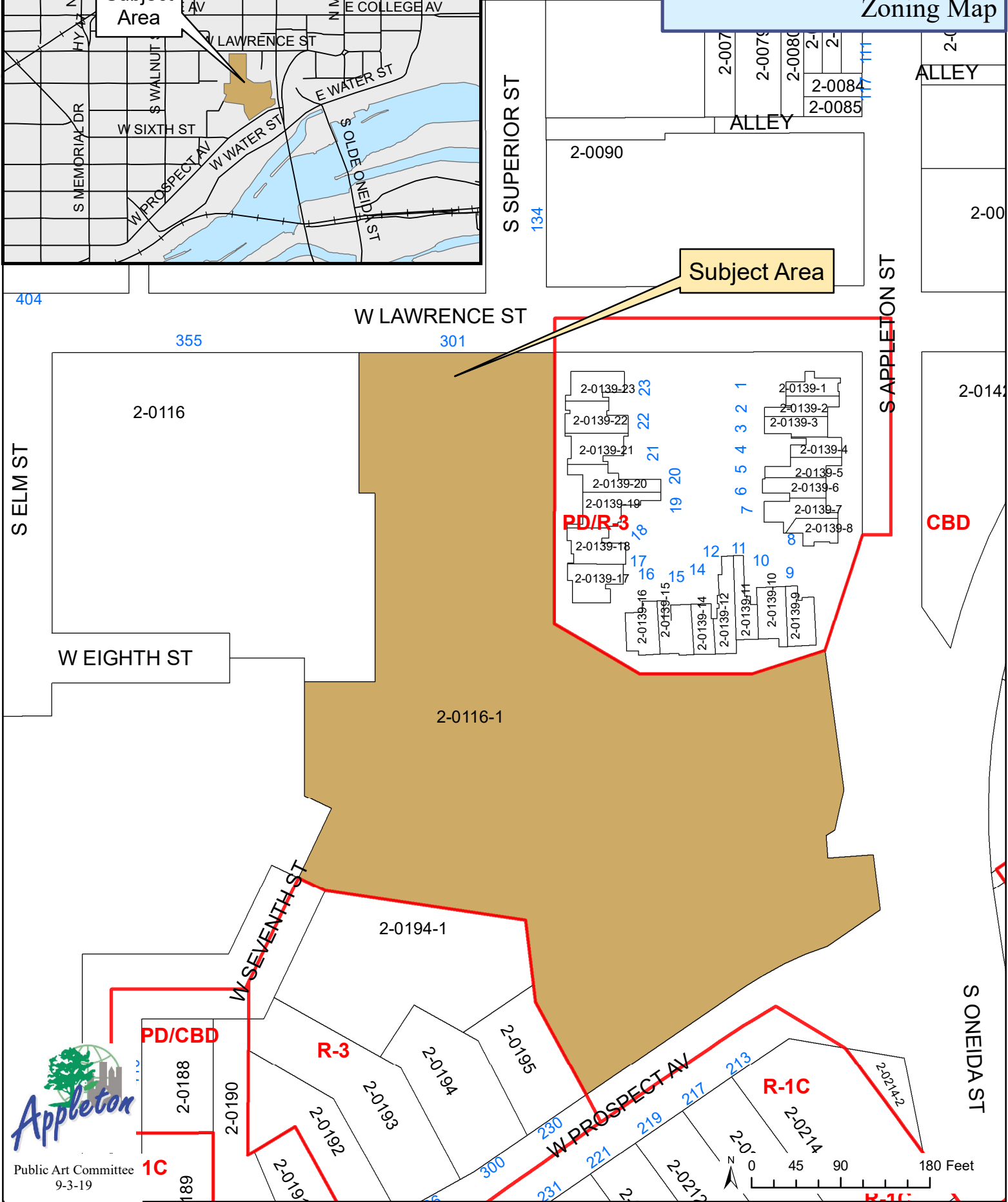
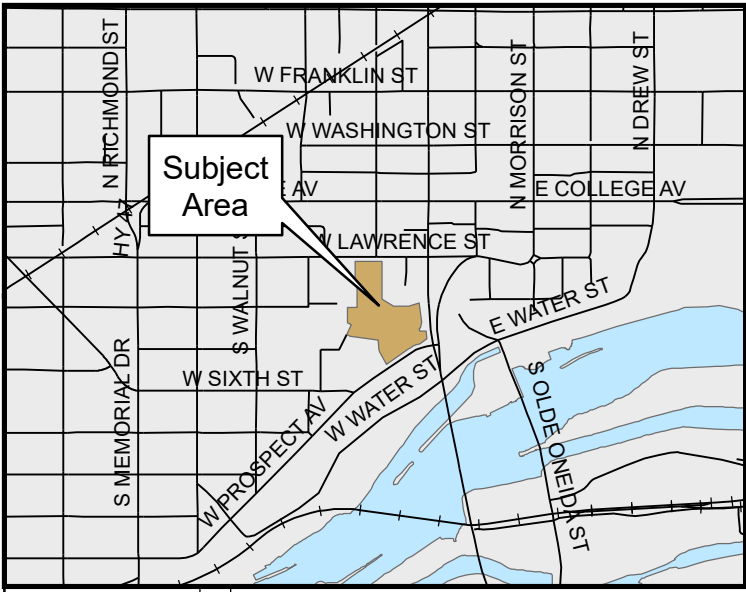
RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, Staff recommends that the proposed installation of the Gyan sculpture at Jones Park (301 W. Lawrence Street, Tax Id #31-2-0116-01), as shown on the attached maps, **BE APPROVED** subject to the following conditions:

1. An agreement between the applicant and the City will be prepared by the City's Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. Final sponsorship/informational plaque design shall be provided to the Community and Economic Development Department for approval. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.
3. Prior to installation, the applicant shall provide applicable engineering and structural details for the installation of the sculpture prepared by a structural engineer or other qualified professional.
4. Applicant shall provide proof of minimum liability insurance to meet City requirements, prior to installation.
5. Upon completion of the installation, the applicant shall provide certification, by a structural/professional engineer, that the artwork was installed according to specifications and meets required structural standards.

