

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

**CITY OF SHEBOYGAN**

**REQUEST FOR REDEVELOPMENT AUTHORITY CONSIDERATION**

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**ITEM DESCRIPTION:** Discussion and possible action on request to use RDA-owned property for Miesfeld's Lakeshore Weekend on July 28-30, 2017.

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

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**REPORT DATE:** September 30, 2016

**MEETING DATE:** October 5, 2016

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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:**

Miesfeld's Lakeshore Weekend has utilized RDA owned property on South Pier for the past five years. With the recent townhome development starting, City Development staff notified the event organizers that property would not be available moving forward. The event organizers contacted Horizon Capital Investments (HCI) and since Phase 2 will not start until next August, HCI agreed to allow the event access to the lease property for one more year.

**STAFF COMMENTS:**

The event organizers are asking permission to use three parcels of land on South Pier for the event. The property to the east of the C Reiss Condo's and the Fish Cleaning Station will be used for parking, area between Angler Avenue and the South Pier Ice Cream parlor will be used for dragon boat races, and the area north of the resort for tents. Staff does not object to the use of the property provided the event organizer provides City Development with documentation that the developer allowed the use of their ground leased property.

**ACTION REQUESTED:**

Motion to approve the request subject to the following: 1.) Event Application is completed, 2.) Hold Harmless Agreement signed, 3.) Certificate of Insurance listing the RDA is provided, 4.) \$50 usage fee is paid, and 5.) documentation is provided from the townhome developer.

**ATTACHMENTS:**

- I. Letter from Miesfeld's Lakeshore Weekend dated September 21, 2016.
- II. Map showing requested RDA owned properties.



## Miesfeld's Lakeshore Weekend

*A Division of the Brian Cvetan Memorial Foundation, Inc.*

Thank you in advance for your time and review of the following:

1. Request
2. Map for Review
3. Hold Harmless Agreement
4. Land Usage Agreement

We respectfully submit the above and look forward to your favorable decision. If you have any questions or concerns, please feel free to contact me at your earliest convenience. We look forward to receiving the land usage agreement and a successful Miesfeld's Lakeshore Weekend 2017.

Sincerely,

Susan J. Holzschuh

920-226-0588

Officer and Board Member

Lakeshore Weekend Present by Miesfeld's

A Division of the Brian Cvetan Memorial Foundation, Inc.



## Miesfeld's Lakeshore Weekend

*A Division of the Brian Cvetan Memorial Foundation, Inc.*

September 21, 2016

City of Sheboygan  
Redevelopment Committee

Dear City of Sheboygan Redevelopment Committee:

I am writing to you today for your assistance. I am seeking the permission for specific parcels of land on South Pier for the use of Lakeshore Weekend 2017. As the environment has changed on South Pier, our organization is determining if our event will continue. Having a location is essential to that decision. The planning for our event starts shortly after we close out our current year event, there are so many facets of the event, scheduling, contacts on and on. We believe we have been a good partner in the community and would like to see the event continue.

Attached is a map and highlighted areas that we are asking for permission to use. We have made contact with Horizon Capital Investments via Joe Grascch and he has given us permission allowing the parcel he now has control over and we are in the process of drawing up the agreement as well as the hold harmless contract for them. Our event requires the use of more property than this property affords, as this request will explain. It is paramount that we are given to use the properties in totality to be able to proceed and make 2017 as successful as the past 8 years have been. The final piece of the land puzzle falls into the lap of Blue Harbor parcel that was formally the Pentair property; we are hoping to secure this parcel for our parking area.

We are asking the Redevelopment Authority for the use of

- 1) The parcel to the North of the Horizon Property
- 2) The parcel located between Anglers Avenue and Lino's ( Used for the Dragon Boat races)
- 3) The parcel located to the east of the Condos.

I have highlighted these areas on the map.

