

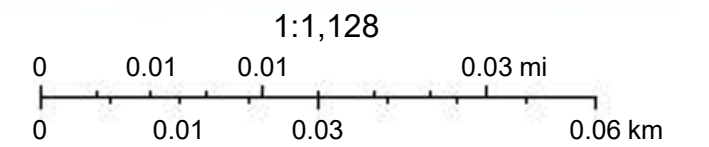
**\*\*\*ATTACHMENTS\*\*\***

# Sheboygan Peace Park



1/26/2021 8:52:15 AM

— City Outline (red line)



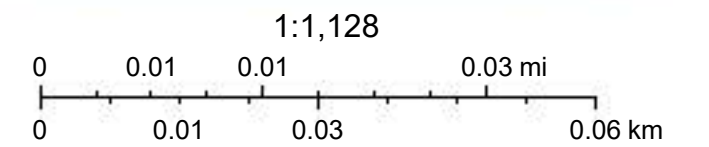
Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

# Deland Home Park



1/26/2021 8:40:29 AM

— TaxParcel



Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

**CITY OF SHEBOYGAN**

**REQUEST FOR MARINA, PARKS AND FORESTRY BOARD CONSIDERATION**

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**ITEM DESCRIPTION:** Reorganizing Deland Park into Deland Park / Deland Home Park / Sheboygan Peace Park.

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**REPORT PREPARED BY:** Joseph L. Kerlin, Superintendent of Parks and Forestry

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**REPORT DATE:** January 27, 2021

**MEETING DATE:** February 2, 2021

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**FISCAL SUMMARY:**

Budget Line Item: N/A  
Budget Summary: N/A  
Budgeted Expenditure: N/A  
Budgeted Revenue: N/A

**STATUTORY REFERENCE:**

Wisconsin Statutes: N/A  
Municipal Code: N/A

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**BACKGROUND / ANALYSIS:** While Deland Home was deeded to the City separately from other parts of Deland Park, at this moment; the original Deland Home area is part of Deland Park just like the area recognized as Sheboygan Peace Park is part of Deland Park.

**STAFF COMMENTS:** The Department of Public Works and the Attorneys office is comfortable with a “reorganization” of Deland Park into three separate parks, and are comfortable with this being done by resolution. Doing it this way, everything will remain one parcel. This would be the preferred path forward as opposed to subdividing the existing one parcel into three parcels.

If the City considers allowing the Sheboygan Biergarten to be moved and operated on the property of Deland Home, the proposed change would allow for ordinance changes to be done to individual parks instead of changing ordinances for the all of Deland Park.

**ACTION REQUESTED:** Motion to recommend supporting the reorganization of Deland Park into three separate parks: Deland Park, Deland Home Park, and Sheboygan Peace Park.

**ATTACHMENTS:**

- I. Map of Deland Home Park
- II. Map of Sheboygan Peace Park

**CITY OF SHEBOYGAN**

**REQUEST FOR MARINA, PARKS AND FORESTRY BOARD CONSIDERATION**

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**ITEM DESCRIPTION:** Moving the operation of the Sheboygan Biergarten from Kiwanis Park to Deland Home Park.

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**REPORT PREPARED BY:** Joseph L. Kerlin, Superintendent of Parks and Forestry

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**REPORT DATE:** January 27, 2021

**MEETING DATE:** February 2, 2021

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**FISCAL SUMMARY:**

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**STATUTORY REFERENCE:**

Wisconsin Statutes: N/A  
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**BACKGROUND / ANALYSIS:** The City of Sheboygan currently has a five year operating agreement with Power Pubs, LLC for the operation of “The Sheboygan Biergarten” in Kiwanis Park through 2023. The Biergarten opened in 2019 but did not open again in 2020 because of flooding and Covid restrictions. City staff presented the idea of moving the operation of the Biergarten to Mr. John Powers, operator and owner of the Biergarten. After looking over the property and building, Mr. Powers would prefer the move to Deland Home over staying in Kiwanis Park.

**STAFF COMMENTS:** Mr. Powers will be presenting a PowerPoint at the meeting showing how the move from Kiwanis Park to Deland Home would be beneficial to the operation of the Biergarten and how that would benefit the City.

Staff is looking for support from the Marina, Parks and Forestry Committee to recommend the move to Deland Home. There will still be several steps to take to make the move possible. Mr. Powers and city staff will be setting up a neighborhood meeting to discuss the move and ask for feedback. The agreement will need to be updated and it is proposed to start another five year agreement. The Public Works Committee will need to approve the agreement and recommend to Council. In addition the Plan Commission will also need to approve the use of the property to be used for the operation of the Biergarten.