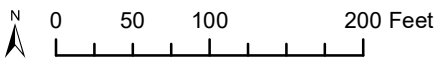
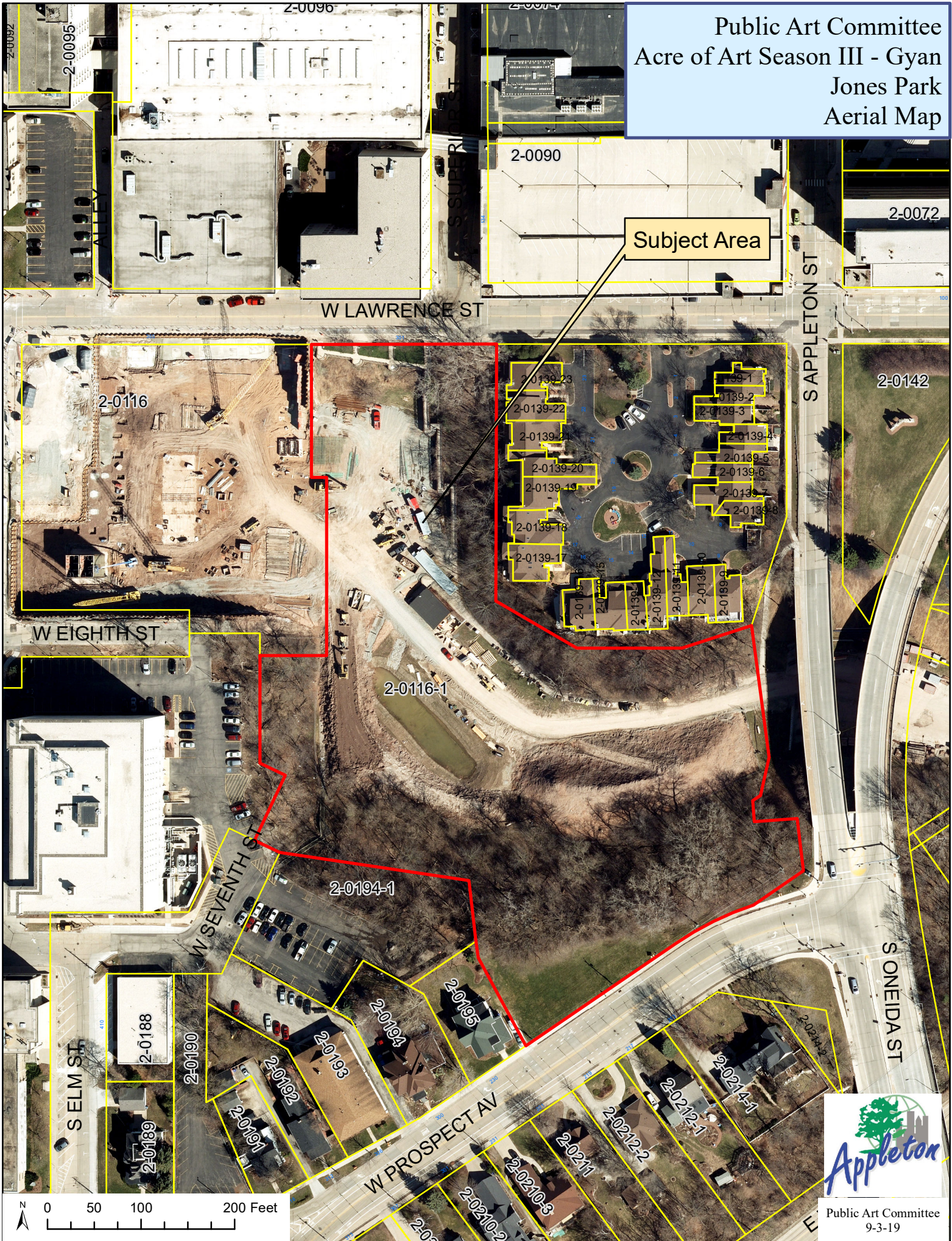
6. The applicant shall coordinate with Parks, Recreation and Facilities Management to determine the exact location of the sculpture.

Public Art Committee
Acre of Art Season III - Gyan
Jones Park
Zoning Map



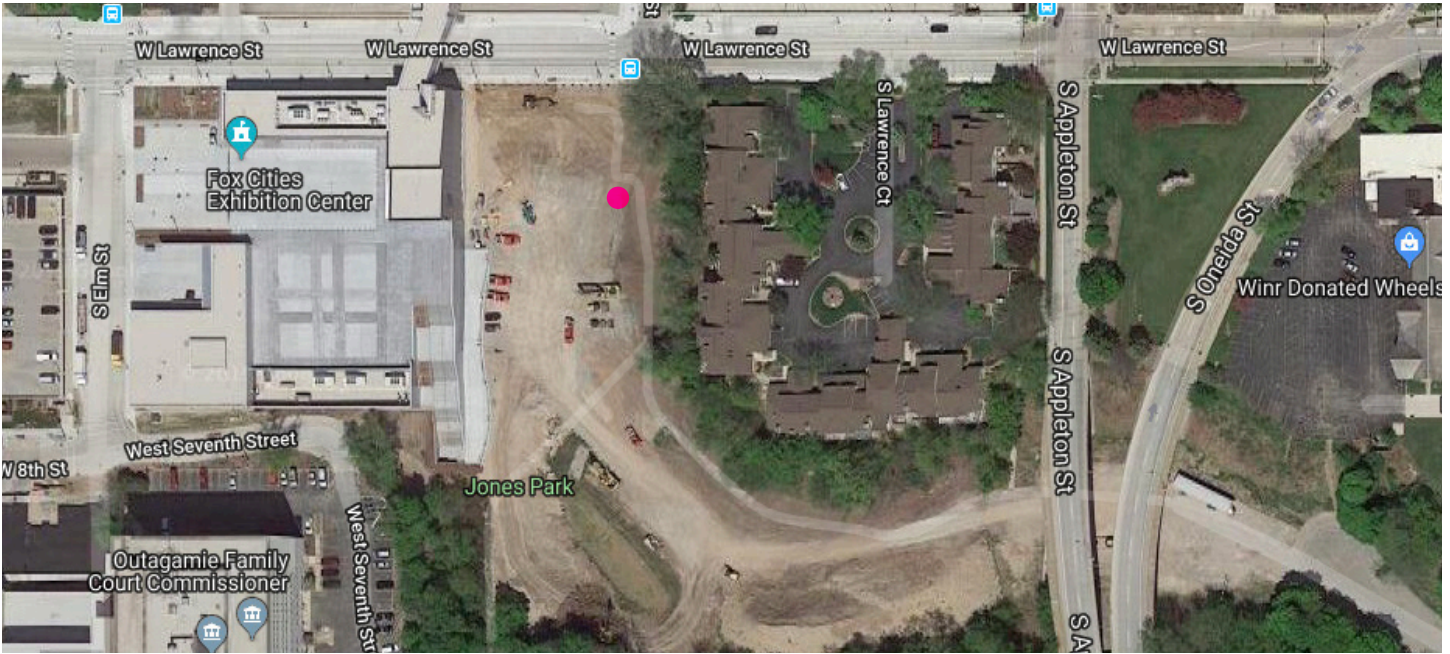
Public Art Committee
Acre of Art Season III - Gyan
Jones Park
Aerial Map

