



Final Report and Recommendations

Lakeside Park Exploratory Committee

June 2015

Lakeside Park Exploratory Committee

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1.0 Executive Summary

Just as water, sewer, and public safety are considered essential public services, parks are vitally important to establishing and maintaining the quality of life in a community, ensuring the health of families and youth, and contributing to the economic and environmental well-being of a community and a region.

There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.

From a statement by the National Recreation and Park Association, "Why Parks and Recreation are Essential Public Services."

1.1 Introduction/Context

Healthy, thriving communities demonstrate success and achievements in many areas. In essence, why do people choose to live in a community? Access to good jobs, education, and healthcare are often very important indicators. Couple these positives with low unemployment, clean air and water, a welcoming environment, and a commitment to the future, and a community becomes exciting to families, long-time residents and newcomers, business and community leaders, and entrepreneurs.

Communities throughout the nation have concluded that parks and green space, combined with fresh water resources such as lakes and rivers, attract residents and visitors to their regions. Combine recreational opportunities with local amenities such as restaurants, rentals, lessons, festivals and concerts to create a community that holds quality of life for residents and visitors now and well into the future.

Fond du Lac is fortunate in having committed to developing and preserving a strong system of parks and green space, especially at Lakeside Park. With its lengthy Lake Winnebago shoreline, Lakeside Park has provided family and recreational opportunities for generations. Its potential in attractiveness to new generations and visitors stands unparalleled. Long-time residents can and do attest to experiences that thrilled children and families and created unforgettable shared memories, linking generations.

Yet, even treasured areas can and must change. Doing nothing often results in decay, a negative change. Wise planning combined with a sense of stewardship can maximize positive change. Fond du Lac has the opportunity to preserve the best of the history and traditions of Lakeside Park while charting a course for future generations. With this in mind, the members of the Lakeside Park Exploratory Committee (LPEC) present this final report with recommendations for City Council and community consideration.

1.2 Lakeside Park Exploratory Committee Creation and Charge

After issuing a call for applications, the Fond du Lac City Council appointed members to the Lakeside Park Exploratory Committee (LPEC) in July 2014 and convened its first meeting August 26. Members were chosen from a wide variety of backgrounds and interests, but all were Fond du Lac residents who cared deeply about the future of the community and shared the excitement of joining a group charged with studying the utilization of Lakeside Park. Members joined together to answer the questions: “Can Lakeside Park be better used for the benefit of the City’s residents, stakeholders and visitors?” and, “If so, how?”

As noted in the City of Fond du Lac’s Recreation Plan 2010-2014:

Located on the southern tip of Lake Winnebago, Lakeside Park includes a wide variety of recreation facilities. Although first classified as a large urban park, Lakeside Park secondarily functions as a district park to the neighborhoods within a one-mile service radius. The main stem of the Fond du Lac River divides Lakeside Park into two distinct properties. East of the river is situated the 159-acre Lakeside Park East which contains the majority of recreation facilities available within the entire park. West of the river is property acquired by the City in more recent years as an expansion of the original park. Lakeside Park West includes the 234.7 acre Supple Marsh and 13.5 acre Kilowatt Club lands.

Lakeside Park East has been intensely developed as a recreation resource to serve the entire community. It has almost one mile of Lake Winnebago shoreline in addition to boating facilities within the Municipal Harbor. The Tack Oil property along Harbor View Drive was also added to the park, and is included in the acreages listed. A dog park was added in Lakeside Park West.

The LPEC charge, then, was to study the use of this important and strategically located resource and to develop a report with recommendations that would “inform the plan for Lakeside Park for the foreseeable future.”

1.3 Planning Process

The LPEC met at least monthly from its initial organizational meeting in August 2014 through a final meeting in June 2015. To facilitate the work of the committee, two subcommittees were appointed, a Stakeholder Subcommittee, and a Data Subcommittee. Among its tasks, the Stakeholder Subcommittee designed and conducted participation in surveys that asked stakeholders about past use and ideas for improvements that could lead to increased park use in the future. The Data Subcommittee collected information on use of parks in other communities and brought attention to ideas that might be of interest for Lakeside Park.

Throughout the process, however, the LPEC remained focused on key important broad themes to guide discussion and planning for Lakeside Park. Key aspects of the conceptual framework for the vision included the notion of the park as a gathering place, a destination, a link to the community’s history, a link to moving the community into the future, and new ways for the park to improve quality of life for current and future residents and for visitors.

1.4 Developing a Vision Statement for Lakeside Park

The Committee developed and approved the following Lakeside Park Vision Statement:

Lakeside Park: A premier destination that reflects the pride of Fond du Lac yesterday, today and tomorrow, and serves as a gathering place that provides a myriad of opportunities to improve the quality of life of visitors both locally and beyond.

Vision discussions included extended examination of prioritized strategic issue questions that would guide the development of recommendation for improvement:

- How to provide more access both to and from the Lake?
- How to upgrade amenities and services that showcase Lakeside Park as the jewel of Fond du Lac?
- How to market the park and its offerings?
- How to improve cultural diversity awareness in the community?
- How to make history relevant to today, especially for younger generations and newcomers?

The strategic questions listed here demonstrate a critical focus on inclusiveness, bridging our past to our future, and planning for the Lakeside Park of the future as a significant resource as a civic space, a family space and a destination for families, young professionals, and others. The LPEC was acutely aware of the need to have Lakeside Park be increasingly relevant to the changing nature of our community's demographics and economic needs and was also cognizant of the importance of changing recreational, life-style and entertainment needs that parks such as Lakeside Park can fulfill in a community's development.

1.5 Focus on Inclusiveness

After reviewing ideas from stakeholders--including more than 3,000 survey responses, engagement of community members, opportunity for public comments at every meeting, and extensive involvement of committee members-- more than 60 specific ideas were identified. LPEC members discussed and ranked ideas using a conceptual framework that focused on Impact and Ease of Implementation. The results of those rankings led to 27 specific recommendations.

1.6 Utilization and Under-Utilization

Significant to a charge to the LPEC was a focus on utilization of the park. From survey data to anecdotal stories of how families and individuals currently enjoy the park to attendance counts at festivals such as Walleye Weekend, and from numbers of attendees and participants at special events such as the July 4th fireworks displays to lines of cars streaming through the park to enjoy winter holiday lights and music, it has been clear to members of the LPEC that the park is used and enjoyed.

At the same time, however, parts of the park are often under-utilized and can be changed to attract even more visitors and users. Since park usage reaches its peak in warmer weather, the LPEC recommends consideration of activities and features that could lead to more usage throughout the entire year. In addition, many recommendations are designed to attract residents and visitors who might otherwise travel to other destinations to enjoy attractions such as a trail around the periphery of the lake, a restaurant, and water-related activities.

Many recommendations capture the imagination and spirit, allowing visitors to “touch the water” in ways that are not currently possible. To be clear, LPEC recommendations are designed to provide residents and visitors with more opportunities to make personal and emotional connections to Lakeside Park as a significant resource for recreation, to enjoy events and activities, and to understand the park as a common civic space for Fond du Lac. The goal is not simply to add to the numbers of people who visit, use and enjoy the resources of Lakeside Park, but to add to quality of life and overall satisfaction and enjoyment that visiting the park can provide.

The LPEC hopes to make a contribution in preserving the legacy and historical significance of Lakeside Park, while generating greater access and interest for new generations, new residents, and the community’s changing demographics. Members of the LPEC believe that the park of the future must preserve the past while capturing and welcoming new traditions, new stakeholders, and new activities that will nurture and promote this community as it grows and develops in the future.

1.7 Recommendations

The LPEC discussed and selected 27 specific recommendations that are identified and described in this report. The recommendations span the strategic questions that were listed above, and include amenities, activities, facilities, ties to history, and efforts to bridge to the future. Committee members categorized the recommendations in terms of impact and potential ease of implementation, then ranked the recommendations.

Recommendations, listed in priority order, include the following:

- **1 Walking and Biking Paths.** The Fond du Lac community can greatly benefit from the creation of walking paths and a bicycle loop that connect riders from other trails to Lakeside Park. Completion of this project will build upon the past success and excitement of bicycle activity in the city, while fostering greater physical activity and promoting the health and well-being of the community. New walking paths close to the shoreline will allow more residents to “touch the water,” while enjoying Lake Winnebago and the scenic beauty and important green space within Lakeside Park.
- **2 Concerts and Festivals.** More concerts and festivals in Lakeside Park will add to quality of life, spur local spending, and increase public enjoyment of the area. More concerts and festivals highlight Lakeside Park and Fond du Lac as a destination for events for all ages and a vibrant community with “something for everyone” by maximizing the opportunities afforded by access to green space, water, concerts, games, food, competitions, entertainment, and shared experiences in a local civic space.

- **3 Public Docks and Boat Landings.** By providing more public docks in Lakeside Park, the City would be encouraging greater access to and from the lake, while adding to economic development, greater utilization from new stakeholders, and increasing the overall attractiveness of the park to residents and visitors. Creating additional spaces to launch non-motorized watercraft such as kayaks is also recommended.
- **4 Multi-functional Amphitheater.** The addition of an amphitheater will promote additional uses for the park by providing space to incorporate festivals, concerts, bands, plays, historical presentations and other ceremonies that promote the park as a critical civic space, leading to positive effects on economic development, as well.
- **5 Food Options.** Increase the variety of foods available in Lakeside Park through the use of mobile food trucks, other vendors and a possible permanent restaurant. Throughout stakeholder survey responses and other feedback, there was substantial support for additional amenities related to food and beverages in the park. Very recently, the effect of food trucks in attracting people to downtown and local parks and civic spaces has been featured on Fox Valley television reports. The same results can be expected for Fond du Lac and Lakeside Park.
- **6 Public Beach.** Investigate and if feasible develop a public beach with access from Lakeside Park. The idea of a public beach surfaced repeatedly throughout LPEC discussions, both within stakeholder surveys and during committee meetings. A public beach would increase access to the lake in ways that are simply not possible at the present time. With such a large local water resource, and with the knowledge of other communities having successful beaches, the City needs to seriously investigate and, if possible, develop a public beach in Lakeside Park.
- **7 Marketing.** Establish a marketing strategy for Lakeside Park to focus on increasing public awareness of the current and planned features for Lakeside Park, while generating interest among new audiences. The City's marketing strategy should include areas such as branding, signage, social media, and ties to community organizations such as the Fond du Lac Convention and Visitors Bureau, as well as organizations that offer programs in the park.
- **8 Children's Activities.** Strengthen, upgrade and improve features of Lakeside Park that will promote activities for children. Expanding children's activities should generate interest, activity, and excitement in playground equipment, amusement rides, and general activities geared to children and families that will lead to greater utilization of Lakeside Park.
- **9 Boardwalk.** Build a boardwalk over the rocks on the shoreline of the lake in Lakeside Park. A boardwalk will also showcase Lakeside Park, increase utilization, allow park visitors to "touch the lake," and experience the beauty of green space and water

resources. A boardwalk will add to the aesthetic experience of the park while creating memories and a desire to continue to return to the park.

- **10 Marsh Walk.** Create an elevated walkway over the marsh area of Lakeside Park West with a pedestrian bridge connector to Lakeside Park East. A marsh walk would be a creative and attractive way to provide environmentally friendly access to the natural areas of Lakeside Park West. The marsh walk could cater to individuals, families, and groups that care about and wish to learn more about our eco-system, within the historically underutilized western area of Lakeside Park.
- **11 Rentals.** Provide the community with the opportunity to rent various watercraft, bicycles and boat tours through a highly visible, family-friendly area. The availability of rentals from power boats to sailboats to kayaks, along with bicycles creates new and exciting adventure opportunities for residents and visitors. Investigate the possibility of corporate sponsorships to minimize the cost of rentals to Fond du Lac residents.
- **12 Activities on the Lake.** Leverage the interest in festivals and water activities to develop competitions on Lake Winnebago that would generate local, regional, and even national interest and exposure similar to the WISSA (World Ice and Snow Sailing Association) competition this past winter. Other ideas include power boat races, water skiing and regattas on the lake.
- **13 Restaurant.** Pursue a public/private partnership to provide a full-service restaurant near the water. Many communities take advantage of water resources by providing full-service restaurants that allow diners to see, feel and enjoy the natural beauty of a lake or river. Fond du Lac can do the same. The new facility would add to quality of life, stimulate local economic development, and add new revenues for the City.
- **14 People Piers.** Build additional pedestrian piers at the lakefront and on canals to provide vantage points for fishing, walking, meditation, and enjoying sunsets over the lake. More access points will bring more people to the park for lake appreciation experiences.
- **15 Sports Facility.** Develop a multi-purpose outdoor sports facility in Lakeside Park to make the park a premier destination for sports activities. Such a facility will support strong local interest in sports, generate additional interest in physical activity, and provide excitement in both competitive and non-competitive sports activities. A sports facility will also generate additional tourism and local economic development.
- **16 Splash Pad/Ice Skating Rink.** Construct a splash pad/skating rink to provide new opportunities for families to enjoy outdoor water-based activities in both summer and winter seasons, increasing year-round outdoor fun.
- **17 Nature Center and Historical Building.** Establish a nature center and history-related learning center in Lakeside Park to provide a dedicated space for educational activities focusing on area environmental education. This idea is an outgrowth of an idea that

appeared on page 41 of the City's 2010-2014 Recreation Plan, which includes a possible Lakeside Marine Museum with exhibits on the history of local outboard motor manufacturing. Including on-site workshops could also stimulate economic activity in the immediate area.