**ACTION REQUESTED:** Motion to recommend supporting an agreement to allow the Biergarten to be held at Deland Home instead of Kiwanis Park.



MARINA

821 Broughton Drive Sheboygan, WI 53081

Tuesday, February 2<sup>nd</sup>, 2021

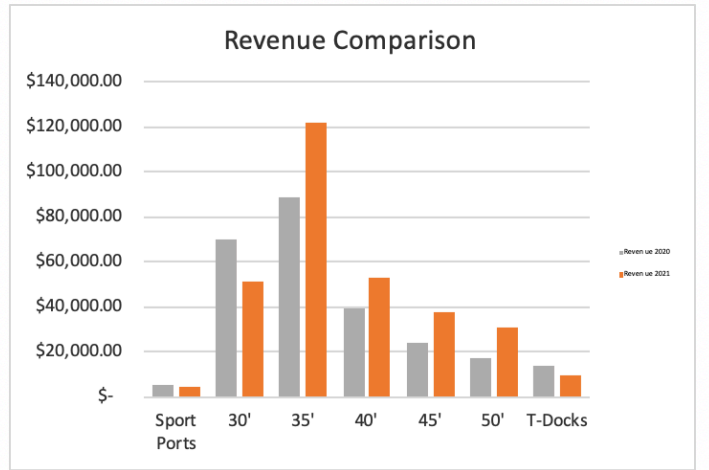
**MPF COMMITTEE REPORT**

**Seasonal Slips**

Size	Available	2020 Occ. YTD	2020 (%)	2021 Occ. YTD	2021 (%)	Variance (%)	Revenue 2020	Revenue 2021	Variance	2021 Budget	Variance
Sport Ports	9	9	100%	7	78%	-22%	\$ 5,633.01	\$ 4,550.00	\$ (1,083.01)	\$ 4,000.00	\$ 550.00
30'	54	40	74%	25	46%	-28%	\$ 69,743.09	\$ 51,600.00	\$ (18,143.09)	\$ 78,000.00	\$ (26,400.00)
35'	100	47	47%	55	55%	8%	\$ 88,476.45	\$ 121,982.74	\$ 33,506.29	\$ 130,000.00	\$ (8,017.26)
40'	43	15	35%	20	47%	12%	\$ 39,089.04	\$ 52,640.00	\$ 13,550.96	\$ 53,000.00	\$ (360.00)
45'	39	10	26%	12	31%	5%	\$ 24,094.10	\$ 37,709.76	\$ 13,615.66	\$ 47,000.00	\$ (9,290.24)
50'	24	7	29%	9	38%	8%	\$ 17,319.60	\$ 31,065.50	\$ 13,745.90	\$ 23,000.00	\$ 8,065.50
T-Docks	5	3	60%	2	40%	-20%	\$ 14,179.50	\$ 9,900.00	\$ (4,279.50)	\$ 10,000.00	\$ (100.00)
<b>Total</b>	<b>274</b>	<b>131</b>	<b>48%</b>	<b>130</b>	<b>47%</b>	<b>0%</b>	<b>\$ 258,534.79</b>	<b>\$ 309,448.00</b>	<b>\$ 50,913.21</b>	<b>\$ 345,000.00</b>	<b>\$ (35,552.00)</b>

	2020	%	2021	%
New Tenants	21	16%	20	15%
Returning Teants	110	84%	110	85%

	2021 LYTD	2022 YTD
Deposits for Next Season	N/A	N/A



**Seasonal Slip Tenant Surveys**

Results attached to this report.

Overall seasonal slip continues to report a high satisfaction rate, 96% being overall satisfied. 100% being satisfied with the up keep of the building/grounds and the Management. Key take aways that we are working on this off-season:

- Continue efforts to source solutions for expanding off-season storage and service
- Continue to tweak Wi-Fi to better offer service to boaters
- Add gate closers to all dock access gates



### Marketing and Sales

We saw a large increase in our 35, 40, 45 foot last season. This was in part from new boaters coming to Harbor Centre Marina. In addition, we saw many boaters sell and buy bigger boats, requiring larger slips. This is also what has caused a reduction in what we typically see for 30' slip sign ups this time of year. Transient reservations are strong for the summer. Ryder cup is currently at only 11 reservations compared to the 65 we had this time last year for Ryder Cup.