Subject Area



Jones Park - Staircase Termination

Jones Park will host works of art and perhaps permanent sculpture in the future. SV feels that timing and location presents a perfect opportunity to showcase the ACRE with one of 2019-2021 works.



Gyan: Mudras, or representation of the ancient Gyan hand gestures, have specific intent in public exhibition. The Gyan Mudra is about consciousness.

Mounted on 6' round 4" high concrete pedestal. Sits just below grade. Minimal excavation required.





MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Tom Flick – Deputy Director, Parks, Recreation & Facilities Management

FROM: Jessica Titel, Principal Planner

DATE: September 4, 2019

RE: Acre of Art – Season III Installation: To the Moon Alice Sculpture – Vulcan Heritage Park

The Appleton Public Art Committee met on September 3, 2019 and recommended approval of the proposed installation of the “To the Moon Alice” sculpture located in Vulcan Heritage Park (Tax Id #31-3-1478-00), **subject to the following conditions:**

1. An agreement between the applicant and the City will be prepared by the City’s Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. Final sponsorship/informational plaque design shall be provided to the Community and Economic Development Department for approval. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.
3. Prior to installation, the applicant shall provide applicable engineering and structural details for the installation of the sculpture prepared by a structural engineer or other qualified professional.
4. Applicant shall provide proof of minimum liability insurance to meet City requirements, prior to installation.
5. Upon completion of the installation, the applicant shall provide certification, by a structural/professional engineer, that the artwork was installed according to specifications and meets required structural standards.

6. The applicant shall coordinate with Parks, Recreation and Facilities Management to determine the exact location of the sculpture to ensure it is not in conflict with the snow storage area.
7. The City will not provide snow removal in the winter for access to the sculpture.

The sculpture is part of Sculpture Valley's Acre of Art Season III installation. Acre of Art is a public sculpture series that places sculptures throughout the Fox Cities. The sculptures remain in their respective locations for a period of 2 years. The applicant is proposing to place the "To the Moon Alice" sculpture within Vulcan Heritage Park, on the lawn area west of the parking lot.

Per the Art in Public Places Policy, the recommendation from the Appleton Public Art Committee is forwarded to the committee of jurisdiction, in this case, the Park and Recreation Committee. Please place this item on the agenda for the September 9, 2019 Park and Recreation Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration.

The Staff Report prepared for the Public Art Committee is attached as reference.



REPORT TO PUBLIC ART COMMITTEE

Appleton Public Arts Committee Meeting Date: September 3, 2019

Parks & Recreation Committee Date: September 9, 2019

Common Council Meeting Date: September 18, 2019

Item: To the Moon Alice Sculpture

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Alex Schultz – Sculpture Valley, Inc.

Address/Parcel: Vulcan Heritage Park (Tax Id #31-3-1478-00)

Applicant's Request: Applicant is requesting to place the To the Moon Alice sculpture, associated with Sculpture Valley's Acre of Art Season III, on City owned property. Sculptures will be placed for a period of 2 years.

PROJECT DETAILS

Brief description of project and location: The sculpture is part of Sculpture Valley's Acre of Art Season III installation. Acre of Art is a public sculpture series that places sculptures throughout the Fox Cities. The sculptures remain in their respective locations for a period of 2 years. The applicant is proposing to place the "To the Moon Alice" sculpture within Vulcan Heritage Park, on the lawn area west of the parking lot.

The applicant will need to coordinate with Parks, Recreation and Facilities Management to determine the exact location. The sculpture will need to be located so it is not in line with the parking lot. Snow is stored on the west side of the parking lot, and the sculpture needs to be located such that it is not in conflict with the snow storage area.

Reason for choosing the proposed location: The applicant chose the proposed location because of the seclusion, scenic characteristics and relatively little pedestrian conflict. The attached proposal provides more detail on the rationale for this location.

Description of how the work is installed/anchored/attached: It will be soft anchored into the earth. In order to ensure public safety of the structure, the applicant will need to provide installation details and structural information that is prepared by a structural engineer or other qualified professional.

Timeline and duration of installation: Installation dates to be determined. The sculpture will be in place for 2 years. Applicant will need to provide installation dates and coordinate with the Parks, Recreation and Facilities Management Department.

To the Moon Alice – Vulcan Heritage Park

September 3, 2019

Page 2

Maintenance and Cost: The artwork will be maintained by Sculpture Valley. A maintenance agreement will be prepared by the City's Legal Services Department and will need to be executed prior to installation.

Associated Signage: A plaque will be installed adjacent to the sculpture.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

Chapter 3 – Community Vision #12: Creative place making and public art enhance the public realm and contribute to a vibrant economy.

Goal 7 – Agricultural, Natural, and Cultural Resources

Appleton will continue to protect and enhance its environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents.

Chapter 14 – Downtown Plan

- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*
- *Strategy 2.6 Create more Fox River to Downtown tourism opportunities and connections*

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, Staff recommends that the proposed installation of the To the Moon Alice sculpture at Vulcan Heritage Park (Tax Id. #31-3-1478-00), as shown on the attached maps, **BE APPROVED** subject to the following conditions:

1. An agreement between the applicant and the City will be prepared by the City's Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. Final sponsorship/informational plaque design shall be provided to the Community and Economic Development Department for approval. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.
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4. Applicant shall provide proof of minimum liability insurance to meet City requirements, prior to installation.