- **18 Four-Season Restrooms.** Construct modern, four-season restrooms to facilitate increased year-round utilization of Lakeside Park.
- **19 Extend Wi-Fi to Lakeside Park West.** Extend Wi-Fi throughout the entire expanse of Lakeside Park to facilitate more educational opportunities, provide a guided walk, extend the use of a possible marsh walk, and increase linkage for tech-savvy new audiences.
- **20 Landscaping.** Add more landscaping throughout Lakeside Park to beautify the grounds and make the park more inviting, especially near park entrances. The City could consider the possibility of creating a botanical garden featuring wildflowers and the natural landscape of the state's history and heritage. Local collaborations could include the Gottfried Prairie and Arboretum, and the UW-Extension Master Gardeners.
- **21 Plaques, Historical Markers, and a Sense of Place.** Create and install plaques, historical markers and landmarks within Lakeside Park to add to the awareness of area history and sense of place as a community. New historical markers provide the opportunity to become more inclusive of all the traditions and experiences of community members.
- **22 Upgrade Existing Pavilion, Shelters, Bridges and Restroom Facilities.** Refurbish or replace the existing Lakeside Park Pavilion to create a more inviting, modern and attractive spot for weddings, family gatherings and general civic space. Shelters and facilities throughout the park would benefit from renovation or modernization to accommodate the large number of picnics, gatherings, festivals and other events hosted in Lakeside Park.
- **23 Community Outreach.** Develop a community outreach plan to increase the exposure of the park and its amenities. By reaching out to stakeholders groups (such as under-represented groups, the faith community, and park-affiliated groups), the City can create greater local awareness of the existing and new opportunities that Lakeside Park offers.
- **24 Water Sports Classes.** Offer classes for a variety of water activities that can be accommodated in Lakeside Park. Classes and lessons might include motor boating, sail boating, kayaking, windsurfing, water skiing, and paddle boarding. Providing lessons will generate a greater awareness of recreational opportunities on the lake.

- **25 Public Art.** Install public art, a sculpture garden, and/or other artwork stations/displays to showcase art to the public. Contests, work with local artists, and collaboration with the Fond du Lac Arts Council could lead to increased park visits and a heightened sense of community.
- **26 Transportation.** Include City bus routes through Lakeside Park. A renewed focus on public transportation into the park could increase utilization and lessen potential parking problems. Public transit could also be used to call attention to the park through advertising campaigns and special event programming.
- **27 Snowshoeing.** Identify and encourage winter use of the park through previously under-used seasonal activities such as snowshoeing. Designate particular areas of Lakeside Park West for these activities.

1.8 Follow-up

Committee members were very concerned about follow-up and suggest that recommendations be included as part of a new strategic plan for Lakeside Park and one that recognizes a “district” of the city featuring Lakeside Park. While the recommendations can be considered as stand-alone items some of which could be adopted fully or in part in the short-term, and others of which could be considered as part of a long-term strategic plan—the underlying intention is for the vision to be connected to a master plan.

The LPEC recommends that the master plan for the park also consider ways to beautify and make more attractive the area leading into the park from Main and Scott Streets at Harborview Drive. Consideration should be made for a significant renewal of the entryway at the Main Street location to the park. This would signify the beginning of the park and include the purchase and removal of some structures North of Harborview Drive. Such a project, admittedly, is not an easy task as properties adjoining the park are privately owned. Revitalization of this property would require a public/private partnership, or be dependent upon incentives or community good will for modification and beautification. At the same time, such changes would benefit the public good, and should also lead to more significant economic development and revitalized community building.

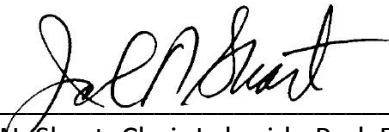
The charge to the committee included consideration of previously established legal agreements related to concessionaires, boathouses, and the Yacht Club facility and adjacent parking lot. The LPEC recommends that that City consider ways to modify these agreements, where possible, to secure greater public access to space and facilities. For example, there could be ways to encourage development above existing structures and facilities for public access and enjoyment, particularly in areas that are close to the Lake Winnebago and would provide a greater connection to this important water resource for residents and visitors.

Overall, the LPEC recommends that the City engage a consultant to determine the feasibility/cost/environmental impact of these ideas. Dr. David Marcouiller, UW-Extension

faculty member and chair of the UW-Madison Department of Urban and Regional Planning, stands out as a strong resource, who has already toured the Lakeside Park area with the LPEC and has expressed interest in working with the City on future planning processes related to the recommendations.

Finally, the LPEC urges that the City Council identify ways to collaborate in the design and implementation of the plan. This could include partnerships with local organizations to highlight current and new features, activities, facilities, and uses for the park; linking to other community initiatives, such as Envision Fond du Lac; and soliciting funding opportunities through corporate partnerships, grants, gifts and donations, volunteer time, and community outreach.

Respectfully submitted,



John N. Short, Chair Lakeside Park Exploratory Committee



Ray Lapierre, Vice-Chair Lakeside Park Exploratory Committee

2.0 Committee Formation Process

A call for members for the Lakeside Park Exploratory Committee (LPEC) was put out to the public, seeking citizens with an interest in serving the community as it examined the use of Fond du Lac's Lakeside Park. Interested parties completed an application at the City/County Government Building by June 20, 2014.

Committee members were then selected by the Park Advisory Committee and the Fond du Lac City Council. There was an initial list of fourteen members chosen, with three more candidates in the running as alternates. The City Council decided at its July 23, 2014, meeting to appoint all remaining nominees, putting the initial LPEC Committee membership at seventeen.

The LPEC chose its own leadership and operated on its own, with assistance from City staff when needed; the City Clerk's Office recorded all minutes.

The LPEC decided to use the expert skills of Diana Hammer Tscheschlok, Community Natural Resource and Economic Development Educator for the University of Wisconsin Extension, Fond du Lac County, to educate members on productive decision-making processes and facilitate discussion.

Parliamentary Procedures were used and recommendations were approved by a majority of members voting.

2.1 The Committee's Charge (Reprinted from memorandum from City Manager letter, 8/15/14)

The City Council created the Lakeside Park Exploratory Committee (LPEC) to function in an advisory capacity to the Council regarding utilization options for Lakeside Park, and to present its recommendations to the Council.

The LPEC shall explore, study and investigate all aspects of past, continuing and potential utilization of Lakeside Park (including, but not limited to: public events, public/private concessions, rental/lease/ agreements and potential commercial development) and present a written report to the City Council that encompasses recommendations regarding said exploration of utilizations.

Answer these questions:

- Can Lakeside Park be better used for the benefit of the City's residents, stakeholders and visitors?
- If so, how?

2.1.1 Rationale — Why has the City Council Taken this Initiative?

Ultimately, you will inform the plan for Lakeside Park for the foreseeable future. You may determine that the Park should not change in any way. If so, we encourage you to make that recommendation. Alternatively, you may discover improvements or changes that would enhance it. If that's your conclusion, then define key ideas, determine justifications, and prioritize your recommendations.

2.1.2 Background

There have been opinions, claims and representations that the City of Fond du Lac's Lakeside Park is "underutilized," mostly without factual bases. In part, the LPEC has been appointed to explore the park's utilization to provide the Council and City residents with the factual basis needed to guide future discussions with respect to the utilization of the park.

The Lakeside Park boundaries have and currently encompass a variety of public, private and public/private/personal uses and concessions. These concessions include, but are not limited to: the FDL Yacht Club, personal boat houses, city and yacht club boat slips in the marina, boat landings, rentals for canoes, train and carousel rides, as well as rentals for the pavilion and various shelters throughout the park. The park also has many free first-come-first-served picnic areas.

Within walking distance from the park are a full-service restaurant, a drive-in restaurant, a convenience store and a private club. Downtown Fond du Lac is easily accessed by automobile and taxi services. Although not within the park boundaries, these privately-owned private/commercial entities form an integral part of the Lakeside Park area.

An exploration of all these elements of park utilization and private/commercial entities by the Committee will, hopefully, lead to a better understanding of Lakeside Park's current utilization and could lead to a better utilization of this resource. A recommended period of park utilization would be for one year – i.e.: September 1, 2013, through August 30, 2014. A calendar of public/private events should be constructed to show utilization of the park. Such a calendar will include days of park facility rental utilization (pavilion, shelters, etc., public events; i.e., Walleye Weekend, Fireworks, Christmas displays) and days when concessions were running to support any Committee utilization determination.

Also, consider other communities and parks, brainstorm ideas, explore how ideas could impact the community financially and evaluate how park development in other cities affected their communities.

2.1.3 Committee Operation/Facilitation

The Council expects the LPEC to operate independently. However, the following guidelines apply to the LPEC:

- As a committee created and appointed by the Fond du Lac City Council, this advisory Committee must operate within the view of "the Public Eye." All of its meetings must be open to the public and it cannot have the option of an "Executive Session." Parliamentary procedures must guide all discussions and deliberations.
- Open meetings and open records statutes apply to the LPEC. Public notification of meetings and publication of an agenda are required as is taking of minutes at each meeting. The LPEC should consult the City Attorney when any uncertainty exists.
- Except for its organizational meeting, the LPEC must provide for audience comment at some of its meetings and should seek other means for engaging with the public.

- The committee will establish a regular meeting place and time to provide predictability for the public. It should meet at least monthly having held its organizational meeting no later than September 5, 2014. The City Clerk will coordinate the scheduling and meeting location of the first meeting with the committee members.
- As for the City Council, a quorum for the LPEC is a simple majority of its membership and recommendations may be approved by a majority of members voting.
- The committee will choose its own leadership: Once operational, it may operate on its own and with assistance from City Staff when needed. Since this committee is larger than normal, the appointment of an outside facilitator to help keep it on track could be an alternative the committee considers. If the LPEC does request the services of an outside facilitator, any costs associated with this request must be submitted to the City Manager for consideration and a recommendation to the Council.
- Its existence is temporary and it will be disbanded at a time to be determined by the Council.
- It is prohibited from committing City resources for any purpose and it has no decision making authority regarding any asset or aspect of Lakeside Park or its environs.
- It should rely upon the City Staff for information and advice, but it may not exercise direction or supervision of City employees. Also, the LPEC should coordinate any engagements or conversations involving State or other regulatory agencies with City Staff.
- Committee members should anticipate significant interest in its operations from the public and from the press. Therefore, the committee members should determine how the LPEC will interact with the public and the press before, after and between meetings.
- As with other boards, commissions and committees of the City Council, the City Clerk will record the minutes of LPEC meetings. They will be distributed via the Council Communications published by the City Manager.

2.1.4 Staff Cooperation

The LPEC's work will often depend upon interaction with and support from the City Staff. You can expect a member of the following departments to attend your meetings: Public Works, Community Development, the City Attorney and the City Clerk. They will assist you in acquiring information and documentation.

2.1.5 Deliverables

The LPEC will provide an oral report of its operations and progress to the City Council every other month at a regularly scheduled Council meeting. The LPEC chairperson and the City Manager will coordinate the scheduling of this requirement.