New, increased off-season hours in the ship store led to an additional \$2,500 in store sale for December alone. This helped push the ship store \$22,000 over it's revenue budget, while increasing the profit margin by 5%.

In the process of a complete re-design of the marina's website that will continue efforts to improve search engine optimization and grow traffic. The new website also makes content flow easier from social media and is more mobile friendly.

### Maintenance and Operations

A mild winter has created ideal conditions to keep ice at a minimum this winter. Between the good temperatures and our de-icing we have been able to keep the marina relative ice free this winter, because of which we have sustained little to no ice damage. Our plan is to use the savings from dock damage to continue to "re-skin" unstable slips in the marina.

Water levels have dropped over a foot already this winter, bringing water levels closer to a less concerning level.



### Bar 43

Renovations on the new second floor bar are complete. We are currently in the process of onboarding a Bar and Event Manager to assist the team in the day to day management of the bar operations. Plans for a mid-March boater soft opening are under way while opening for regular hours early April.



**Recent Customer Feedback and Review**

**Elite Fleet Award 2021**



The Elite Fleet tier of Boaters' Choice marinas represent the marinas that went above and beyond to delight boaters in 2020, maintaining an average star rating of at least 4.8 and receiving at least 10 reviews throughout the year. Being one of the inaugural marinas to win this award, Harbor Centre has won this award for the third year in a row.



**Harbor Centre Survey Results  
Conclusion of 2020 Season  
Survey Conducted by F3 Marina**

## Summary

Customer feedback is crucial to any company's success. It provides companies with valuable insight into what their customers think about their offered service and product. This insight is beneficial in creating an experience that exceeds expectations and keeps customers coming back for more, thereby, increasing customer satisfaction, loyalty and advocacy.

F3 Marina recently invited the Harbor Centre Annual Slip Holders to participate in an online survey that rated their overall level of satisfaction with the marina. This survey became active on September 9<sup>th</sup> with an initial email inviting boaters to share their valuable feedback and followed up with a reminder email on September 16<sup>th</sup>, and then the 22<sup>nd</sup>, to those who had not yet responded. The final day for survey submission was on September 28<sup>th</sup>.

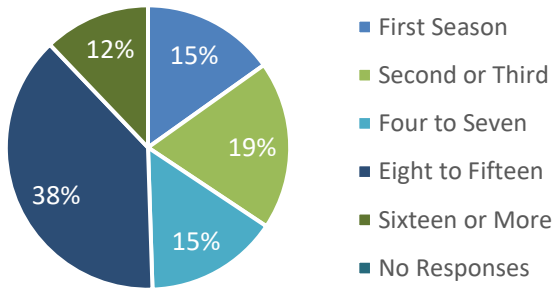
F3 Marina received a 13% survey response rate, which is below the national external survey response rate average of 20%. In the future, we will continue to explore different tactics to improve the response rate each time a survey is conducted on the Harbor Centre Marina Annual Slip Holders.

A summary of the results are as follows:

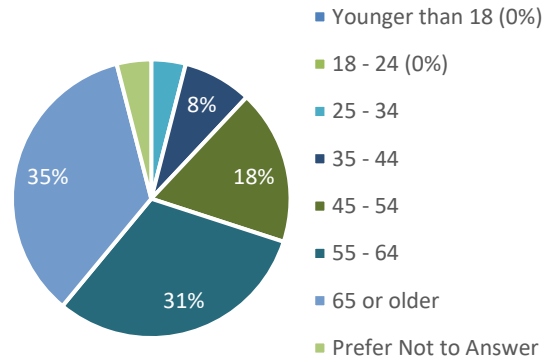
- 1.) About 96% of respondents are satisfied with their overall experience at Harbor Centre Marina, with 58% being highly satisfied.
- 2.) The facilities were kept clean with 100% of respondents reporting an average or above rating on the grounds, restrooms, and buildings, and 88% satisfaction rating of the docks.
- 3.) Survey respondents reported over a 100% satisfaction rating of average or above with management and office staff and 100% satisfaction rating with overall customer service.
- 4.) 100% of respondents reported they would recommend Harbor Centre Marina to a friend.
- 5.) About 96% of annual slip holders surveyed reported an average or above rating with marina communications, with 42% reporting as well above average.
- 6.) About 73% of annual slip holders surveyed reported an average or above rating with marina events.
- 7.) 81% of surveyed annual slip holders bought fuel from the fuel dock in 2020 with a 96% satisfaction rating with the dockhands and fuel dock services.