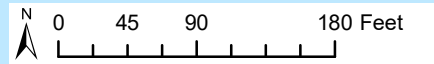
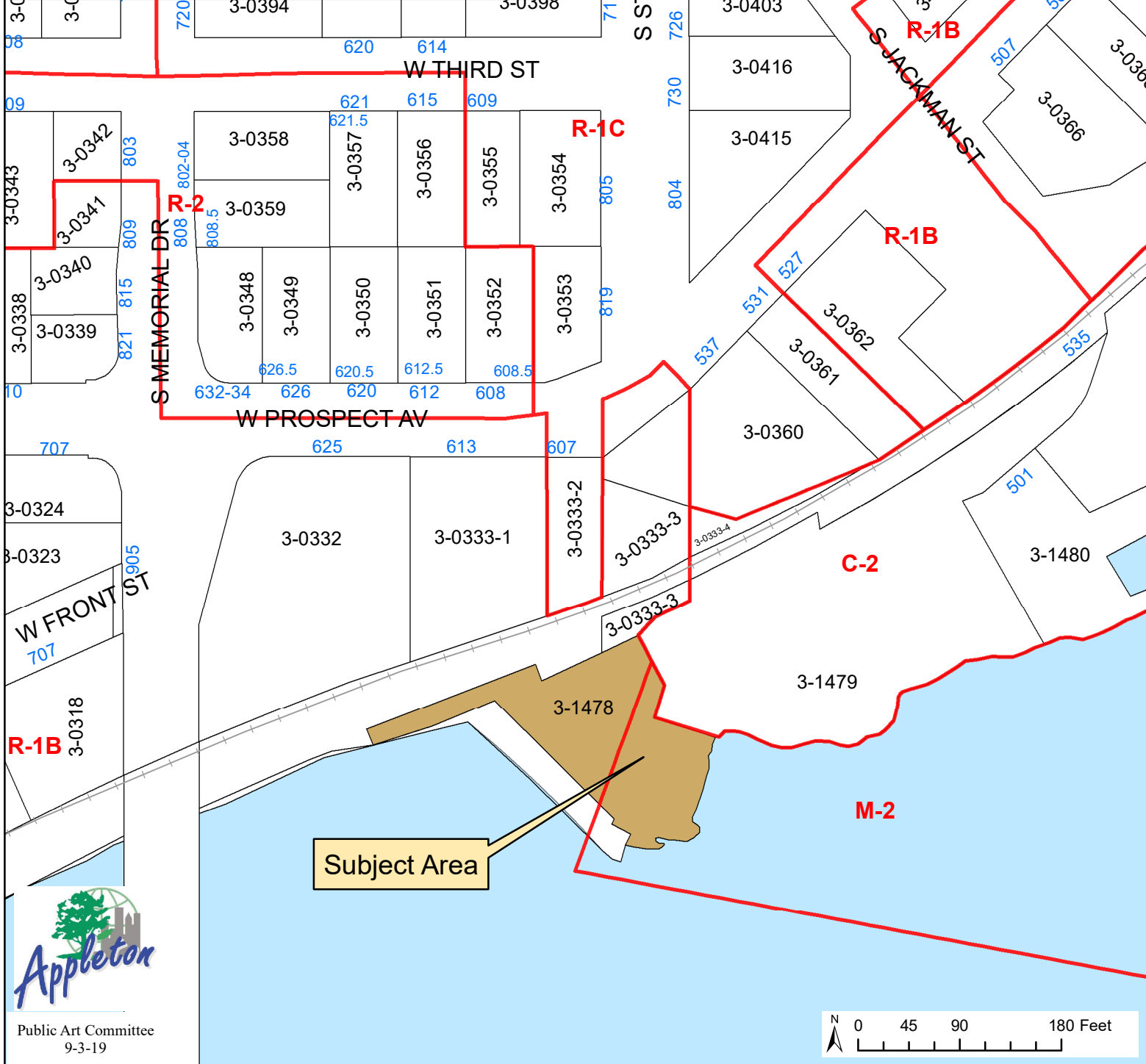
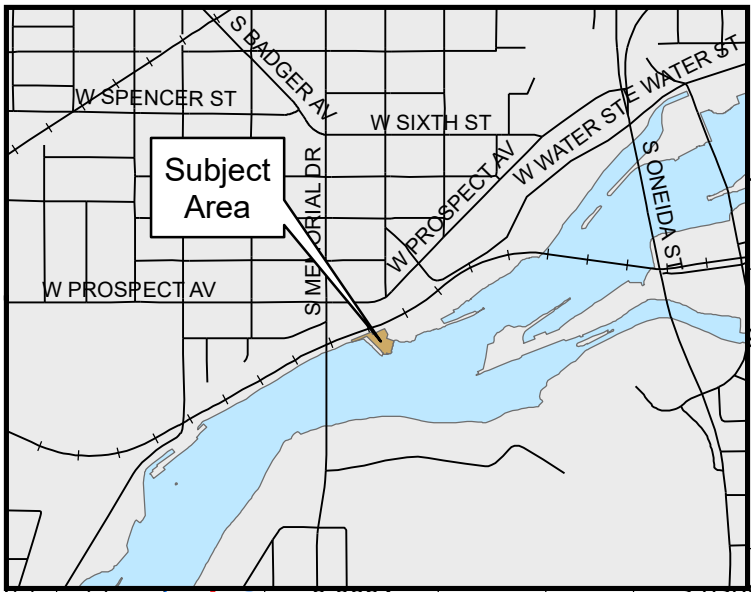
To the Moon Alice – Vulcan Heritage Park