Any time prior to, but no later than June 1, 2015, the LPEC will draft and submit a written report to the City Council containing its findings, recommendations and any other information it deems appropriate for the Council to consider. However, if at any time the LPEC contemplates the sale of Park land, the LPEC must advise the City Council of such a consideration as soon as possible to elicit guidance from the Council

2.2 Members

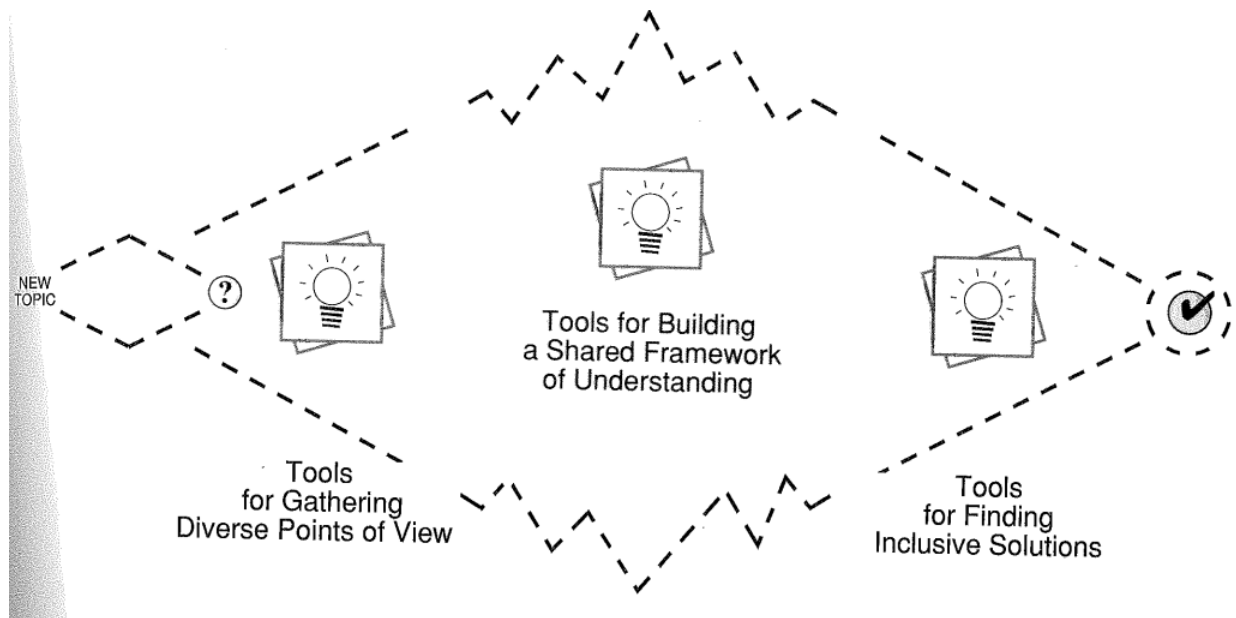
The following individuals served as Members of the City of Fond du Lac's Lakeside Park Exploratory Committee:

- Lori Anderson-Lurvey
- Patrick Caulfield
- Joan Cunningham
- Deborah Doll
- Louise Gudex
- Amy Hansen
- Brian Kolstad (Resigned 12/16/14 to run for City Council)
- Ray Lapierre
- Craig Molitor
- Jennifer Neibauer (Resigned May 2015)
- Heather Pedersen (Resigned May 2015)
- David Pergande
- John Short
- Sarah Spang
- Doug Teletzke
- Luke Wacek
- James Wamser



3.0 Overview of Process

Tscheschlok led the LPEC through a nine-month process, depicted below. The initial emphasis was on gathering information and opinions about the park from all people who could be impacted by changes to it; next, coming to a shared understanding of that information, and ultimately deciding on recommendations and prioritizing them based on input received.



Facilitator's Guide to Participatory Decision-Making, Kaner et al., 2007

3.1 Committee Meeting Accomplishments

August 2014 – Election of John Short as Committee Chair and Ray Lapierre as Vice Chair. The LPEC partook in a bus tour of Lakeside Park with Jordan Skiff, Director of Public Works and John Keifer, Parks Superintendent.

September 2014 – Community, Natural Resource and Economic Development Educator Diana Hammer Tscheschlok was brought on as the facilitator for the LPEC through the UW-Extension Fond du Lac County. She summarized three major tasks the group will have between now and June: gathering diverse points of view, building shared understanding about the information, and coming to agreement on recommendations to give to City Council. She asked members to identify “Necessary Conditions for Success” for this process (included in an addendum to the minutes).

October 2014 – A Data Review Subcommittee was formed to discuss other resources that the LPEC might need and report back to the committee. Diana Hammer Tscheschlok outlined progress milestones for the committee through June 2015, and led an exercise to facilitate identification of stakeholders. The LPEC discussed methods for gathering input and determining tools appropriate for each key constituent group. It was determined the questions would be included on the website to elicit public comment. The LPEC also formed a Stakeholder Subcommittee to continue planning and liaison/contact with each identified group, and to establish an implementation plan.

November 20, 2014 – (Special meeting) - Tour of Lakeside Park with Dave Marcouiller, Resource Economist and Recreation/Tourism Planning Specialist, UW-Madison and UW-Extension, on Thursday, November 20, at 10 a.m. (Notes of visit included in addendum to minutes.)

November 2014 - Diana Hammer Tscheschlok displayed a Power Point presentation about the vision of the Park and a formula to come to that vision: Taking the committee vision plus public vision plus stakeholder vision should equal Park Vision.

December 2014 - Committee members participated in an exercise related to their vision of Lakeside Park in 20 years, along with the stakeholders' vision collected online. A discussion between members of what they thought was the summary of all the visions followed.

January 2015 - Luke Wacek presented the survey results with the LPEC, City staff, and public in attendance. It was decided that a better representation of residents younger than 18 is needed. The LPEC would reach out to students along with reposting the survey on the City of Fond du Lac website. A Feb. 6, 2015, deadline to return the surveys was set.

February 2015 (1) - Luke Wacek presented information regarding the Benchmark Park Spending and Investment handout, along with general discussion regarding the success of Hubbard Park in the Village of Shorewood, WI. Jim Wamser provided information on Riverside Park in La Crosse, WI. Luke Wacek presented the survey results with the LPEC, City staff, and public in attendance, showing the additional information that was gathered by the survey being opened for an additional time. There were now about 3,200 responses to the survey, compared to 2200 after the first analysis. More than 700 of the additional responses are from students in Fond du Lac High School and district middle schools. It was noted that additional survey responses did not change the overall results of the survey. Diana Hammer Tscheschlok had LPEC members participate in an exercise to develop a shared understanding of the survey data. (See appendix).

February 2015 (2) – LPEC members then reviewed the results of the Visioning Exercise from the November 18, 2014, meeting and prioritized those vision concepts in light of the survey data, case studies, and their own experience and expertise. They narrowed the list of vision concepts down to:

- *Keep people coming back*
- *Historical aspects*
- *Traditions*
- *Moving into the future*
- *Improve quality of life*
- *Destination; a place to gather*
- *Pride: make it our own*

Members noted that concepts that were removed from the vision statement in some cases were too specific for a vision statement, but will likely be present in the strategies or other parts of their recommendations. LPEC members worked in small groups to draft vision statements using the prioritized concepts. As a large group, they noted which terms and phrases they liked best in these drafts. Using the concepts of the park vision determined in the prior exercise, they worked in small groups to do a SWOC (Strengths, Weaknesses, Opportunities, and Challenges) analysis of the current Lakeside Park compared to the LPEC vision. For the sake of this exercise, “Keep people coming back” and “Destination” were combined since they are related, and “Pride: make it our own ” was left out, since that describes the purpose of the work and the desired feeling for people to have about the park as a result of this work. Each small group took one of the remaining vision concepts and thought about the *Strengths* of the park related to this concept today; the *Weaknesses* of the park in that way today; the *Gap* between where the park is today in that area and where they’d like it to be in the vision; *Opportunities* for improving that aspect of the park; and *Challenges* that may result from attempting to make that change or from actually making it. After each group was done with their five sections, the full LPEC reviewed the work of each small group, added in other concepts they thought of for each one, and then noted ideas that came up in common across multiple vision concepts.

March 2015 – The LPEC approves the following to be the Vision Statement for Lakeside Park:

Lakeside Park: A premier destination that reflects the pride of Fond du Lac yesterday, today and tomorrow, and serves as a gathering place that provides a myriad of opportunities to improve the quality of life of visitors both locally and beyond.

Tscheschlok taught the group about issues: “A strategic issue is a fundamental policy choice or change challenge affecting an organization’s mandates, mission, product or service level and mix, clients or users, costs, financing, structure, processes or management.” (Bryson, 2004) Operational issues are usually defined as examples of the problem-solving that will need to happen after strategic issues are identified.

A group exercise was completed to formulate strategic issue questions by the five themes in the Vision:

1. Keep people coming back and destination
2. Historical aspects; traditions
3. Moving into future
4. Improve quality of life
5. A place for the community to gather

After reviewing the entire list of strategic issue questions developed, the group decided the most important are:

1. How can we provide more access both to and from the lake?
2. How can we upgrade amenities and services that showcase the Park as the jewel of Fond du Lac?

3. How do we market the Park and its offering?
4. How do we improve cultural and diversity awareness in the community?
5. How do we make history relevant to today--especially for younger generations and newcomers?

The LPEC worked in small groups to answer the Strategic Questions.

April 2015 – The LPEC reviewed and updated the report draft outline, and reviewed assignments for writing and the process for drafts. Members present also tested a way to rank and prioritize recommendations based on the criteria discussed in December. The criteria were clarified and grouped to improve the prioritizing tool.

May 2015 (1) – Members organized strategies using the updated decision-making criteria. Strategies were plotted on graphs based on the complexity (Ease of Implementation) and quality of life benefits (Impact on the Quality of Park Experience). Specific visual examples of proposed strategies were viewed, several of which will be included with the final report.

May 2015 (2) – LPEC members wrote more detail for each strategy, identifying how the strategy moves the park closer to the vision, how it connects with survey responses, and benefits, and potential drawbacks.

June 9 – LPEC members received and reviewed the draft report and recommendations, and provided additional input on content. At this final meeting, the LPEC agreed that authority for final report and video editing and approval would be entrusted to John Short and Ray Lapierre. Additionally, the LPEC Committee participated in an evaluation of Diana HammerTscheschlok in her role as facilitator.

June 24, 2015 – Final report presented to Fond du Lac City Council.

3.2 Subcommittees

Two subcommittees were formed. Both subcommittees followed open meetings laws and published meeting minutes as required. The general public was invited to attend.

3.2.1 Stakeholders Subcommittee

A Stakeholder Subcommittee was formed to establish an implementation plan and to develop a consistent process for exploration. A survey was created and distributed to the general public in late December 2014. The survey remained open until January 15, 2015

November 7, 2014 - The initial Stakeholder Subcommittee on November 7, 2014, at the Fond du Lac County Economic Development Corporation office included volunteer members from the LPEC: Lori Anderson Lurvey, Deb Doll, Amy Hansen, Craig Molitor, Sarah Spang, and John Short as advisor to the subcommittee. Lurvey was elected Chairperson and Spang was elected Secretary. The subcommittee reviewed responses from LPEC members regarding their contacts in the community for gathering stakeholder input. Lurvey provided

a draft survey for review; the survey included methods to identify stakeholder demographic information as well as information on park usage, importance of food in the park, etc. The subcommittee would review these questions and provide input at the next meeting.

December 9, 2014 - The group reviewed a printed copy of the SurveyMonkey-created stakeholder survey that was generated from an earlier, edited draft of the survey. The subcommittee made additional changes and determined LPEC responsibility for reaching stakeholder groups. Paper copies of surveys would be made available at a few locations. The survey would again be discussed next at the full LPEC meeting on December 16, 2014. After that meeting, the SurveyMonkey link would be provided to all members reach intended stakeholder groups.

January 21, 2015 Data and Stakeholder Subcommittee joint meeting - The joint subcommittee meeting included reviewing survey responses from stakeholder groups and determining how best to generate the responses for review by the full LPEC committee.

3.2.2 Data Review Subcommittee

A Data Review Subcommittee was formed to discuss and report back on other resources that the LPEC might need. The subcommittee used Google Drive to store and share data and case studies. Subcommittee members studied and collected anecdotal ideas from other communities the same size as Fond du Lac. Some of the data includes amenities, events, revenue generated and operating budget. Data on vendors and concessionaries of other communities was surveyed.

November 5, 2014 - The Data Review Subcommittee held its initial meeting on November 5, 2014, at the City-County Government Center. Members included volunteers from the LPEC: Brian Kolstad, David Pergande, Sarah Spang, Douglas Teletzke, Luke Wacek, and Ray Lapierre as advisor to the subcommittee. Kolstad was elected Chairperson and Spang was elected Secretary. General discussion focused on how gathered data would be reviewed. The subcommittee decided to use Google Drive as a point of contact with all members, and determined case studies and quantitative data from other parks would be utilized to illustrate what has and hasn't worked at other parks. Discussion included gathering information on park concessionaries that may be of interest to the LPEC group as a whole.