# The Boating Population

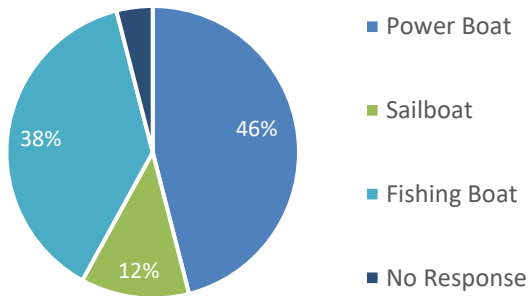
How long have you been a slip holder at Harbor Centre Marina?



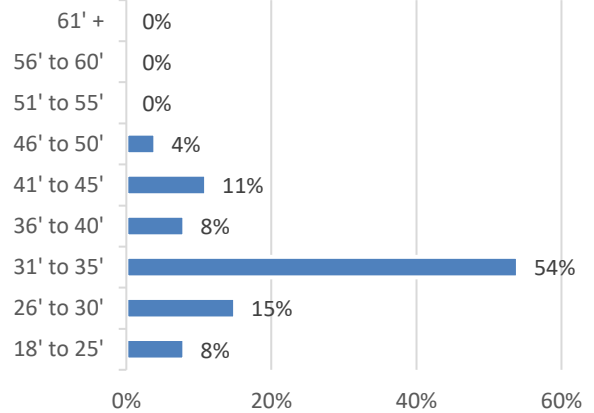
Which category best describes your age?



What type of boat do you currently own?

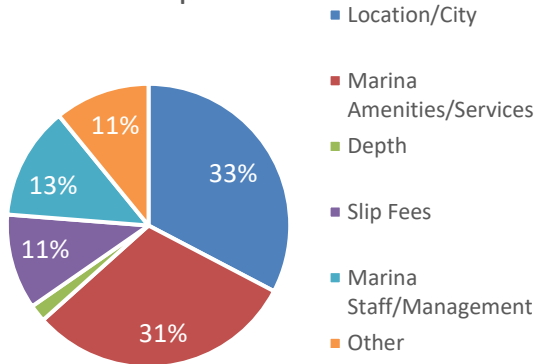


What is the length overall of each of your boat(s)?



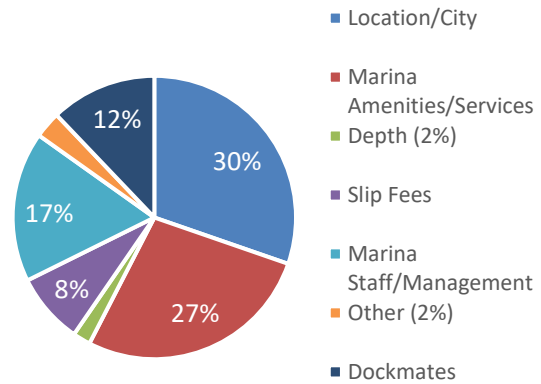
## Customer Satisfaction

Why did you choose Harbor Centre Marina as your home port?



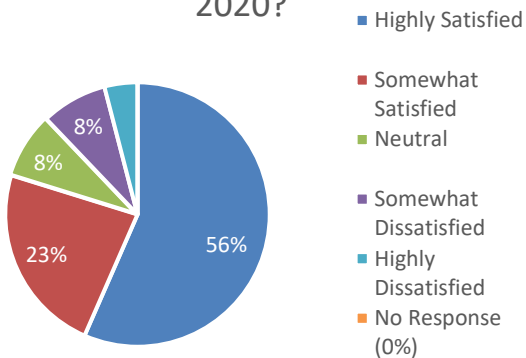
**Comments:** "Other" responses included proximity to YMCA and park and numerous positive fishing comments.

Why do you continue to choose Harbor Centre Marina as your home port?



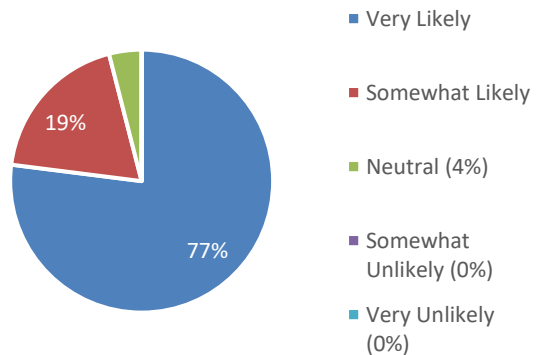
**Comments:** Boaters who initially chose Harbor Centre primarily for amenities or location tend to now also value marina staff and dock mates.