September 3, 2019

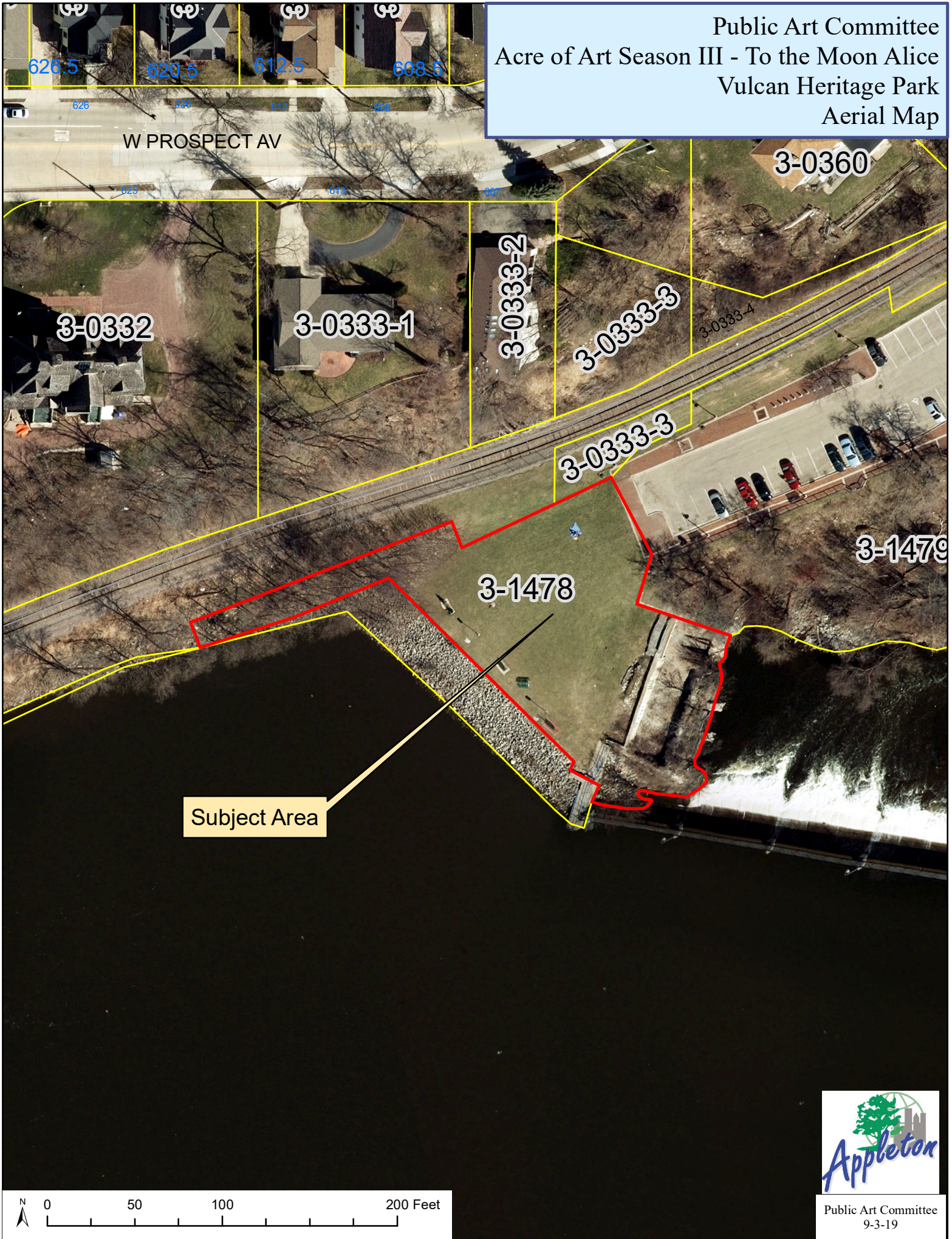
Page 3

5. Upon completion of the installation, the applicant shall provide certification, by a structural/professional engineer, that the artwork was installed according to specifications and meets required structural standards.
6. The applicant shall coordinate with Parks, Recreation and Facilities Management to determine the exact location of the sculpture to ensure it is not in conflict with the snow storage area.
7. The City will not provide snow removal in the winter for access to the sculpture.

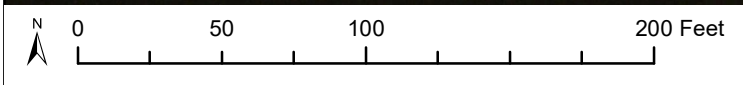
Public Art Committee
 Acre of Art Season III - To the Moon Alice
 Vulcan Heritage Park
 Zoning Map



Public Art Committee
Acre of Art Season III - To the Moon Alice
Vulcan Heritage Park
Aerial Map



Subject Area



Vulcan Heritage Park - Boardwalk Landing area.

Vulcan Heritage Park is a previously considered ACRE site. It will become a transition point for the future boardwalk and SV likes its seclusion and scenic characteristics. Relatively little pedestrian conflict and a nice reflective space for sculpture that will capture traffic from 3 directions when future trails are implemented.



To the Moon Alice has been selected by John Berstrom for its commentary on the next and vital “moon-shot” mission to a renewable energy future. The ties to Appleton’s historical harnessing of the Fox River’s raw energy for power as our pioneering first source of electricity make this location and this subject matter an ideal location for this solar-lit work.

This sculpture requires no concrete pads or other at-grade support. It will be soft-anchored into the earth. This manner of installation is common for soft-sloped surfaces and was employed for *Lessons Learned* in Season I of the ACREofART.





Summer 2019 Pool Program Trends Analysis Report

Erb Pool East Pool Mead Pool

Introduction

The summer of 2019 was one filled with high expectations and anticipation as this would be the second full summer that Erb Pool would be open. Between all the pools, seven new managers supervised over 70 lifeguards, concessionaires, slide attendants, and cashiers at the pools seven days a week. 2019 saw a little bit of everything with cold and wet weather in June, a hot July with severe storms that left our pools without power for multiple days, and a cool August led to an up and down summer. Despite the erratic summer, we still managed to obtain record numbers for swim lessons, host multiple swim meets and special events, and meet or exceed projected revenues for the pools.

Dates of Operation

Mead Pool: June 7 to August 23 – 78 scheduled days (lost 2 days due to loss of power)

Erb Pool: June 7 to August 25 – 80 scheduled days (closed June 15 & 16 and July 5-7 for swim meets, 3 days for loss of power in July)

Open Swim / Lap Swim Attendance

Daily attendance is recorded through pool pass use, daily admission, and punch card entries through our registration software program, RecTrac. 2019 was a disappointing year attendance wise as the month of June experienced below average temperatures and above average precipitation affecting our year-end totals. Our prices for 2019 increased \$.50 per person for open and lap swim opportunities at Erb at Mead Pool.