December 3, 2014 - Templates were reviewed to determine how information on other parks would be gathered and what questions would be asked. Subcommittee members were assigned parks throughout Wisconsin to contact and gather information about those sites. The subcommittee also reviewed a Request for Proposal that had been drafted by the City for a new concessionaire, and held general discussion types of businesses that could utilize the space for a satellite location. The group was updated on the work of the Stakeholder Subcommittee.

December 18, 2014 - At the December 18, 2014 meeting, Wacek was elected Chairperson, as Kolstad resigned from the LPEC. Case study information was reviewed, and it was agreed that additional information would be gathered for further review.

January 21, 2015 Data and Stakeholder Subcommittee joint meeting - The joint subcommittee meeting included reviewing survey responses from stakeholder groups and determining how best to generate the responses for review by the full LPEC committee.



4.0 Data Sources

The LPEC decided at the meeting on October 21, 2014, that data would play a critical role in recommendations to City Council. Two types of data were determined by the team to be most beneficial in addressing the charter: empirical data, collected through a stakeholder survey; and anecdotal data, collected through detailed case studies from parks in other cities.

4.1 Lakeside Park User Survey

The Lakeside Park User Survey was a 38-question survey administered via Survey Monkey that asked respondents Lakeside Park usage questions, opinions on potential and existing amenities within the park, and demographic information. The survey was distributed primarily through a link on the Fond du Lac City website, an article in The Fond du Lac Reporter, social media, and the considerable efforts of direct dissemination by LPEC members.

At the October 21 meeting, the LPEC identified 56 stakeholder groups (detailed in the survey in the appendix) that have substantial connection to the park. These groups were condensed to 30 and then again to 25 for the survey. The LPEC was intentional about getting survey results from all these stakeholders groups and demographics so that survey results were representative of all park users and community members.

Tscheschlok surveyed members to find out which stakeholder groups were already represented on the LPEC, and which LPEC members had existing relationships with park stakeholders. The Stakeholder Subcommittee assigned each member a few groups to contact about the survey to ensure that all were informed about the survey effort and invited to participate.

The initial survey netted some 2,200 responses. The demographics suggested that the under-18 age group was not appropriately represented; the LPEC opted to open the survey again with an emphasis on the missing representation. More than 700 of the additional responses were from students in Fond du Lac High School and district middle schools. The final survey response count was 3,210, representative of all stakeholder groups and representatives. This is a large volume of responses, but the LPEC cautions strongly against the extrapolation of survey results to the entire population of community members and park patrons, as data collection methods were limited based on survey dissemination methods. Because random sampling was not used, survey results are inherently biased. This is not necessarily a shortcoming of the survey results; the survey still provides very good data, but care must be taken with the application of results.

Of the 3,210 respondents who took the survey, most of the park users visited between April through September—67% of visits occurred between these months. During all months, coming to relax and enjoy the outdoors (23.2% of visits) was the reason cited for most visits. The other most common reasons for park visits were special events/festivals (14.3% of visits), parties or gatherings (10.8% of visits), children’s activities (10.7% of visits), and exercising (9.8% of visits).

The Lakeside Park User Survey contained 15 specific questions pertaining to current and potential amenities in the park. The key takeaway from this data is that any questions that suggested adding a service or an amenity to the park were more or less neutral, with a similar number of respondents for and against the idea. The two exceptions to this were the suggestions of providing boat/bike/kayak rentals and hosting more festivals in the park, both which scored very favorably.

The survey also had two questions that requested open responses: *What is your favorite amenity/activity/usage of Lakeside Park as it is today?* and *What would you like to see at Lakeside Park?* The top responses for favorite things currently in the park were playground equipment (235), kids/children's activities (191), Walleye Weekend (188), walking (183), and the rides (159). These responses can be summarized into children's activities, festivals, and exercise as the most desirable activities in the park currently. The most common responses for what park users would like to see in the future were restaurant (187), nothing/leave park alone (139), weekly band/concerts/events (107), beach (83), and paved trail along the lake (64).

4.2 Data - Interviews with Other Cities to Form Case Studies

The Data Subcommittee conducted five case studies on parks in La Crosse (WI), Shorewood (WI), Milwaukee (WI), Minneapolis (MN), and Portland (OR), either through direct contact with the cities' parks departments or via media articles. Research focused on parks that have implemented private/public partnerships to provide public park amenities. The key takeaway of the research through these case studies is that a public/private partnership in a park has the potential to benefit in three ways: providing a valuable amenity to park guests; generating revenue for the City; and bringing additional capital investment into the park by the private entity. All of the parks in these case studies that utilized public/private partnerships were successful with the model; that is not to say unsuccessful cases do not exist. The LPEC recommendation is that if Fond du Lac City Council decides to enter a public/private partnership in Lakeside Park at any time that Council first reaches out to parks departments that have already implemented similar plans for best practices, lessons learned, and recommended leasing terms.

4.2.1 Park Operating and Capital Spending Benchmarking

The Data Subcommittee looked into how park capital spending and operating budgets compare to other cities' park departments in Wisconsin and across the nation. The sources for this data are the 2015 Operating Budget and Proposed 2015 to 2019 Capital Investment Plan for Fond du Lac data and the Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP) for cities' data. In 2015, the proposed operating spending and investment on Parks and Recreation was 4.2% of total budget for Fond du Lac. The average for all Wisconsin municipalities was 6.88% in 2008. The average for Peer Group 2, which Fond du Lac would be included in based on its population, was 6.95% in 2008. This data indicates

that Fond du Lac allocates less to parks as a percent of total expenditures compared to all cities in Wisconsin and cities of similar size in 2008.

Another set of data from the same SCORP research benchmarked the Parks and Recreation budget per capita in 2008 for larger cities across the nation. In this data set, the city with the highest budgeted spending per capita was Boise, ID, with \$106.20, and the city with the lowest spending in the data set was Durham, NC with \$46. The median spend was \$62.84 per capita. For reference, Fond du Lac's planned spend is \$42.04 in 2015.



5.0 Stakeholders

Who was identified as being important in this process? In one of the first meetings of the LPEC, stakeholders for this project were identified. Persons identifying with each of the groups provided their input regarding Lakeside Park: its amenities, their current usage of the park, and their opinion on possible future development. (See Appendix, Stakeholders' Groups)

5.1 Who Was Engaged in the Process and at What Times?

The Stakeholder Subcommittee was formed in early November 2014 to address the need of the larger LPEC to seek input from the community at large. The Subcommittee consisted of six members of the LPEC, charged with developing a method by which the identified stakeholders could be contacted to provide their input to the project. The work of the Stakeholders Subcommittee was completed when the final stakeholder report was reviewed at the February 2015 meeting of the LPEC.

5.2 Methods Used for Collecting Stakeholder Input

The Stakeholder Subcommittee developed a survey which was available on the Internet via Survey Monkey. A press release was sent to invite the community to participate in the process by taking the survey. Committee members each directly contacted representatives of assigned stakeholder groups with an invitation to participate. UW-Extension staff also distributed the survey to their learners and partners in the county, intentionally focusing on African-American, Latino, and Hmong contacts, in addition to families with lower incomes. For those who were not able to use a computer to complete the survey, hard copies of the survey were available at the Senior Center, the City/County Building, the Fond du Lac Public Library, and with various stakeholder groups. The survey was available on-line in both English and Spanish, and in Hmong as a hard copy survey. Additionally, surveys were taken when Stakeholder Subcommittee members staffed a table in the lobby of the YMCA.

5.2.1 Input received

The LPEC reviewed survey results regarding current usage and opinions on potential future usage of Lakeside Park and Lakeside Park West. Approximately 3,200 people completed the survey. This strong turnout is indicative of the fact that many people in the community have a vested interest in the park.

A summary of the survey results show respondents:

- Want to build on and improve children's activities and the family friendly nature of the park.
 - The playground, children's activities and the rides are popular.
- Want more events and festivals in the park.
 - Weekly bands/concerts/events and more festivals are desired.
- Want food at the park, with the potential of a full-scale restaurant

- When asked what changes people would like to see in the future, responses relating to food availability were the most frequently mentioned.
- Want access to rent boats/bikes/kayaks.
 - Current favorite activities noted include views of the water, boating and fishing.
 - Future amenities desired include access to the water via a beach, a splash pad, or a swimming area.
- Want to preserve historical areas and traditions associated with the park.
 - Comments received included: “No changes to the park,” “No commercial development.”
 - Current favorite activities include (in order cited):
 1. playground equipment
 2. kid’s activities
 3. Walleye Weekend
 4. walking
 5. rides
 6. views of the water
 7. lighthouse
 8. Christmas lights
 - The majority of these current favorite activities were new at one time, which must be kept in mind as new ideas are considered for the future. .
- The main response selected for visiting the park throughout the year was, “Relaxing: I enjoy nature and being outside.”

The LPEC valued all of the feedback received through the survey. The entire LPEC reviewed the survey results, which provided great insight and direction in completing recommendations for the City Council. (See Appendix: Most Important Things We Learned from the Survey and Case Studies)



6.0 Park Vision Statement and Process Used

The guiding Lakeside Park Vision Statement created by the LPEC: “Lakeside Park: A premier destination that reflects the pride of Fond du Lac yesterday, today, and tomorrow, and serves as a gathering place that provides a myriad of opportunities to improve the quality of life of visitors both locally and beyond.

6.1 Committee Vision Question

The information used to develop the LPEC vision was gathered from surveys, community surveys, and input from the public through contacting members or speaking publicly at our meetings. At all phases, public input and gathering the most input possible was the LPEC goal. A top priority, after determining structure and procedures, was to identify the vision to guide the final recommendations of the LPEC to City Council. In order to develop the vision statement and determine needs and wants for Lakeside Park, LPEC members created a multi-step process to synthesize stakeholder input:

- A. Each LPEC member responded individually to the question “Describe your vision of Lakeside Park in 20 years. Consider the following aspects of the park in your description:”
 - Who is using the park?
 - What are people doing in the park?
 - What food/drink, if any, is available in the park?
 - What businesses or concessionaires, if any, are in the park?
 - How does the park change in spring, summer, fall, and winter?
 - What attracts people to the park that didn’t happen in the past?
 - What do people do when they leave the park?
 - How do people travel to the park and how do they get from one place to another within the park?
 - Why did the park win a national award recently?
 - What do people call the area of the park that used to be called “Stinky Point?”
- B. These same questions were posted on the City website, and the public was invited to respond.
- C. The LPEC reviewed responses, categorized the ideas by park features, activities, descriptors, users, feelings of park users, and stand-out comments.
- D. The LPEC identified the most important themes and ideas shared by stakeholders to move forward into a vision statement.
- E. The LPEC authored several draft vision statements based on the key themes and, after hearing from survey respondents, chose a statement that best fit stakeholders’ ideas for the future of Lakeside Park.

7.0 Strengths, Weaknesses, Opportunities, and Challenges (SWOC) of the Park

The Lakeside Park Vision Statement and the Vision concepts presented below create a shared understanding of the information that the LPEC received from case studies, the public, survey results and LPEC discussions. Members of the LPEC worked in small groups to perform an analysis of each concept incorporated into the Lakeside Park Vision Statement.

The Vision concepts evaluated were (in no particular order):

- Gathering place
- Destination
- Historical
- Moving into the future
- Improve quality of life (social, physical, mental, spiritual, and cultural)

Each small group took one of the Vision concepts and evaluated it using the following criteria:

- Strengths of Lakeside Park related to this concept today
- Weaknesses of Lakeside Park related to this concept today
- Gap between where Lakeside Park is today and where the LPEC would like it be in terms of the Vision
- Opportunities that exist for improving that aspect of Lakeside Park
- Challenges that may result from making that change in Lakeside Park.

Once the small groups completed the evaluations, the full LPEC reviewed the work of each small group, added other thoughts related to each concept, and noted ideas that came up in common across multiple Vision concepts.



7.1 Gathering Place

One important concepts identified in the LPEC analysis of the data was that Lakeside Park is considered a “Gathering Place” for families, community and visitors. Following is the analysis of the concept of the park as a “Gathering Place.”

Strengths

- Plenty of space
- Public awareness
- Amenities (shelter, pavilion)

Opportunities

- Add public boat slips
- Build breakwater for beach
- Build changing room
- Build amphitheater
- Build infrastructure – restrooms, utilities, parking, disability access

Weaknesses

- Limited facilities during inclement/cold weather
- No public boat marina for park access
- Lack of public events
- Insufficient number of restrooms
- Insufficient access for disabled
- No beach

Challenges

- Where to add parking
- Where to add boat slips
- DNR/regulations
- Obtain community support

Gaps

- Need event organizer
- Funding
- Strategic plan
- Community education
- Regulatory approvals
- Marketing plan

7.2 Destination

Another important concept identified in LPEC analysis was that Lakeside Park should be seen as a “Destination.” Following is the analysis of the concept of the park as a “Destination.”