Overall, how satisfied were you with Harbor Centre Marina in 2020?



**Comments:** Many boaters are extremely satisfied with the marina and staff. Few also commented the need for gate closers throughout the marina so that gates are secure at all times.

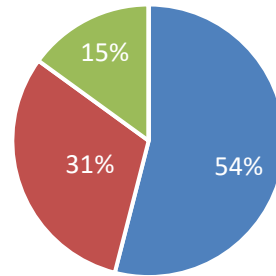
Based on your experience at Harbor Centre Marina, would you recommend it to a friend?



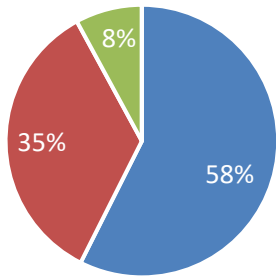
We asked annual slip holders to rate Harbor Centre Marina on the following criteria:

- Well Above Average
- Above Average
- Average
- Below Average
- Well Below Average
- N/A

Customer Service

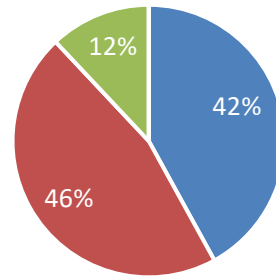


Buildings and Restrooms



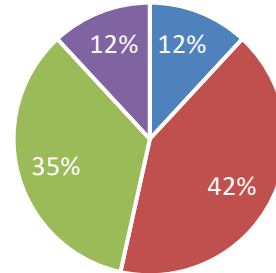
**Comments:** Boaters are happy with the cleanliness of the facilities.

Grounds



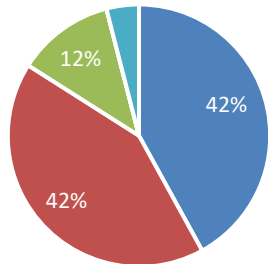
- Well Above Average
- Above Average
- Average
- Below Average
- Well Below Average
- N/A

Docks

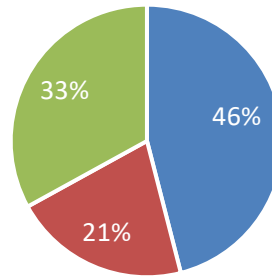


**Comments:** Dissatisfied customers expressed the need for dock maintenance, especially on the finger piers.

Dockhands and Fuel Dock Service



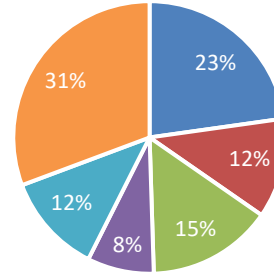
Management and Office Staff



**Comments:** Boater comments were extremely positive when referring to staff and management.

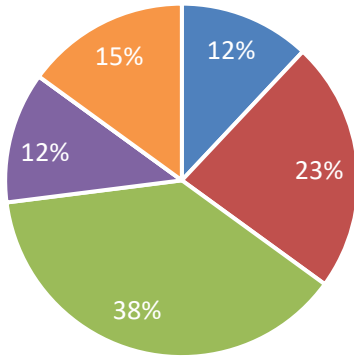
- Well Above Average
- Above Average
- Average
- Below Average
- Well Below Average
- N/A

### Boat Mechanical Service

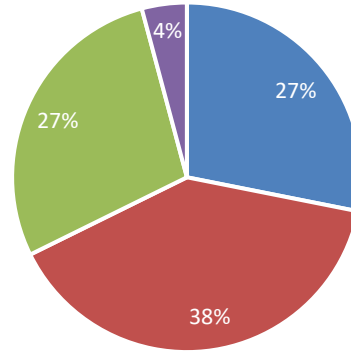


**Comments:** Several boaters requested an on-site service department with a certified mechanic and lifts for the ease of moving.