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Erb Pool	19,628	20,712	42,277	65,836	45,378
Mead Pool	49,896	44,730	41,718	34,646	28,618
TOTALS	69,524	65,429	84,229	100,482	73,996

2019 Prices

3 and under – free, Ages 4-17 - \$3.50, Ages 18-61 - \$4.50, Seniors 62+ - \$3.50

NEW in 2019 was the creation of a “twilight” rate. This rate provided a 50% discount for the last 2 hours of every open swim and was very popular with 2,959 people taking advantage of the reduced rate at Erb and Mead Pools.

Pool Passes

Annual pool passes are available to City of Appleton residents for a discounted rate beginning in December and ending in early May. After the discount deadline, they may be purchased at the full pass price. We sell a variety of passes including youth (4-17), adult (18-61), seniors (62+), and everything ranging from a family of 2 to 6+. Annual passes are available for non-residents at a slightly higher rate. These passes are good at Erb and Mead Pools during the summer months and at West Pool September through May. Photo ID pool passes are issued through RecTrac that allows pass holders to simply scan their ID’s to gain admittance into the pools. Photo ID swim passes are issued at the Customer Service Center January through December or at Mead and Erb during their open hours.

Record of Pool Pass Sales

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Youth – New	18	21	25	40	26
Youth – Renew	25	21	17	36	38
Adult – New	20	5	11	18	26
Adult – Renew	33	31	22	22	19
Senior – New	2	1	7	7	6
Senior – Renew	14	13	13	18	24
Family 2 – New	21	22	33	53	54
Family 2 – Renew	42	33	29	38	52
Family 3 – New	29	24	36	80	52
Family 3 – Renew	61	42	32	43	63
Family 4 – New	21	26	40	80	64
Family 4 – Renew	71	39	52	74	109
Family 5 – New	11	7	17	36	22
Family 5 – Renew	42	28	26	29	39
Family 6+ - New	10	4	13	19	18
Family 6+ - Renew	<u>32</u>	<u>26</u>	<u>22</u>	<u>20</u>	<u>110</u>
TOTALS	452	343	395	613	722
	\$36,167	\$27,816	\$40,125	\$48,981	\$57,890

Swim Punch Cards

If patrons think they will not utilize an annual swim pass to its fullest extent, we have another option available to them known as swim punch cards. Punch cards provide 12 swim admissions at a discounted rate good for use at Erb, Mead, and West Pools. Punch cards are available to residents and non-residents at the same price. The prices increased \$5.00 per card this year - \$30 for youth & seniors, \$40 for adults, and can be utilized to bring a friend or additional family member on the same card.

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
REVENUE TOTALS	\$1,981	\$2,162	\$3,176	\$2,562	\$2,752

Swim Lessons

During 2019, we had the highest participation for summer swim lessons in program history with 1,918 participants enrolling in summer classes. 2019 beats the record enrollment from 2018 and



also eclipsed the 20-year high mark at Erb Pool by 10 participants. New this year was the introduction of evening swim lessons at Mead Pool during the month of August on Tuesday & Thursday evenings. The lessons were developed to help maximize pool use, to provide working families another evening opportunity, to save money on pool rentals at Appleton East Pool (\$1,300 in pool rental costs saved), and to minimize any staffing issues we normally would experience if lessons were held at East

Pool. We had a pre-season swim instructor training held for new and returning staff. We were able to fine tune the curriculum of levels taught so that no matter which location you registered for lessons, there would be consistency between all three pools. Overall, a tremendous year for swim lesson at the pools in 2019.

Erb Pool

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Session A	198	162	0	240	236
Session B	182	164	0	202	232
Session C	309	295	299	286	292
Session D	273	285	285	296	276
Session E	43	53	57	59	60
Session F	<u>61</u>	<u>60</u>	<u>46</u>	<u>61</u>	<u>58</u>
TOTALS	1066	1019	687	1144	1,154

Mead Pool

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Session A	89	95	159	136	114
Session B	134	106	205	102	127
Session C	179	190	189	167	170
Session D	189	188	176	135	172
Session H					<u>83</u>
TOTALS	<u>591</u>	<u>579</u>	<u>729</u>	<u>540</u>	666

East Pool

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
TOTALS	186	190	203	197	*98

*(only 1 session in 2019)

Swim Meets

Erb Pool was once again the site for two major swim meets hosted by the Fox Valley YMCA Swim Team. The first event held was the Fox Cities Classic on June 15-16 for local and non-local swim teams. The second and larger event known as the "Birdbath" held its 21st annual swim meet at Erb Pool July 5-7, 2019. Thousands of fans and swimmers attend this event which is considered to be one of the best outdoor swim meets / locations in the Midwest. Appleton Parks, Recreation & Facilities Management staff members work closely with members from the YMCA to make sure that the event is successful. In return for using the pool, the YMCA does allow Appleton Parks and Recreation Swim Pass Holders to use any Fox Valley YMCA at no charge during the swim meets. They are also charged a rental fee to use the facility for the weekend. Appleton Parks and Recreation aquatic staff lifeguard the event as well as manage the facility.



Pool Rentals

Erb and Mead Pools offer private pool rentals during non-open swim hours as well as on-site birthday party packages during open swim hours that the public can enjoy. Each birthday party package comes with 10 youth swim admissions, 2 adult admissions, a birthday balloon, their name announced over the P.A. system, and their own semi-private location to host the party. It also should be noted that 3 local swim teams utilize the Erb 50-Meter pool for morning swim practices 6 out of 7 days per week.

<u>Location</u>	<u>Number of Rentals</u>
Erb 50-Meter Pool:	70
Erb Leisure Pool:	13
Erb Cabana:	21
Erb Oasis:	21
Mead Pool:	18
Mead Shade Pavilion:	<u>8</u>
	151

The following rental revenues reflect all of the facilities listed above plus swim team morning practice rentals as well as both swim meets at Erb Pool.

2019 Rental Revenue Generated: \$28,447

***2018 Rental Revenue Generated: \$31,006**

**Fox Cities Classic was a full day special event in 2018 and a ½ day special event in 2019 reducing the cost by \$1900*

Weather

The summer got off to a rough start as June experienced below average temperatures and above average rainfall. July rebounded nicely with above average temps and average rainfall, but August was a bit cooler. The success of the summer swim season really depends on the weather being nice in June and July without have a lot of rain.