Strengths

- Large open spaces
- Lakefront
- Playgrounds
- Festivals
- Infrastructure

Weaknesses

- Lack of access--park to lake and lake to park (i.e., small door)
- Amenities
- Stinky Point (wastewater treatment plant)

Gaps

- Aversion to change
- Shift in City’s vision of the park
- Lack of a master plan

Opportunities

- Beach
- Business (concessionaires)
- Dock space for transient boaters (i.e., July Fourth boaters)
- Multi-use path on lakefront

Challenges

- Room for transient boaters
- Increase water/park access
- Destination resources – fuel, food, drink (concessionaires)
- Stinky Point (wastewater treatment plant)
- Service vehicles interrupting natural space
- Increased trash



7.3 Historical

Preservation of the legacy and “Historical” significance of Lakeside Park was also identified as an important concept through LPEC research. Following is the analysis of the concept of “Preserving the Legacy and Historical Significance” of the park.

Strengths

- Historical markers
- Strong family memories
- Festivals
- Location for athletics
- Fishing

Opportunities

- Create new traditions
- Develop plans to preserve historical items
- Build new memories
- Engage diversity when planning new traditions/events
- Engage the Historical Society
- Engage Envision Fond du Lac

Weaknesses

- Difficult to change
- Funding
- Difficult to build new traditions
- Whose history?
- How to relate to newcomers

Challenges

- Funding
- Fear of change
- Changing demographics
- Space
- Environmental/regulations/DNR (Out of LPEC control)

Gaps

- Funding
- Planning needed
- Making history relevant to today
- Developing community dialogues
- Consultants to identify regulations and how to manage them
- Getting community support

7.4 Moving Into the Future

The idea of embracing and engaging future generations was another important concept identified by the LPEC through its work. Following is the analysis of the concept of the “Park Moving into the Future.”

Strengths

- City’s five-year plan
- Wetlands
- Playground areas
- Green space
- Pavilions
- Facilities/restrooms
- Picnic area

Opportunities

- More festivals
- Plenty of room
- Bike loop/walk trail lakefront
- Wooden walkway into marsh/swamp/Lakeside Park West (like in Oshkosh or at Horicon Marsh Wetland)
- Nature groups/bird watchers
- City owned boat houses – restaurant above
- Nature/history/education center (possibly Lakeside Park West)
- More playground amenities

Weaknesses

- Limited access/Lakeside Park West
- No bike/walk/nature trail
- North Main Street entrance – appearance
- Not enough restrooms/not heated
- No permanent band stage facility or amphitheater³⁷
- No older children playground – ages 11+ and middle school

Challenges

- Funding
- Community support
- Long range planning (five-year is too short)

Gaps

- Liability (especially with playgrounds)
- Supervision
- Maintenance

7.5 Improve Quality of Life (Social, Physical, Mental, Spiritual and Cultural)

Improving the quality of life for individuals, families, the community and visitors was also identified by the LPEC as an important concept. Following is the analysis of the concept of “Improving Quality of Life (Social, Physical, Mental, Spiritual and Cultural).”

Strengths

- Areas to exercise
- Festivals
- Softball diamonds
- Children’s areas – playgrounds/rides
- Place to relax and connect with nature
- Lakeside Park West ecosystem and dog park
- Great historical significance

Weaknesses

- Fragmented for bikers
- Lack of bus service
- Auto traffic through heart of park
- Water difficult to access
- Lack of cultural events
- Outdated facilities (restrooms, shelters, pavilion)
- Landscaping needs planning / upgrade
- Lakeside Park West access
- Largely unused in winter months

Gaps

- Ability to connect with water
- Ability to connect – walk/bike trails in and out
- Ability to connect – both sides of park, East and West

Opportunities

- Large green space
- Available space
- Rentals
- Festivals/concerts/other entertainment

Challenges

- Existing infrastructure
- Access challenges

The LPEC used tools such as case studies, survey, public input and discussion to gather diverse points of view. Members built a shared understanding of the information by using the visioning process, and then evaluation of each of the visioning concepts through the use of the SWOC process. This improved understanding to move forward from these concepts toward the recommendation of inclusive solutions.

8.0 Strategic Issues

At the LPEC March 25, 2015, meeting, one exercise was to “Create Strategic Issue Questions for the Park.” The LPEC was tasked with building a shared understanding of the strategic issues affecting the park, by identifying and framing the issues.

8.1 Understanding a Strategic Issue

A brief presentation on Issue Framing explained “operational” and “strategic” issues.

The focus for the meeting was placed on strategic issues, described as “The MOST IMPORTANT things going on, the issues that you’ll need to address in the next one-to-three years to assure success into the future.”

In comparison, the key point made about operational issues noted that these are usually example of problem-solving that will happen after a strategic issue is identified.

The LPEC was provided with this definition to guide its work: “A Strategic Issue is a fundamental policy choice or change challenge affecting an organization’s mandates, mission, products or service level and mix, clients or users, costs, financing, structure, processes, or management.” (Bryson, 2004)

Identifying strategic issues is a step necessary for making progress toward several “Necessary Conditions for Success,” as determined by the LPEC at their meeting of September 23, 2014. Those conditions include the following points as desired outcome results:

- Define a process for the long-term continual improvement of the park
- Increase traffic
- Position park as a desirable destination
- Emphasize family oriented focus
- Increase revenue and tourism.

8.2. The Committee’s Process in Framing the Issues

The LPEC then broke into small groups. Each group received an Issue Framing Worksheet (see Appendix) and was tasked with framing a specific key issue as a strategic issue question, outlining a solution space that the framing leads to, and defining the possible consequences.

8.2.1 Vision Themes

The groups were each assigned one of the five vision themes as the key issue to focus on in this exercise. Those themes are:

1. Keep people coming back; destination
2. Historical aspects; traditions
3. Moving into the future
4. Improve quality of life
5. A place for the community to gather

After the brainstorming process, the groups presented their best ideas to the full . The questions presented, within theme categories, were as follows:

1. Keep people coming back; destination
 - a. How to provide more access and services (make the park more attractive)
 - i. For transient boaters?
 - ii. For everyone?
 - b. Possible to tie the lakefront at Lakeside Park to the loop?
 - c. How to stop “Stinky Point” from detracting from the park experience?
2. Historical aspects; traditions
 - a. How to make history relevant to today, especially for younger generations and newcomers?
How to preserve current historical traditions while becoming more inclusive of changing demographics and potential newcomers?
3. Moving into the future
 - a. What are potential funding sources for future development and activities?
 - b. How to get community support for proposed activities?
 - c. What is the potential for local, state, or national organizations to have an active role in future developments?
4. Improve quality of life
 - a. How to improve the physical health of the community (access to outdoor activities)?
 - b. How to improve social well-being of the community (gathering place, destination)?
 - c. How to improve cultural and diversity awareness within the community?
5. A place for the community to gather
 - a. How can the City increase access to the park by water?
 - b. How can the City upgrade amenities that showcase the park as the jewel of Fond du Lac?
 - c. How to market the park and its offerings?

After discussing and reviewing all of the questions, and noting some similarities and overlap among them, the LPEC voted on their top priorities, using the criteria “Which ones are most important for the park?” Each member had five dots to place near their choices, with the ability to place more than one dot on the same option if they felt strongly about it.

The top vote recipients were evaluated in detail by the group. Two of the top vote recipients were edited slightly to better reflect the priority they were receiving. The final prioritized list was approved by the LPEC, with the final five Strategic Issue Questions listed in no particular order.

8.3 The Final Prioritized List

The final prioritized list of most important Strategic Issue Questions, as determined by the LPEC, includes:

1. How to provide more access both to and from the lake?
2. How to upgrade amenities and services that showcase Lakeside Park as the jewel of Fond du Lac?
3. How to market Lakeside Park and its offerings?
4. How to improve cultural and diversity awareness in the community?
5. How to make history relevant to today – especially for younger generations and newcomers?



9.0 Strategies

Having created the final prioritized list of Strategic Issue Questions, the LPEC took a short break and then continued with the March 25, 2015, meeting tasks, developing strategies to move the park closer to the Vision Statement by responding to the Strategic Issue Questions.

9.1 Understanding an Operational Issue or Strategy

Using the definition of the difference between a Strategic Issue and an Operational Issue, the LPEC reviewed the prioritized list and determined possible strategies. Key to this exercise was the knowledge that Operational Issues are usually examples of the problem-solving that will need to happen after a Strategic Issue is identified.

9.2 The Committee's Process in Developing Strategies

The LPEC worked in small groups, with each group brainstorming on one designated question. Each member worked individually, then shared ideas with partners. The teams selected and recorded the best responses.

9.3 The Resulting Strategies or Operational Issues

The groups rotated through discussions of the other Strategic Questions, with the task of discussing and categorizing strategies identified by other groups. The numerous strategies or operational issues resulting from the brainstorming session follow, with the responses listed by category after the question. The Issues and Strategies are not listed in any specific order.

9.3.1 Strategic Question One: How to provide access both to and from the lake?

Ways to respond to that question, in categories:

In/out of park (Logistics)

- Bus routes into park
- More docks For boats
- More paths – walking /biking
- More boat launches
- Activities
- Beach
- More activities on the water
- More winter activities on lake
- Rentals – water craft
- Classes for water sports, etc.
- Infrastructure
- Boardwalk over rocks
- More piers for people
- Execution (administration)
- Grant writing
- Marketing – access/draw

9.3.2 Strategic Issue Question Two: How to upgrade amenities and services that showcase Lakeside Park as the jewel of Fond du Lac?

Ways to respond to that question, in categories:

Elevate existing amenities and services

(rationale = less cost and less transition for the public):

- Shelters
- Rentals
- Restrooms
- Landscaping
- Food
- Festivals
- Sports facilities
- Children's activities, rides, etc.
- WI-FI
- Sport activities/leagues - volleyball

Add new amenities and services

- Artwork/sculpture garden
- Public accessibility transportation services
- Facilities/restrooms
- Beach
- Splashpad
- Restaurant/coffee
- Ice skating rink
- Small format outdoor movie theater
- Bandstand/shelter
- Expanded Children's Museum
- Loop
- Cross-country ski/snowshoe
- Food trucks
- Concerts
- Marsh walk

9.3.3 Strategic Issue Question Three: How to market Lakeside Park and its offerings?

Ways to respond to that question, in categories:

Define what is being marketed

- Public boat slips
- Rentals
- Gathering places
- Toys
- Events
- Recreational
- Special
- Performance
- Operational hours
- Dog park
- Slips
- Lakeside District

How to Market

- Trail info/updates
- Social media presence
- Interactive web page
- Zone names/naming rights (geographic areas in or near the park: already have Lakeside District; make the Main Street statue entrance more prominent --this is both a "what" and a "how")
- Four-season marketing (especially winter)
- Branding of facilities
- Internal/external signage

9.3.4 Strategic Issue Question Four: How to improve cultural and diversity awareness in community?

Ways to respond to that question:

- Religious institution outreach
- Community – diversity organization
- Ethnic festival in park
- Park adoption – public/private schools
- Grandparenting (mentor opportunities) program
- Festivals
- “Fishing has no boundaries” event
- “Art in the Park” event
- “Ethnic” restaurant features or festivals – Greek, Hispanic, Asian, German, Irish, Hmong
- Concerts/dances
- Language/signage

9.3.5 Strategic Issue Question Five: How to make history relevant to today—especially for younger generations and newcomers?

Ways to respond to that question:

- Use technology – social media to promote
- Integrate new stores into festivals
- Offer children’s activities/classes/games around the history
- Historical building with story of Fond du Lac/park history/nature center
- Borrow ideas from other communities
- Have consultants do “reality check” to assess current marketing efforts
- Openly solicit ideas from underrepresented groups
- Develop skits/plays/performances with cultural traditions
- Feature other languages in displays
- More use of plaques, historical markers to provide sense of place throughout park
- Creative installation of public art (status, sculptures)
- Involve everyone in telling the community story

9.4 Where This Leads

After categorizing suggested responses, the LPEC asked City staff to review the list of questions and possible responses. Feedback was requested on the feasibility of the ideas, as well as for information regarding whether ideas have been tried before, are already in the master plan, or are currently being worked on. It was later decided that introducing feasibility concerns might dampen the recommendations, and at a pre-planning meeting, the LPEC Chair and Vice Chair opted to forego the presentation to the full LPEC.

The LPEC ended the meeting reflecting on this question: “What new vantage point does this give our about the future of Lakeside Park?”