### Events and Activities

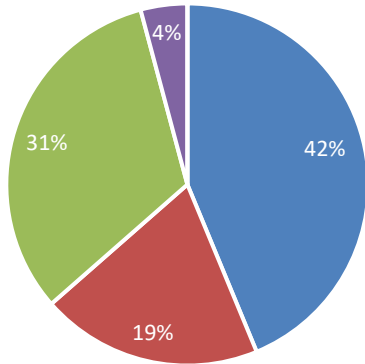


### Ship Store



**Comments:** Several boaters expressed interest in a bigger selection of beer and wine and various household items.

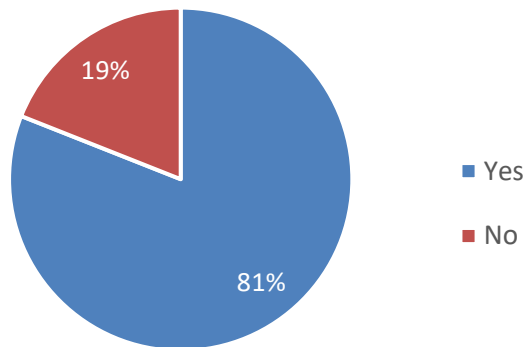
### Marina Communications



### COMMENTS:

- Surveyed annual boaters seem satisfied with the staff and management. They are noticing improvements in marina that were needed.
- Most dissatisfied customer comments were focused on wanting better WIFI and maintenance of the docks, especially the finger piers.
- The most frequent request was for new gates for the marina (or gate closers) and on-site security.

### Did you purchase fuel from Harbor Centre Marina in 2020?



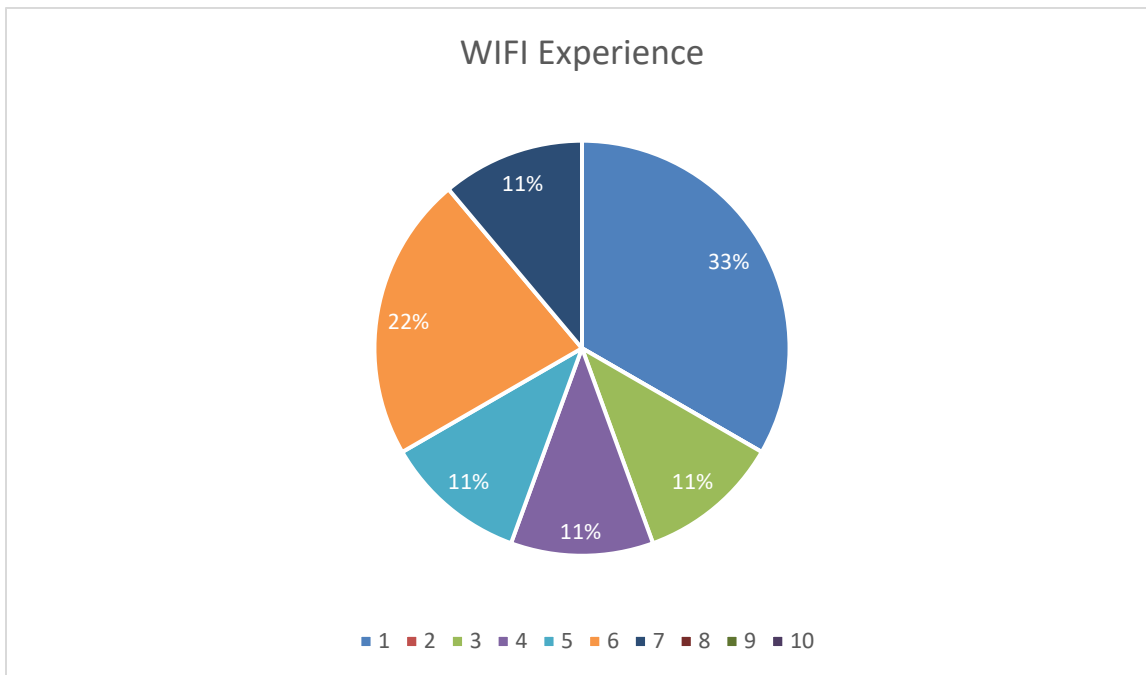
**Comments:** Fuel was purchased even though some boaters thought that prices were too high.