<i>Temperature</i>	<u>June (77 normal)</u>	<u>July (81 normal)</u>	<u>August (79 normal)</u>
2017	77.9	81.5	76.7
2018	74.8	80.7	80.6
2019	74.5	83.1	77.5
<i>Precipitation</i>	<u>June (4.02" normal)</u>	<u>July (3.62" normal)</u>	<u>August (3.78" normal)</u>
2017	6.39"	3.1"	4.99"
2018	4.64"	3.73"	7.18"
2019	5.62"	3.6"	4.1"

Special Events

2019 provided us time to prepare some additional special events to be held at the pools to further enhance our patrons experience. Due to a powerful storm that came through Appleton prior to Children’s Week in July, we were not able to show our annual “Dive in Movie” at Erb Pool this summer. However, Erb staff did host “Family Game Night” at the pool which consisted of a mom/dad splash contest, Erb Pool Trivia, the world’s largest game of sharks and minnows, plus many more. Items were donated by patrons which were donated to the Harbor House at the conclusion of the event. Mead Pool also held a special event “Toy Story Day” on Thursday, August 15. This event was themed after the popular movie this summer, Toy Story 4.



Mead staff played a variety on themed games, coloring contest, splash contest, log rolling, and a special treasure hunt. Mead Pool was also host to a local band “Figure it Out” which was comprised of 4 local teenage musicians. They played a variety of cover hits on Wednesday, August 21 from 6-7 p.m. in front of numerous swim patrons and about 100 local fans who came out to see the band play. It was a great event and provided some of the teen population a positive, safe event before the end of summer.



Dog Swim – Mead Pool

Our annual Doggie Swim was held on Saturday, August 24 at Mead Pool. Two sessions were held, one for small dogs and one for big dogs. People love this event for their furry companions and I have to say, the dogs love it just as much! About 60 dogs and happy owners enjoyed the event. Again, we had to apply for a variance and be approved by the State of Wisconsin in order to host this event. It required additional regulations and safety precautions to protect people from Recreational Water Illnesses.



Concessions

There were not a lot of changes for the 2019 concession season at Erb and Mead Pools. We did put in a lot of work during the off season to remodel the Mead Pool Concession stand as it was starting to show its age. New floors, storage shelving, new concession equipment, and some plumbing issues were taken care of bringing the concession stand back to life. We had 4 new concession managers this year (2 at Erb and 2 at Mead) that supervised a staff of 6 concessionaires at each pool. Erb and Mead Pools both utilize our point of sale system through RecTrac which allows us to view real-time inventory and help control product theft. Our concession managers were each given procurement cards this year that allowed them to purchase minor items that they had run out of or did not receive during their weekly orders, most of the time on the weekends. We used Holiday Wholesale from Wisconsin Dells as our major distributor for concession products at the pools. We switched pizza distributors from Engelhardt Dairy to Birds Eye Dairy out of De Pere due to consistent delivery shortages and customer service issues. We did add Dipn' Dots to Mead Pool this summer to help boost sales. Even though attendance was down at both pools this summer, we were able to meet revenue expectations while reducing staff expenses.

2018	Revenues	Expenses	Net Revenue
Mead Pool	\$41,472.25	\$33,181.06	\$8,291.19
Erb Pool	\$68,856.45	\$52,204.42	\$16,652.03
	\$110,328.70	\$85,385.48	\$24,943.22

2019	Revenues	Expenses	Net Revenue
Mead Pool	\$42,090.00	\$33,902.29	\$8,187.71
Erb Pool	\$68,856.45	\$43,467.98	\$25,388.47
	\$110,946.45	\$77,370.27	\$33,576.18

2019 Initiatives

- *Work with staff to create special events at the pools. Look into developing a special events committee comprised of pool staff to implement ideas. **Results:** We were able to host several special events at the pools this summer and the staff was a big part of the planning process. The Erb Pool Family Game Night was planned entirely by the Erb Pool staff. They designed, ordered, and paid for event shirts on their own and planned all of the games to be played throughout the night. They also developed the idea of patrons bringing in items to be donated to the Harbor House so they were thinking about the community – very impressive. Mead Pool had similar results planning the Toy Story 4 Day. This event was also planned by staff and they worked with the Recreation Programmer to help promote and obtain supplies for the event.*
- *Revise Erb and Mead Pool concessions menus and staffing schedules to increase concession revenues by 5-10%. This will include the reduction of staffing during off hours to reduce cost and revise menus to enhance cost recovery on products. **Results:** Revenues are reflective based on the attendance at our pools. Even though Mead and Erb were down in 2019 attendance wise, we still managed to exceed 2018 revenue*

numbers by \$617. This can be attributed to the increase in cost of several popular items at each pool as well as the addition of Dipn' Dots to Mead Pool which makes \$1.50 for each item sold. We also revised our staff scheduling, mainly at Erb Pool that cut staffing expenses almost \$6,000. Some of this can be attributed to the reduction in pool attendance but most of it was from better management of staff.

- *Implement a pre-season training program for new swim lesson instructors prior to the summer swim lesson session. Training will include sample block plans, in-water skills assessment, games, and teaching techniques. Results:* Along with our swim lesson supervisors, I helped develop a pre-season swim lesson training program for new and returning staff at the pools. We were experiencing some inconsistencies from pool to pool on how we were teaching the same levels so we worked to revise some lesson plans, as well skills checklists, that would be consistent at each pool. The staff was appreciative and found the training beneficial.
- *Explore the possibility of having a junior lifeguard program at the pools during the summer. The goal of this program would be to explain what it takes to become a lifeguard, hands on skills, working with current lifeguards, and potential recruitment. Research how similar programs work in other communities. Results:* While we were not able to implement this program at the pools this summer, I have reached out to fellow aquatic professionals who potentially run programs like this. While most departments I have talked to do not run a program such as this, I did find one that has found great success running this program in the Green Bay Parks and Recreation Department. Further discussion will occur soon, and implementation is hopeful for 2020. This program will hopefully increase the number of lifeguard candidates that have the potential to become employees of the City of Appleton.

Proposed 2020 Schedule

In 2020, we will look to rebound attendance and continue to run a quality aquatics program complete with educational classes, the creation of water safety awareness for the public, and plan some fun special events for the community. I do not propose any changes to the hours that we are offering for lap swim / open swim opportunities, but I will look to add some additional responsibilities such as procurement card reconciliation and equipment inventory checklists for management and seasonal staff.