10.0 Prioritized Recommendations

To prioritize recommendations, the LPEC focused on two most important factors—overall impact and ease of implementation. Initially, both factors were equally weighted. After discussion, the full LPEC determined to revise the emphasis to 80% impact and 20% ease of implementation. This revision improved the ability to delineate priorities.

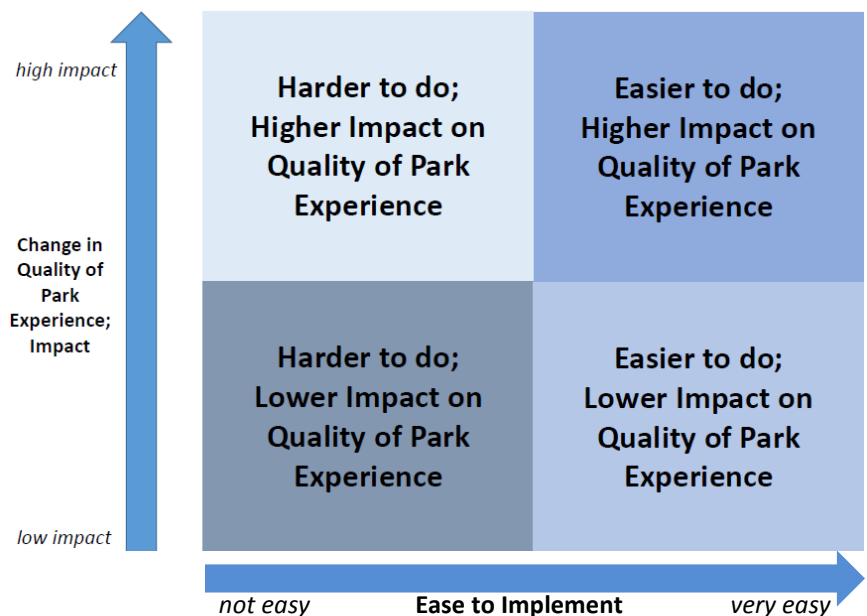
The criteria to determine overall impact included:

- Consistency with the vision for the park
- Public support based on survey questions
- Does it increase usage in the park?
- Does it add to long-term quality of life and perceived value?
- Does it increase the marketability/visibility of the park?

Ease of implementation was derived based on the cost to the taxpayer, environmental site plan impact, and overall risk. With this criteria in mind, each LPEC member ranked each recommendation for overall impact as a 1 (least impact), 3 (moderate impact), or 9 (high impact); and for ease of implementation with a 1 (hard to implement), 3 (medium difficulty to implement), and 9 (easy to implement).

Each member ranked each of the recommendations; the rankings were then compiled into a spreadsheet to be graphed. Recommendations were plotted using a scatter plot on a Cartesian coordinate with the X-Axis indicating ease of implementation, and the Y-Axis indicating overall impact (see graph diagram, below). The X,Y coordinate for each recommendation was derived by multiplying the average response value by the median response value for both the ease of implementation (X Value) and overall impact (Y Value). The results of the graphs are in the appendix (see Appendix).

When reviewing the graph data, understand that no person on the LPEC has extensive experience or knowledge in implementing the recommendations. LPEC members were only able to rank each recommendation to the best of their collective knowledge; the LPEC therefore recommends that experts in parks and other represented areas be consulted for more detailed recommendation specifications when determining final ease of implementation. The LPEC vision is for these graphs to help the City Council prioritize the recommendations.



Prioritized Recommendations		Rank of Ease of Implementation on Coordinates	Rank of Overall Impact Coordinates	80/20 Average	New Rank	Category
More paths – walking & biking Loop (Q2)	Q1	6	1	8.2615385	1	New Facility
Concerts	Q2	11	1	8.0461538	2	Programs
More Docks For Boats	Q1	9	2	7.5538462	3	New Facility
Festivals (Q2 & Q4) Ethnic Festival (Q4)	Q2	18	2	7.3692308	4	Programs
Concerts/Dances	Q4	6	1	7.3692308	5	Programs
Bandstand/Shelter	Q2	16	4	7.1846154	7	New Facility
Food/ Food Trucks	Q2	13	5	7.1230769	8	New Facility
Beach (Q1 & Q2)	Q2	26	2	7.0000000	9	New Facility
Interactive web page	Q3	3	1	6.9384615	11	Marketing
Children's activities, Rides, etc.	Q2	12	6	6.9076923	12	Programs
Boardwalk over rocks	Q1	11	3	6.7846154	13	New Facility
Marsh Walk	Q2	14	7	6.7230769	14	New Facility
Rentals/ Rentals – water craft (Q1 & Q2)	Q1	6	6	6.4153846	17	Programs
More Activities on the water	Q1	2	7	6.3846154	18	Programs
Social Media Presence	Q3	1	2	6.3538462	19	Marketing
Restaurant/Coffee	Q2	25	8	6.2615385	20	New Facility
More Piers for People	Q1	11	5	6.1692308	21	New Facility
Sport Activities/Leagues - volleyball	Q2	3	14	6.0461538	22	Programs
Splashpad/ Wading Pool	Q2	14	11	5.9846154	24	New Facility
More winter activities on lake	Q1	4	8	5.9538462	25	Programs
Add new sponsors for festivals	Q5	6	2	5.9538462	26	Programs
Nature Center	Q5	8	1	5.9230769	27	New Facility
Restrooms	Q2	22	10	5.8307692	28	New Facility
WI-FI	Q2	2	16	5.7384615	30	Existing Elevate
Marketing – Access/Draw	Q1	4	9	5.7076923	31	Marketing
4 Season Marketing	Q3	4	3	5.6153846	32	Marketing
Landscaping	Q2	3	17	5.5538462	33	Existing Elevate
Plaques/Historical Markers/Landmarks	Q5	3	3	5.5230769	34	New Facility
Trail info/updates	Q3	2	4	5.3692308	35	Marketing
Shelters	Q2	16	14	5.3384615	36	Elevate & New Facility
Social media to share history	Q5	1	5	5.2769231	37	Marketing
Kids activities to teach history	Q5	2	5	5.2153846	38	Programs
Sundays feature Ethnic Food/Restaurants	Q4	9	4	5.1230769	39	New Facility
Branding of Facilities	Q3	5	5	5.0923077	40	Marketing
More boat launches	Q1	10	10	4.9076923	41	New Facility
Community – diversity organization	Q4	7	5	4.8769231	42	Community
Classes for water sports, etc.	Q1	3	11	4.7846154	43	Programs
Historical building on Park's history	Q5	9	4	4.7846154	44	New Facility
Religious Institution outreach	Q4	5	6	4.7538462	45	Community
Public Art/Sculptures /Artwork/Sculpture Garden	Q5	6	5	4.7230769	46	New Facility
Artwork/Sculpture Garden	Q2	18	18	4.6615385	47	New Facility
Bus Routes into park/ Public Accessibility Transp	Q1	1	13	4.6000000	48	Programs
"Fishing has no boundaries"	Q4	1	7	4.5384615	50	Programs
Use of multi-language displays	Q5	5	8	4.5384615	51	Marketing
Grant Writing	Q1	8	12	4.3846154	52	Marketing
Ice Skating Rink	Q2	10	22	4.3846154	53	New Facility
Small Format Outdoor Movie Theater	Q2	20	20	4.3538462	54	New Facility
Expanded Children's Museum Activities	Q2	24	21	4.2923077	55	Programs
Sports Facilities	Q2	23	19	4.2923077	56	New Facility
Park adoption – Public/Private School	Q4	4	7	4.1692308	57	Community
Cross-country ski/snowshoe	Q2	5	25	4.1384615	58	Programs
Grandparenting/Mentor Program	Q4	2	9	4.1384615	59	Community
Cultural skits/plays	Q5	4	9	4.1384615	60	Programs
Zone Names/Naming Rights	Q3	6	6	3.9230769	63	Marketing

11.0 Recommendations

The Lakeside Park Exploratory Committee has completed a lengthy and thorough process of gathering information, considering ideas and weighing them, and creating recommendations for the Fond du Lac City Council and the citizens of Fond du Lac to evaluate. While willing to share the results of the exercise, the LPEC does not feel equipped to determine the various locations for recommendations, other than in broad terms (i.e., near the water, on the west side, etc.). Additionally, although the LPEC did look at costs, the financial decision-making and timing for implementation of recommendations is beyond the expertise of the LPEC. Consequently, the LPEC recommends that City Council develop a Master Plan for Lakeside Park, which would include the locations of the recommendations and the funding requirements of the various projects in either an operational budget and/or a Capital Improvement Plan.

One of the exercises undertaken by the LPEC was the prioritization of many suggestions. As such, these ideas are provided in priority order, developed with the aggregate of all individual member input. There were a total of 63 initial recommendations. All are included in the prioritized list of recommendations; however, when appropriate, items were combined.

- 11.1 Walking and Biking Paths
- 11.2 Concerts and Festivals
- 11.3 Public Docks
- 11.4 Multi-Functional Amphitheater
- 11.5 Food Options
- 11.6 Public Beach
- 11.7 Marketing
- 11.8 Children's Activities
- 11.9 Boardwalk
- 11.10 Marsh Walk
- 11.11 Rentals
- 11.12 Activities on Lake
- 11.13 Restaurant
- 11.14 People Piers
- 11.15 Sports Facility
- 11.16 Splash Pad/Ice Skating Rink
- 11.17 Nature Center and Historical Building
- 11.18 Four-Season Restrooms
- 11.19 Extend Wi-Fi
- 11.20 Landscaping
- 11.21 Plaques, Historical Markers, and a Sense of Place
- 11.22 Upgrade Existing Pavilions, Shelters and Restroom Facilities
- 11.23 Community Outreach
- 11.24 Water Sport Classes
- 11.25 Public Art
- 11.26 Transportation
- 11.27 Snowshoeing

Recommendation 11.1 Walking and Biking Paths

Response to Strategic Issue(s): 1 & 2

Category: New Facility

Priority Ranking: 1 & 10

Details: The Fond du Lac community can greatly benefit from the creation of walking paths and a bicycle loop that connect riders from other trails to Lakeside Park. Completion of this project will build upon the past success and excitement of bicycle activity in the city, while fostering greater physical activity and promoting the health and well-being of the community. New walking paths close to the shoreline will allow more residents to “touch the water,” while enjoying Lake Winnebago and the scenic beauty and important green space within Lakeside Park.

Extension of the Fond du Lac Loop was the number one priority from the committee rankings. The creation of bike loop and walking paths will increase accessibility to park areas. The new walking paths should be handicapped accessible, well lit and run along the shoreline as close as possible. A boardwalk along the shore would accommodate walkers for that stretch of the park. The committee suggests the separation of the paths; the bike path should not be combined with the walking trail. Walking paths will increase safety for all in the park and increase the amount of time people spend in the park. The LPEC also recommends the City consider allowing dogs on leash in portions of Lakeside Park East.

Connection to the Park Vision: Walking paths and bike loop will make Lakeside Park a *destination*.

Information from survey: Based on the survey walking ranked Number Four (183 people) among favorite activities in the park. Survey results indicate that a paved trail along the lake was desired by 64 people.

Benefits of this strategy: Increased health, increased utilization, more opportunities for family fun, and increased attraction for people to live, work and remain in the area. Accessibility provided by the paths will lead more people to consider a day at Lakeside Park, whether residents, visitors or guests, which is attractive to area businesses in generating local economic development.

Drawbacks of this strategy: Cost, liability, maintenance, environmental impact.



Recommendation 11.2 Concerts and Festivals

Response to Strategic Issue(s): 2, 4 & 5

Category: Programs

Priority Ranking: 2, 4, 5, 6, 16, 26 & 60

Details: More concerts and festivals in Lakeside Park will add to quality of life, spur local spending, and increase public enjoyment of the area. More concerts and festivals highlight Lakeside Park and Fond du Lac as a destination for events for all ages and a vibrant community with “something for everyone” by maximizing the opportunities afforded by access to green space, water, concerts, games, food, competitions, entertainment, and shared experiences in a local civic space.

Connection to the Park Vision: Concerts and festivals make the park a *destination* and a *place to gather*, and serve as opportunities to improve *cultural and ethnic diversity*.

Information from survey: Weekly bands/concert events were the second most (107) frequent suggestion for what survey respondents would like to see in the park in the future. More than 56 people said they wanted more festivals; suggestions included cultural skits and plays, ethnic festivals, and corporate sponsorship. On the overall committee rankings of ideas based on impact and ease of implementation, the category ranked second out of 63 ideas.