## Supplemental Questions

- 1) **What additional services and/or amenities could your home port provide to boaters?**
  - a. Boaters expressed a desire for an indoor, heated winter storage option. This is the most requested amenity that was listed amongst the survey responses.
  - b. Surveyed boaters requested an increase in security offered by the marina including gates that shut properly and are secured, a larger presence of security and enforcement of the rules, especially pool and pet rules.
  - c. Surveyed boaters would like to see the pool monitored more closely, as there were people (that were assumed) not slip holders using the pool without the slip holder present.
  - d. Suggested facilities improvements include better storage options and mechanics, improved Wi-Fi, and attention to maintenance of the docks.
- 2) **What products would you like to see (and would purchase) from your home port's ship store?**
  - a. Food: wider variety of food options, a bigger beer and wine selection
  - b. Clothing: higher quality clothing.
  - c. Variables: phone chargers, batteries, and other essential items
- 3) **What did you enjoy most this season at your home port?**
  - a. Surveyed boaters overwhelmingly cited the boating community as the best part of their season at Harbor Centre. They enjoyed the comradery with fellow dock mates but also with employees and management.
  - b. Fishing, ability to walk to restaurants, clean facilities and meeting new boaters were all highlights for Harbor Centre boaters.
- 4) **How can your home port improve your overall boating experience?**
  - a. Most responses stated that the boaters want that indoor storage facility and that they would like to complimentary pump outs and fuel discounts as annual slip holders.
  - b. A few surveyed boaters requested more events and free gatherings as well.

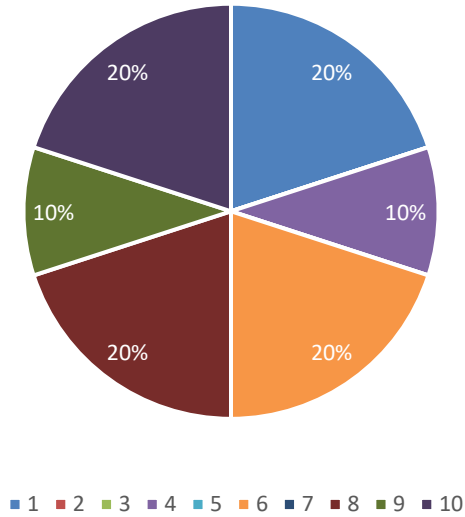
**Additional Questions:**

- 5) **What was your experience with the WIFI? How was it?**
  - a. Surveyed boaters overwhelmingly stated that the WIFI service was not good at all. Boaters stated that they would not be able to connect to the service, their connection would be dropped and that if the Marina was especially busy that they would not be able to connect to the internet at all.
  - b. There was one boater that stated that the WIFI was better than last year
- 6) **Rate your experience with WIFI Support between 1-10 (10 being the best experience ever)**



- a. Boaters that contacted the WIFI Support Team stated that while they agents were professional and courteous and attempted to rectify the situations, they were unable to provide positive results.
  - b. Numerous boaters stated that the support group never returned the calls to the boaters.
- 7) **Did you ever have mechanical service done through Harbor Centre Marina? Please rate your experience between 1-10 (10 being the best experience ever)**

### Mechanical Services Rating



- a. Some boaters responded that they didn't have any issues when using the service, but that there were complaints from other boaters.
- b. Responses seem to be split down the middle for the services that were received with Harbor Centre's Mechanical Services.

## Recent Volunteer Groups/Tasks/Programs

Since last Marina, Park, and Forestry Committee Meeting

1. Lunch and Learn (free community program) 10/22/19 – *Invasive species management in the Pigeon River Corridor.*
2. Installation of Leopold bench pad and bench (crew of 2) – 10/22/19
3. Received \$1,000 Cellcom Grant to help fund Bur Oak boardwalk
4. Split firewood for park use (crew of 7) – 10/18/19
5. Installation of 14 new paver bricks in the entrance walk (crew of 2) – 10/17/19
6. Annual inspection/monitoring of the Bur Oak property with Glacial Lakes Conservancy (crew of 4) – 10/14/19.
7. Bur Oak Hike 10/12/19 – Public interpretive hike
8. Emerald Ash Borer community program 10/9/19 – A co-sponsored program for Sheboygan County citizens by Sheboygan Rotary, City of Sheboygan, and Maywood
9. Tree Identification 10/5/19 – Public program on tree identification
10. Scoping the Skies 10/5/19 – Sheboygan Astronomical Society and Maywood provide Astronomy programs free to the general public.
11. Lunch and Learn (free community program) 9/24/19 –
12. Earth Ride (annual fund raising event to support Maywood) 9/21/19
13. Kohler Volunteer Group (crew of 10) 8/22/19 – Mulching trees, chipping trails, pruning shrubs
14. Visit Sheboygan Staff Meeting 8/21/19 – 9:00 – 4:00
15. Master Site Plan kickoff meeting 8/19/19 – Stantec has been hired by the Environmental Park Trust to create a new master site plan for Maywood.