Mead Pool – 78 days

Opening Date: Friday, June 5
Closing Date: Friday, August 21

Erb Pool – 80 days

Opening Date: Friday, June 5
Closing Date: Sunday, August 23

**City of Appleton - Reid Golf Course
2019 Revenues - September 30, 2019**

	2018		2019	
	2018 Y-T-D Rounds	Total Revenue	2019 Y-T-D Rounds	Total Revenue
Green Fees				
Weekday-18 Holes	1,962	\$37,450.36	1,890	\$35,281.82
Weekday-9 Holes	10,374	\$151,716.70	9,998	\$145,572.27
Weekend - 18-Holes	1,414	\$39,424.04	1,391	\$38,469.25
Weekend - 9 Holes	2,246	\$37,858.21	2,186	\$35,838.23
Twilight Golf	2,803	\$29,252.47	2,898	\$30,224.91
Passholder Rounds	6,362		5,956	
Promo Rounds				
Coupon Rounds	413		337	
Misc. Promotional Rounds*	2,769	\$50,590.91	2,671	\$47,473.38
Team Rounds	513		660	
Sub-Totals	28,856	\$346,292.69	27,987	\$332,859.86
	2018 Y-T-D	Total	2019 Y-T-D	Total
Pass/Coupon/Discount Card Sales	Sales	Revenues	Sales	Revenues
Pass Sales	108	\$55,908.31	107	\$55,747.11
Corporate Pass Sales	7	\$16,238.10	6	\$15,000.00
Coupon Sales	91	\$8,279.99	64	\$5,958.24
Discount Cards	150	\$4,500.00	167	\$5,010.00
	2018 Y-T-D	Total	2019 Y-T-D	Total
Cart Revenue	Cart Sales	Revenues	Cart Sales	Revenues
Cart Fee	9,745	\$101,197.39	9,222	\$95,517.41
Annual Cart Passes	29	\$14,185.00	28	\$13,408.50
	2018 Y-T-D	Total	2019 Y-T-D	Total
Practice Range	Sales	Revenues	Sales	Revenues
Driving Range	3,484	\$22,296.77	3,662	\$25,055.34
Annual Range Pass	16	\$4,849.94	12	\$3,774.96
	2018 Y-T-D	Total	2019 Y-T-D	Total
Golf Shop Merchandise	Sales	Revenues	Sales	Revenues
Balls/Assessories/Apparel/Misc.		\$19,181.98		\$17,694.86
Gift Cards	245	\$13,300.25	249	\$10,196.00
Lessons**	186	\$9,194.00	159	\$7,466.00
Other Rentals***	594	\$3,570.25	694	\$3,947.15
	2018 Y-T-D	Total	2019 Y-T-D	Total
Food and Beverage	Sales	Revenues	Sales	Revenues
Food		\$15,494.90		\$15,292.71
Beverage		\$18,685.65		\$19,197.17
Alcohol Sales		\$66,203.97		\$65,412.04
Catering/Banquet	415	\$3,181.42	316	\$2,074.16
Raincheck Redeemed		-\$1,389.29		-\$2,623.59
Total Revenue (All Categories)		\$721,171.32		\$690,987.92

*Misc. Promotional Rounds include Mem Day, Mothers Day, Fathers Day, Family Day, Valpak & CCM Specials

**Lessons include private, group and juniors

***Other rentals include additional revenue club rentals, pull carts & locker rentals.

Reid Golf Course Budget September 30th Expense Report

Description	Budget	End of September Expenses	Available
Regular Salaries	\$173,965	(\$129,123)	\$44,842
Overtime	\$552	(\$159)	\$393
Part-Time	\$123,351	(\$99,993)	\$23,358
Fringes	\$88,761	(\$53,205)	\$35,556
Training and Conferences	\$1,000	(\$402)	\$598
Office Supplies	\$600	(\$531)	\$69
Memberships & Licenses	\$1,659	(\$1,691)	(\$32)
Food & Provisions	\$50	\$0	\$50
Printing & Reproduction	\$2,000	(\$1,342)	\$658
Clothing	\$500	\$0	\$500
Accounting/Audit	\$2,210	\$0	\$2,210
Bank Services	\$13,000	(\$8,834)	\$4,166
Consulting Services	\$1,000	\$0	\$1,000
Advertising	\$10,000	(\$7,250)	\$2,750
Insurance	\$7,485	(\$5,625)	\$1,860
Rent	\$30,861	(\$16,479)	\$14,382
Depreciation Expense	\$63,936	(\$46,026)	\$17,910
Facilities Charges	\$32,284	(\$29,250)	\$3,034
CEA Equipment Rental	\$96,880	(\$75,761)	\$21,119
Software Support	\$1,860	(\$1,860)	\$0
Interest Payments	\$11,625	(\$8,721)	\$2,904
General Fund	\$17,900	(\$13,425)	\$4,475
Infrastructure Construction (Storm Sewer)	\$56,192	\$0	\$56,192
Bldg Maintenance/Janitorial	\$2,000	(\$1,201)	\$799
Landscape Supplies	\$36,900	(\$30,694)	\$6,206
Concession Supplies	\$60,850	(\$58,813)	\$2,037
Miscellaneous Supplies	\$2,000	(\$403)	\$1,597
Gas Purchases	\$13,500	(\$11,955)	\$1,545
Miscellaneous Equipment	\$11,500	(\$5,411)	\$6,089
Collection Services	\$1,100	(\$408)	\$692
Contractor Fees	\$1,000	(\$700)	\$300
Equipment Repair & Maintenance	\$5,000	(\$5,282)	(\$282)
Other Interfund Charges	\$2,000	(\$4,037)	(\$2,037)
Electric	\$22,233	(\$14,262)	\$7,971
Gas	\$5,000	(\$3,918)	\$1,082
Water	\$2,100	(\$267)	\$1,833
Waste Disposal/Collection	\$2,075	(\$375)	\$1,700
Stormwater	\$13,450	(\$3,228)	\$10,222
Telephone	\$3,500	(\$3,614)	(\$114)
Cellular Telephone	\$936	(\$688)	\$248
Other Utilities (DirecTV)	\$2,000	(\$1,432)	\$568
	\$924,815	(\$646,365)	\$278,450