

*****ATTACHMENTS*****

SCALE : 1" = 80'



FIRE WORKS

SOUTH PIER DRIVE

MAIN TENT

PROPOSED - FOOD TENT TO BE DETERM.

LAKEVIEW DRIVE

ENTER-EXIT

DISABLED PARKING

MICHIGAN

BLUE HARBOR DRIVE

LAKE

LAKESHORE WEEKEND - 2019
EVENT

FISHERMANS ROW

SOUTH PIER DRIVE

ILLINOIS AVENUE



PENTAIR - BLUE HARBOR
PARKING



PARKING

CITY OF SHEBOYGAN

REQUEST FOR REDEVELOPMENT AUTHORITY CONSIDERATION

ITEM DESCRIPTION: Discussion and possible action on 2nd request from Lakeshore Weekend to utilize RDA-owned property for a festival on July 26 and 27, 2019.

REPORT PREPARED BY: Chad Pelishek, Director of Planning and Development

REPORT DATE: March 4, 2019

MEETING DATE: March 6, 2019

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

On October 24, 2018, the Redevelopment Authority (RDA) considered a request from Lakeshore Weekend to hold the Lakeshore Weekend event on RDA owned property on South Pier. At this meeting, the RDA approved denying the request to hold the event on RDA-owned property.

On Friday, March 1, 2019, city staff received the 2nd request from Lakeshore Weekend to hold the event on RDA-owned property on South Pier on July 26 and 27, 2019. The request dated February 13, 2019 from committee chairperson Ann Schroeder requests the use of the one parcel of the land between the South Pier Ice Cream Parlor and Angler Avenue Pro Shop, however the map submitted with the packet of the information shows two other parcels of the RDA land, one near the promenade at the end of Lakeview Drive and a vacant parcel south of parking lot between Lakeview Drive and Blue Harbor Drive. Staff tried to reach the committee chairperson unsuccessfully prior to the meeting. The RDA will need to ask clarification at the meeting on the parcels of land the organization wishes to use.

Also submitted to staff were letters from business owners in support of the event on South Pier. Since business owners were not required to print their names on the forms, it is difficult for staff to determine who all the owners are. It appears that there are not support letters from the Portscape Apartments, Dumper Dan, Prohibition Bistro, Moeller Shanty, Harbor Pointe Miniature Golf Course, and the Attorney's office from what staff can determine.

Also included in the package is a letter from Ms. Susan Engler of Blue Harbor about her support in the event utilizing the former Pentair Property for parking. I am assuming the event will utilize the shuttle service to transport people between the event grounds and the parking.

STAFF COMMENTS:

Given the on-going concerns with parking on South Pier and the small proximity of the chosen location, city staff does not support the event being held at the selected location. South Pier was not intended to be an event space. Events were held on South Pier for the years when economic development was slow, but now the interested is aggressive and there is a potential in 2019 a project will be under construction, because this is the only space left on South Pier for new business development.

ACTION REQUESTED:

Motion to deny the request to allow Lakeshore Weekend to be held on South Pier in 2019.

ATTACHMENTS:

- I. Cover letter dated February 13, 2019.
- II. Map of the event locations
- III. Support letters from businesses along South Pier Drive.

February 13,2019

City of Sheboygan

Redevelopment Committee

Dear City of Sheboygan Redevelopment Committee:

We are writing to you for your assistance. After our meeting on 10-24-18, Our committee had discussions to determine our options as far as the future of our event. We have regrouped and have found new sponsorship.

Location is critical to this event. Our success was made possible by being located on the South Pier. Although we understand that the land we had occupied is no longer available we request your permission to use the smaller parcel of land east of Anglers Avenue (see attached map)

Lakeshore weekend benefits Children's Hospital. I know I do not need to share with you the importance of these donations. What I do want to share with you is how it benefits our community with its positive impact.