Parks & Forestry Report  
2020 Report

**Parks**

The Parks and Forestry Division is responsible for maintaining and improving the City's 36 parks including 705 acres of parkland, six rentable pavilions, 10 rentable picnic shelters, a bandshell, 24 restrooms, 25 playgrounds, three splash pads, two fish cleaning stations, 10 tennis courts, three pickleball courts, six baseball/softball fields, Wildwood Softball Complex, Wildwood Baseball Complex, two miles of public beaches, concrete skate park and an archery range. The division also assists with the many celebrations held throughout the summer season. Because of the pandemic, many of the celebrations were canceled this year.

**The following are 2020 Capital Improvements and other park projects:**

- The Jaycee Park new master plan design was a 10 month long process. City staff worked with Graef Engineering to facilitate several community meetings that aided in the design. The end product has short term goals and long term goals that will guide the department in future development and budgeting.



- Roosevelt Tennis Court reconstruction is part of a continued effort to update the 10 tennis courts in the City's Parks. Pickleball lines were also painted on the two courts.



- The Park Division worked with Planning and Development and the Moose Park Neighborhood Association, to pick a playground structure that had items of play that were most requested by the neighborhood.



- The Parks Division partnered with the Optimist Club of Sheboygan to further improve the Optimist Park Playground. The Club donated \$25,000 to help purchase and install musical play equipment, a four person See Saw and an eight person OmniSpin Spinner. The Club wanted to provide items that were assessable and fun for children of all skill levels. The Optimist Club had been planning this for several years.



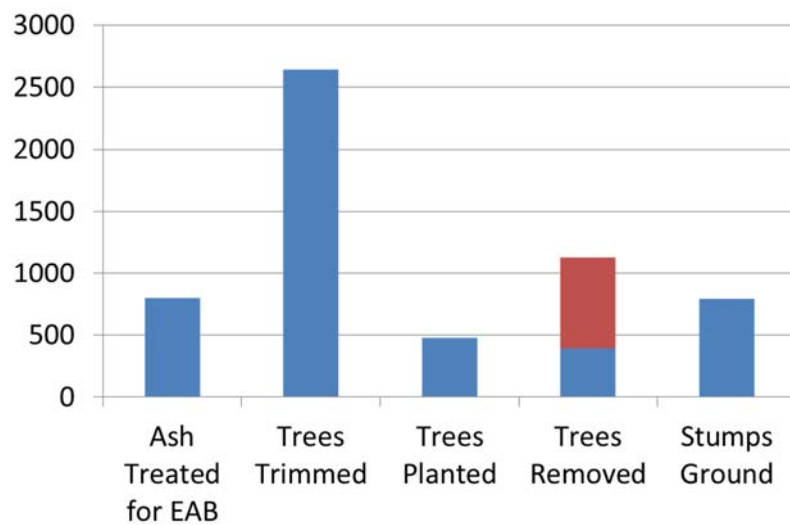
- The reconstructions of the Vollrath Tennis Courts were completed in late 2019. It was great to see them being used so often! The Sheboygan County Pickleball Club met at the park several times a week to play on the new courts.



Parks & Forestry Report  
2020 Report

Forestry

2020 was a very productive year when it comes to the work done on our urban forest. Here is the year at a glance.



In 2017 and 2018 a total of about 2,400 ash trees were injected for Emerald Ash Borer control. In 2019, 800 of those were re-treated and again in 2020, 800 ash trees were re-treated, which leaves about 800 that will need re-treating in 2021. As of January 2021, the treatment has been 99% effective (26 of the 2400 ash trees have died).



There were 2,645 trees trimmed in 2020 which is similar to what it has been in the past. Ideally, the City should prune trees on a 5-year cycle but currently we are trending at about an 8-year cycle. Tree trimming will become more of a priority as the number of remaining ash trees decline.

The forestry crew planted 480 trees along the streets and in the parks in 2020. A grant from ROOTS and Alliant Energy for \$20,000 helped support this venture. The majority of the trees were purchased from Johnson's Nursery and came in 25-lb containers. Watering these newly planted trees became a high priority. A truck with a water tank was used weekly during the growing season.



There were 1,134 trees removed in 2020, 743 of which were ash. Of these trees, 92 were cut down by ATC to conform to their power line clearance standards. Also, 166 of these ash trees were contracted out for removal and stump grinding at a cost of \$107,000.

A total of 790 stumps were ground, 301 of which were contracted out for a cost of \$45,000. The majority of the other stumps were removed as part of our replanting project. Other stumps that were removed included about fifty dangerous ones where storm damage had moved the root plate.