The history of Lakeshore weekend is historically a 3 day event the last weekend in July which is filled with family fun, entertainment, Food, Silent Auction Tent, Kids Tent, Wine garden, Dragon Boat Races and the addition of the Water Ski Show added this past year. We have been blessed with wonderful partners who included but are not limited to: Miesfeld's, Plenco, Northwood's Superior Chemical, J.L. French Family, Rockline, Anglers Avenue, Johnson Bakery, Wisconsin Bank and Trust, Dulmes Décor, Professional Supplies, Trisha's Troops, Vollrath and many more. This year's event put Lakeshore Weekend over our Million Dollar mark in donation to Children's Hospital. We are all so very proud of Our Board, Committee Members and Volunteers for all the work that is done all year for our event.

# Miesfeld's Lakeshore Weekend

*A Division of the Brian Cvetan Memorial Foundation, Inc.*

Please visit our web page at [lakeshoreweekend.sheboygan.com](http://lakeshoreweekend.sheboygan.com). This site will explain our mission, list our sponsors as well what the weekend has to offer to those who attend.

Your decision has a direct impact on the continuation of our event. We look forward to a favorable response. Knowing your next meeting may be October 4<sup>th</sup>, 2016 we will schedule our next Lakeshore Meeting for that evening or shortly thereafter.

Thank you for your consideration.

Respectfully submitted,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Lakeshore Weekend Sponsored by Miesfeld's  
A Division of the Brian Cvetan Memorial Foundation



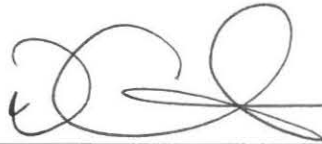
HOLD HARMLESS AGREEMENT

**IN CONSIDERATION** of the City of Sheboygan/Redevelopment Authority , allowing Lakeshore Weekend Sponsored by Miesfeld's to use RDA owned land on South Pier to host the event from July 27-30, 2017. Lakeshore Weekend shall save harmless and defend the **City** from and against any and all claims, liabilities, losses, damages ( Including concrete, decking and asphalt) or expenses ( Including reasonable attorney's fees and expenses) which may arise during the term of this use as a result of the use and/or occupancy of the premises by Lakeshore Weekend, or others acting by, through or under Lakeshore Weekend, including but not limited to any such claims, liabilities, losses, damages or expenses which may arise as a result of any personal injury, death or property damage occurring on or about the premises, except where caused by the sole negligence or willful misconduct of the **CITY**.

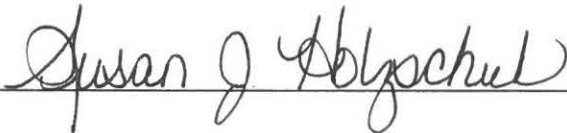
**Lakeshore Weekend, Sponsored by Miesfeld's**

**A Division of the Brian Cvetan Memorial Foundation**

BY: \_\_\_\_\_

A handwritten signature in black ink, appearing to be "Miesfeld's", written over a horizontal line.

WITNESS: \_\_\_\_\_

A handwritten signature in black ink, appearing to be "Susan J. Hlyschuk", written over a horizontal line.

### Use of Land Agreement

The Redevelopment Authority approves the request from Lakeshore Weekend Sponsored by Miesfeld's, a division of The Brian Cvetan Memorial Foundation Inc. to use the land requested on September 21, 2016. The Approval is for Lot 2, The parcel between Anglers Avenue and South Pier Ice Cream Parlor and the parcel east of the Reiss building locations in the South Pier District of Sheboygan WI as shown on the submitted map.

The dates of this limited use will be July 27 - 31, 2017. There will be no tent stakes or other anchoring devices allowed to be used in any asphalt or concrete surfaces. Any damages caused to the property whether directly or indirectly as the result of your function will be repaired and charged to the event organizer. It is the responsibility of the event organizer to properly clean the property immediately after the event. All cleaning and/or maintenance required as a result of your function will be repaired and charged to the event organizer.

We are in receipt of the hold harmless agreement to the City Development, RDA , which implies agreement with all the provisions of the above conditional approval.

We also agree that the use of this land on July 24 - 31, 2017 is at a charge of \$50.00 to Lakeshore Weekend Sponsored by Miesfeld's.

Signed this \_\_\_\_\_ day of \_\_\_\_\_ 2016

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Mr. Chad Pelishek

Director of Planning and Development

City of Sheboygan Redevelopment Authority