Benefits of this strategy: More scheduled events will draw more people into the park—including boaters—on a regular basis and with a potential to reach beyond the local community. Benefits would include increased utilization, more opportunities for family fun, and increased attraction for people to live, work and remain in the area. This would also be attractive to area businesses in generating local economic development.

Drawbacks of this strategy: Potential increased use of security personnel; potential noise complaints from neighbors; parking congestion and road closures.



Lakeside Park Exploratory Committee Report, June 2015



Recommendation 11.3 Public Docks and Boat Launches

Response to Strategic Issue(s): 1

Category: New Facility

Priority Ranking: 3, 41

Details: By providing more public docks in Lakeside Park, the City would be encouraging greater access to and from the lake, while adding to economic development, greater utilization from new stakeholders, and increasing the overall attractiveness of the park to residents and visitors. Creating additional spaces to launch non-motorized watercraft such as kayaks is also recommended.

Currently there are a very limited number of docks for visiting boaters from the Lake Winnebago chain to use to take advantage of Lakeside Park and Fond du Lac's resources. More boat docks will increase access to and from Lakeside Park (doorway to the water). Additionally, boat launches for other types of water craft—such as kayaks, canoe, jon boats, wake boards—needs to be added to both Lakeside Park East and West. Users of these types of crafts would benefit from a sandy beach for launching. (See Priority 6) Adding more public places to launch boats gives both area residents and people and surrounding areas more access to the water and to the park. The committee recognizes the regulatory impact of adding docks on the south shore, and recommends utilizing temporary docks or looking into the possibility of moving the harbor boat launches to the west side of the park and then allowing boaters to temporarily dock in that area.

Connection to the Park Vision: Having more public docks for boats will attract more boaters to the park as a *destination*, and will greatly improve the *quality of life* for visitors *accessing* Lakeside Park. By providing more *access* and *services* for visiting boaters, the park becomes a *destination* place for now and for *future* generations.

Information from survey: The public would like increased access to the water: 23 percent of survey respondents want more access to and from the water. Two of the largest segments of groups using the park identify as boaters and fishers, which combines to a large number of users: boat related activities came in 10th (84 people) and fishing related activities came in 12th (62 people) on the survey. Third highest recommendation

Benefits of this strategy: More docks will increase ease of access to and from the lake, resulting in more traffic and utilization. Adding more boat docks, slips, and fish cleaning areas to the park would provide easier of use of park facilities for more people, and would increase revenue that people spend at concession stands.

Drawbacks of this strategy: Installation and maintenance costs, which will increase the City of Fond du Lac's budget.



Recommendation 11.4 Amphitheater

Response to Strategic Issue(s): 2

Category: New Facility

Priority Ranking: 7 & 54

Details: The addition of an amphitheater will promote additional uses for the park by providing space to incorporate festivals, concerts, bands, movies, plays, historical presentations and other ceremonies that promote the park as a critical civic space, leading to positive effects on economic development, as well.

The committee recommends a facility with a main stage and no permanent seating, to preserve green space and the natural aesthetics of the park. Options could include be a transparent backdrop to allow views of the water and from the water. A location northwest of Frazier Shelter would energize an area that is under-utilized except during Walleye Weekend (when it could be the main stage).

Connection to the Park Vision: An amphitheater serves as a *gathering place* for a variety of *cultural* activities in the city.

Information from survey: An amphitheater would provide a venue for new event opportunities (Priority 2).

Benefits of this strategy: An amphitheater would have benefits to the community by providing a location for rich cultural entertainment, a gathering place for residents, and a draw to out of town visitors

Drawbacks of this strategy: Capital required for construction and infrastructure. (Possible to mitigate some costs through naming rights and incremental concession sales near the amphitheater.) Not likely to be a large revenue generator. Potential for under-use.



Lakeside Park Exploratory Committee Report, June 2015





Recommendation 11.5 Food in the Park

Response to Strategic Issue(s): 2

Category: New Facility

Priority Ranking: 8, 39 & 49

Details: Increase the variety of foods available in Lakeside Park through the use of mobile food trucks and other vendors. Throughout stakeholder survey responses and other feedback, there was substantial support for additional amenities related to food and beverages in the park. Very recently, the effect of food trucks in attracting people to downtown and local parks and civic spaces has been featured on Fox Valley television reports. The same results can be expected for Fond du Lac and Lakeside Park.

Local restaurants and food purveyors may have a desire to provide food in the park without building a permanent facility. There would be the possibility of offering a variety of food, including ethnic food. More people might want to visit a park with the availability of food, and will stay longer if they can eat when hungry.

Connection to the Park Vision: Available upgraded food *amenities* will make Lakeside Park a *destination* for families. Possible to provide *culturally diverse* food choices.

Information from survey: Survey results indicate that increased food options is the top preference, with 323 people wanting to see more food in the park. Having standard concessions available is supported by 54.7% of respondents. The ranking by the committee placed it 8 out of 63 recommendations.

Benefits of this strategy: Food trucks add to the variety of food available and eliminate building costs. The City could retain the right to keep a percentage of profits to help defray costs of new initiatives.

Drawbacks of this strategy: Vendors must be licensed and inspected on a regular basis. Potential for increased garbage. Current concessionaire may object to changing financial contractual obligations, which requires a monetary payment to the city. Explore possibility of revising contracts to keep vendor advantages equal.





Recommendation 11.6 Public Beach

Response to Strategic Issue(s): 1

Category: New Facility

Priority Ranking: 9 & 15

Details: Develop a public beach with access from Lakeside Park. The idea of a public beach surfaced repeatedly throughout LPEC discussions, both within stakeholder surveys and during committee meetings. A public beach would increase access to the lake in ways that are simply not possible at the present time. With such a large local water resource, and with the knowledge of other communities having successful beaches, the City needs to seriously investigate and, if possible, develop a public beach in Lakeside Park.

Fond du Lac has a valuable, large water resource in Lake Winnebago. The very name, Lakeside Park, suggests the importance and amenities of Lake Winnebago and water-related activities. Residents, visitors and others searching for information about Fond du Lac inevitably ask about the lake and its benefits to the area. Current access to the lake can be limited to individuals who own a boat or who own property on the lake. The question, “Why doesn’t Fond du Lac have a public beach?” continues to be raised. Recreation, access to the water, more to do for families and people of all ages, and additional possibilities for gatherings, picnics and maximizing outdoor activities in summer could all result from the creation of a public beach.

If a public beach on Lake Winnebago is not feasible, alternative ways of enjoying water-related activities can include development of a wading pool, splash pad, “swimming hole,” or other outlet for family-fun water activities (Priority 16).

Connection to the Park Vision: A public beach would increase utilization of the park by creating a *gathering place* and *destination* for families, visitors and others and by providing direct *access* for people to enjoy and experience the water. The lake has been an important part of the city’s heritage and *history*, and a beach would revitalize that connection.

Information from survey: Survey Question 26 asked, “What would you like to see at Lakeside Park?” When responses were grouped under suggestions related to “Water Activities,” the suggestion with the largest number of responses was to create a beach.

Benefits of this strategy: Physical, social, psychological, and economic, including a high impact for increased utilization, helping to make the park a gathering place and a destination, increasing quality of life through outdoor activity, and adding critical ways for people to enjoy water-related activities that do not currently exist.

Drawbacks of this strategy: Time and financial costs in planning, environmental studies, possible liaison and approval from the DNR, cost of maintenance (soil and sand erosion, upkeep, etc.) staffing, environmental quality, impact of aquatic life, and possible liability to the city.



Recommendation 11.7 Marketing

Response to Strategic Issue(s): 1, 2 & 3

Category: Programs

Priority Ranking: 11, 19, 31, 32, 35, 37, 40, 51, 52 & 63

Details: Develop a marketing strategy for Lakeside Park to focus on increasing public awareness of the current and planned features for Lakeside Park, while generating interest among new audiences. The City's marketing strategy should include areas such as branding, signage, social media, and ties to community organizations such as the Fond du Lac Area Convention and Visitors Bureau, as well as organizations that offer programs in the park.

Content should feature four-season marketing, trail information and updates, branding of facilities and zone names/naming rights.

Connection to the Park Vision: Implementing a strategic marketing plan will build Lakeside Park brand as a premier *destination*, improve the awareness of the Park and its *amenities*, and provide a means to communicate the rich park *history* to the community

Information from survey: Survey results indicate many in the community are not aware of or familiar with Lakeside Park's current amenities, which indicates additional marketing opportunities as new amenities are added.

Benefits of this strategy: A strategic marketing plan builds awareness of the park's amenities and history, increasing use.

Drawbacks of this strategy: Requires a City media budget to support marketing infrastructure and design, and system maintenance via City staff or an outside firm.





Recommendation 11.8 Children’s Activities

Response to Strategic Issue(s): 2

Category: New Facility

Priority Ranking: 12

Details: Strengthen, upgrade and improve features of Lakeside Park that will promote activities for children. Expanding children’s activities should generate interest, activity, and excitement in playground equipment, amusement rides, and general activities geared to children and families that will lead to greater utilization of Lakeside Park.

Expansion could include new and inspirational playground equipment and recreational facilities, as well as additional collaboration with the owners/operators of amusement rides: Consider a new carousel with a panoramic view of Lake Winnebago that would offer dramatic views of the area, and new rides such as a smaller roller coaster. Additions should focus on capturing imaginations and channeling experiences as children grow up, and how opportunities or new children’s activities can nurture the lives of young people. Festivals, sporting and recreational activities, and environmental education can and should be enhanced to provide future activities for children and families. Increased educational activities could be created related to the petting zoo and new partnerships with local organizations, such as the Children’s Museum of Fond du Lac.

Connection to the Park Vision: Communities that invest in activities for children invest in the *future*—of workers, employers, and citizens. Improvements in this area could add to the park’s strengths as a *gathering place* and *destination*, adding to a heightened *quality of life* as a civic center, and as a communal space for growth and development.

Information from survey: Responses to open-ended Question 26, “What Would You Like to See at Lakeside Park?” resulted in many comments related to children’s activities: 40 responses recommended more amusement rides; 34 recommended an expanded petting zoo area; and 34 recommended expanded activities for children and families. Other priority recommendations (paved trails, sports and water activities) also benefit children and families.

Benefits of this strategy: Improvements and investments in children’s activities, amusement rides and activities in general will lead, to greater utilization of the park by families, which could lead more young professionals to move here and want to remain here to raise families. Increased amenities also provide a reason for new visitors to use the park.

Drawbacks of this strategy: Improvements require City or business owner(s) to invest in equipment, staffing, liability, and maintenance.





Recommendation 11.9 Boardwalk

Response to Strategic Issue(s): 1

Category: New Facility

Priority Ranking: 13

Details: Build a boardwalk over the rocks on the periphery of the lake in Lakeside Park. A boardwalk will showcase Lakeside Park, increase utilization, allow park visitors to “touch the lake,” and experience the beauty of green space and water resources. A boardwalk will add to the aesthetic experience of the park while creating memories and a desire to continue to return to the park.

Connection to the Park Vision: A new boardwalk over the current rock shoreline will become a *destination* point for visitors, create opportunities for an increased *quality of life* for park visitors, and provide a *gathering place* for visitors

Information from survey: Survey responses indicated the public's desire for more walking paths and more access to the lake.

Benefits of this strategy: Provides activities to improve the overall health of the community; allows visitors to gather near the lake; increases the number of visitors to the park. (Supports Priority 1)

Drawbacks of this strategy: Requires study by the City regarding cost and environmental impact; potentially increases City's liability exposure; increases maintenance costs for park.





Recommendation 11.10 Marsh Walk

Response to Strategic Issue(s): 2

Category: New Facility

Priority Ranking: 14

Details: Build an elevated walkway over the marsh area of Lakeside Park West with a pedestrian bridge connector to Lakeside Park East. A marsh walk would be a creative and attractive way to provide environmentally friendly access to the natural areas of Lakeside Park West. The marsh walk could cater to individuals, families, and groups that care about and wish to learn more about our eco-system, within the historically underutilized western area of Lakeside Park.

The elevated path would allow park-goers to adventure through a currently inaccessible portion of Lakeside Park, (Supple's Marsh) enjoying views of wildlife in spring/summer/fall and challenging snowshoeing terrain in the winter (Priority 28), while drawing a spectrum of participants from devoted bird watchers and naturalists to casual walkers. The boardwalk with benches and viewing platforms could be constructed at a height to allow kayaks to pass beneath it.

Connection to the Park Vision: The construction of a marsh walk provides a healthy, educational, and family friendly activity, essential to *improving the quality of life* in the community. It will transform an under-utilized area into a *destination*.