- In 9 years, this event has given 1.7 million to Children's Hospital.
- 660 residents of Sheboygan have volunteered each year to make our event a success.
- Thousands of people from all over have attended bringing vast exposure to not only the businesses but to our beautiful lakefront and city.
- Provides a platform for families of children with life-threatening illnesses . All of who were treated at Children's Hospital.
- Our event is a family event, providing food and entertainment for all ages including a Children's Tent in which all games are accessible to children who are physically challenged.
- The Riverfront provides a safe environment for families.
- 130+ local businesses have donated items to support us with 10 of these businesses being major sponsors for events such as The Firework Display, Water Ski Show and the Dragon Boat Race.

I am a business owner on the North side of the Riverfront and from that stand point support this 100%. I have had multiple conversations with visitors who specifically came to Sheboygan because of this event and for what it benefits.

I realize there are many details to discuss. Details which we have thoroughly thought through.

This event relies on the Riverfront because of the events utilizing the river. Please give us the opportunity to once again make this a tradition by reconsidering the parcels of land needed .

Thank you for your consideration.

Respectfully submitted,

*Anna Swanson - April
Lakeshore Committee Chair*

February 14, 2019

South Pier Business Owners

Dear South Pier Business Owners:

It is with your help, that we hope to continue Lakeshore Weekend which benefits The Children's Hospital of Milwaukee.

The event will be on a smaller scale and is currently set for July 26th and 27th 2019. ?

Our goal is to create a fun-filled family event, with Fireworks and a Fireworks Display on Friday evening and the traditional Dragon Boats on Saturday.

We have asked for assistance from the Redevelopment Committee. "The Proposal" we have given is for the use of the smaller parcels of land just east of Anglers Avenue as well as the smaller area to the west for food preparation. Parking would be shuttled in from the former Pentair property.

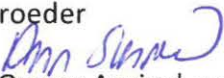
Our event has currently donated 1.7 million, and has subsequently brought thousands of neighbors and visitors to our beautiful Riverfront offering a vast amount of exposure to the businesses along it.

Please help us by supporting our event.

Thank you for your consideration.

Respectfully,

Anne Schroeder



Business Owner Aprive' and Lakeshore Committee Member

Please sign and date:

Maik R. Kestner 2-22-19

Concerns about the parking (lots), reinforcing 2hr. parking.

Previous years, parking was a problem for our business? (and employees)

February 14,2019

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Thank you for your consideration.

Respectfully,

Anne Schroeder


Business Owner Aprive' and Lakeshore Committee Member

Please sign and date: _____


02-26-19

February 14, 2019

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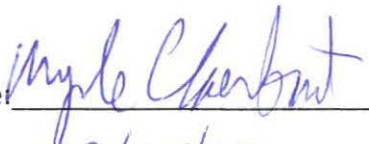
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Anne Schroeder

Business Owner Aprive' and Lakeshore Committee Member

Please sign and date:


Myrtle Cherbont Happy Rocks and Jewelry
2/25/19

February 14, 2019

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Anne Schroeder



Business Owner Aprive' and Lakeshore Committee Member

Please sign and date:



February 14, 2019

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Anne Schroeder


Business Owner 'Aprive' and Lakeshore Committee Member

Please sign and date:

 02/22/2019

February 14, 2019

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Respectfully,

Anne Schroeder


Business Owner Aprive' and Lakeshore Committee Member

Please sign and date:

 Elizabeth Helgen Float Doctor

920 - 322-5101

February 14, 2019

South Pier Business Owners

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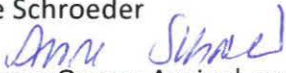
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Respectfully,

Anne Schroeder



Business Owner Aprive' and Lakeshore Committee Member

Please sign and date:



2/26/19

920-377-5101

February 14, 2019

South Pier Business Owners

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Respectfully,

Anne Schroeder


Business Owner 'Aprive' and Lakeshore Committee Member

Please sign and date:

 2-28-2019

February 14,2019

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Anne Schroeder

Business Owner Aprive' and Lakeshore Committee Member

Please sign and date:



2/25/19

Anglers Avenue Pro shop

February 14, 2019

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Anne Schroeder

Business Owner Aprive' and Lakeshore Committee Member

Please sign and date: Paul Robert 2/25/19
Anglers Avenue Pub + Grill