Information from survey: A desire for further natural scenery and exercise dominated survey results: respondents listed walking (183 responses) and views of the water (144 responses) as key reasons for coming to the park, and 25% of all parks visits throughout the year were for relaxing and enjoying nature.

Benefits of this strategy: Activity to improve physical health and education with environmental interaction; increase park use in currently inaccessible area.

Drawbacks of this strategy: Potential environmental impact requiring a thorough vetting of existing wildlife impact. Capital and ongoing maintenance. Lack of awareness of Lakeside Park West: marketing and signage needed.



Recommendation 11.11 Rentals

Response to Strategic Issue(s): 1 & 2

Category: Programs

Priority Ranking: 17 & 23

Details: Provide the community with the opportunity to rent various watercraft, bicycles and boat tours through a highly visible, family-friendly area. The availability of rentals from power boats to sailboats to kayaks, along with bicycles, creates new and exciting adventure opportunities for residents and visitors. Investigate the possibility of corporate sponsorships to minimize the cost of rentals to Fond du Lac residents.

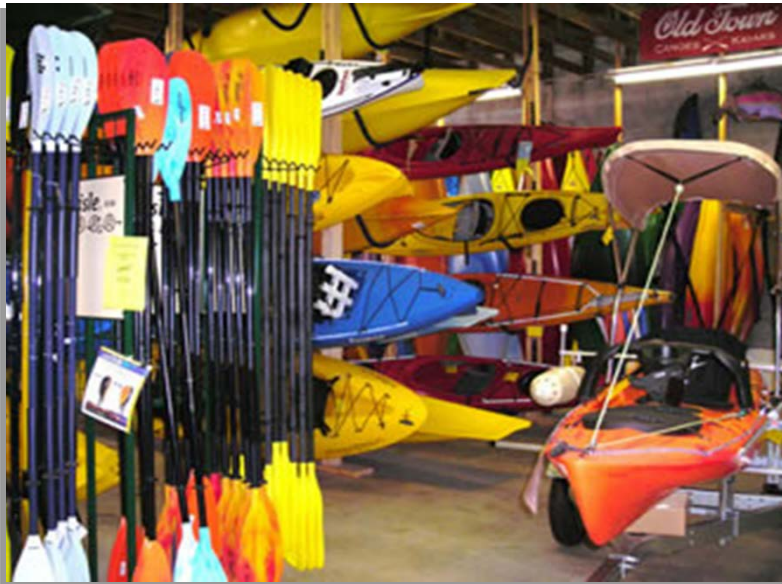
Water-related rentals could include boats, canoes, kayaks, sailboats, paddle boats, windsurfing equipment, jet skis, and snowshoes and cross-country skis in winter, providing access to the water in ways that are either not now possible or that are not highly visible to most people. Other possible rentals include bicycles, scooters, mopeds, etc., which increase the attractiveness of combining a park visit with shopping and visiting local attractions such as the Children's Museum, local restaurants, and a downtown hotel. Attention can be given to rentals suitable to people with disabilities. Rentals can be established through RFPs, as has been done through concessionaires in the past, especially through public/private partnerships. Corporate sponsorship and branding to promote wellness in the city could result in free use with deposit for Fond du Lac residents and a small fee from out of town visitors.

Connection to the Park Vision: *To increase utilization of Lakeside Park and the enjoyment of natural resources, local residents and visitors need access and experience the water in new and attractive ways. Rentals would add to making Lakeside Park a destination for people of all ages and interests. It would also lead us into the future by adding new opportunities for physical activity, family fun and increased emphasis on "things to do."*

Information from survey: The request for rentals as an addition to Lakeside Park was the Number 5 survey result, with 93 responses.

Benefits of this strategy: Increased activity and health, increased utilization, more opportunities for family fun, and increased attraction for people to live, work and remain in the area. The availability of trendy, attractive rentals would lead more people to consider a day at Lakeside Park, whether residents, visitors or guests, and would be attractive to area businesses in generating local economic development.

Drawbacks of this strategy: Cost, liability, maintenance, marketing, environmental impact, and the potentially seasonal nature of the rentals.





Recommendation 11.12 Activities on the Lake

Response to Strategic Issue(s): 1

Category: Programs

Priority Ranking: 18 & 25

Details: Make Lakeside Park a premier destination for sporting events for every season. Leverage the interest in festivals and water activities to develop competitions on Lake Winnebago that would generate local, regional, and even national interest and exposure similar to the WISSA (World Ice and Snow Sailing Association) competition this past winter.

Lake activities could include water skiing shows complete with a ramp for jumps, motor boat races, regattas, ice boats and snowmobile competitions. Land activities could include such things as volley ball, disc golf and basketball.

In order to increase the ability to attract such sporting events, the committee recommends the use of a multipurpose facility. (Priority 15)

Connection to the Park Vision: The enhancement of sporting spectator and participant opportunities aligns with the Park Vision by positioning Lakeside Park to become a premier *destination*, reflecting the pride of the City of Fond du Lac and serving as a *gathering place* providing *myriad opportunities* to improve the *quality of life* of its participants.

Information from survey: The survey identified desire for additional sporting opportunities through many open responses.

Benefits of this strategy: The enhancement of sporting spectator and participant opportunities and attraction of regional, national and world competitions will increase use of Lakeside Park and Lake Winnebago. Making the City of Fond du Lac a premier sporting destination will also result in increased business opportunities and revenues, and will improve the quality of life for residents and visitors.

Drawbacks of this strategy: Capital expenditures for improvement of existing infrastructure, enhancement of existing buildings, or plans for new buildings.



Recommendation 11.13 Restaurant

Response to Strategic Issue(s): 2

Category: New Facility

Priority Ranking: 20

Details: Pursue a public/private partnership to provide a full-service restaurant near the water. Many communities take advantage of water resources by providing full-service restaurants that allow diners to see, feel and enjoy the natural beauty of a lake or river. Fond du Lac can do the same. The new facility would add to quality of life, stimulate local economic development, and add new revenues for the City.

Land would remain publically owned, and the business would be privately owned and operated. Location is key, to protect green space and water access. Ideas include a second floor to the Yacht Club, Pavilion, or boat houses; above a newly proposed four-season restroom (Recommendation 18); or located in Lakeside Park West and tied to the recommended Marsh Walk (Recommendation 10) or the Nature Center (Recommendation 17).

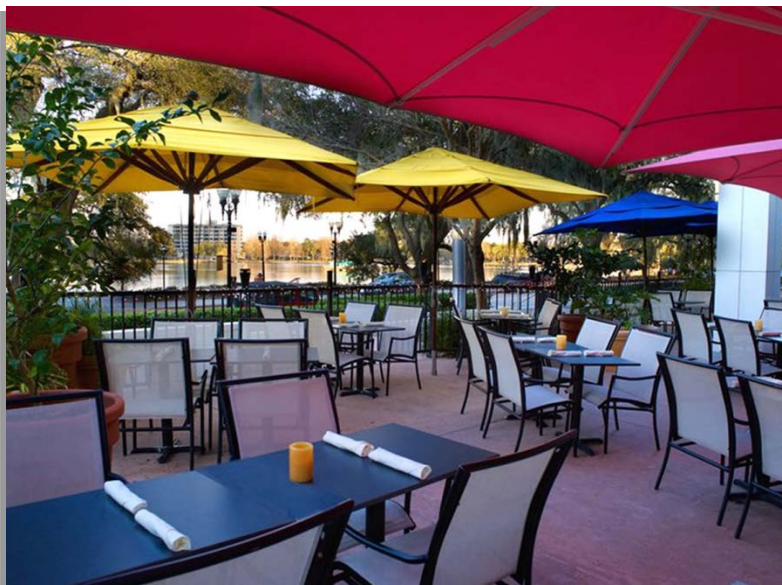
Connection to the Park Vision: A restaurant would provide a *premier destination* and *gathering place*.

Information from survey: Of respondents with an opinion on this topic, 46% agree or strongly agree that a full service restaurant or bar would be a viable asset. Another 35% feel a restaurant is not a good idea. In open-ended Question 26 asking, “*What other amenities/activities/uses should Lakeside Park have that it does not have today?*,” the most frequent response was restaurant, suggested 187 times.

Benefits of this strategy: Providing a four-season magnet for the park; drawing people closer to the water; attracting visitors from the water; and serving as a potential revenue stream for the City, which would be leasing the land. Case study review shows many parks are able to secure large capital improvements by private entities through a restaurant offering.

Drawbacks of this strategy: Upfront capital investment; environmental costs to be managed (increased traffic, potential noise etc.). Idea not universally accepted by survey respondents.





Recommendation 11.14 People Piers

Response to Strategic Issue(s): 1

Category: New Facility

Priority Ranking: 21

Details: Build additional pedestrian piers at the lakefront and on canals to provide vantage points for fishing, walking, meditation, and enjoying sunsets over the lake. More access points will bring more people to the park for lake appreciation experiences.

The current Fishermen's Pier could be developed to provide added access to the lake; specifically, the pier could be used as a wedding ceremony site. In conjunction with the pavilion, the pier would be a highly desirable wedding location. Additional pier construction design should be inclusive of users with physical disabilities.

Connection to the Park Vision: Additional piers will provide access to Lake Winnebago from Lakeside Park, positioning the park as a *premier destination*.

Information from survey: One of the largest groups using the park identifies as fishers. Those without boats or not able-bodied enough to manage a water craft are served by piers.

Benefits of this strategy: More piers will increase ease of access to and from the lake, resulting in more traffic and utilization

Drawbacks of this strategy: Installation and maintenance costs, which will increase the City of Fond du Lac's budget.



Recommendation 11.15 Sports Facility

Response to Strategic Issue(s): 2

Category: Programs

Priority Ranking: 22 & 56

Details: Develop a multi-purpose outdoor sports facility in Lakeside Park to make the park a premier destination for sports activities. Such a facility will support strong local interest in sports, generate additional interest in physical activity, and provide excitement in both competitive and non-competitive sports activities. A sports facility will also generate additional tourism and local economic development.

The intent is to make Lakeside Park a premier destination for local, national and international sporting events for every season. Lake activities could include water skiing shows complete with a ramp for jumps, motor boat races, ice boats and snowmobile competitions. Land activities could include such things as volley ball, disc golf and basketball. Lakeside Park is a definite asset in attracting these sporting events as evidenced by the ability to get WISSA, an international sporting competition.

In order to increase the ability to attract such sporting events, the committee recommends the use of multipurpose facility. Such a facility would serve as a headquarters for sporting competitions including four-season meeting areas and bathroom/shower/changing rooms. Augmenting the existing Pavilion, with its desirable waterfront location, is a possibility to provide space for events.

Connection to the Park Vision: Enhancement of hosting outdoor sporting events makes the park a sports *destination* and a *gathering place*, while providing users with upgraded *amenities* and options for cultural and entertainment *diversity*.

Information from survey: Many open survey responses cited the desire for additional sporting opportunities through better volleyball courts, disc golf, and basketball courts.

Benefits of this strategy: Drawing a new, large group of users to the park, possibly including regional or national sporting events with potential for spending both within the park and in the larger community.

Drawbacks of this strategy: Capital needed to create new and/or enhance and improve existing buildings.



Lakeside Park Exploratory Committee Report, June 2015

Recommendation 11.16 Splash Pad/Ice Skating Rink

Response to Strategic Issue(s): 2

Category: New Facility

Priority Ranking: 24 & 53

Details: Construct a splash pad/skating rink to provide new opportunities for families to enjoy outdoor, water-based activities in both summer and winter seasons, increasing year-round outdoor fun. Splash pads can now be designed to covert to ice skating rink in the winter months. (For one example, see www.customicerinks.com)

A potential location lies to the west of the existing children's playground, a currently underutilized area that could become a premier children's destination. Locating away from the shore would allow mitigation of the icy winter wind that could reduce use in the winter.

Connection to the Park Vision: A splash pad and ice skating rink provides a *destination* for visitors to the park, creates a *gathering place* for families, and increases *quality of life* by encouraging physical recreational activities.

Information from survey: Survey responses indicated the public's desire for more child and family friendly activities within the park.

Benefits of this strategy: A splash pad and ice skating rink will provide activities to improve the overall health of the community; allow visitors to gather near the lake in the summer and winter; increase the number of visitors to the park; provide an opportunity to combine a facility and make a smaller footprint on the park.

Drawbacks of this strategy: Potentially increase the City's liability exposure; increase maintenance costs for the park.







Recommendation 11.17 Nature Center and Historical Building

Response to Strategic Issue(s): 1 & 5

Category: New Facility/Programs

Priority Ranking: 27, 38 & 44

Details: Build a nature center and history-related learning center in Lakeside Park, to provide a dedicated space for educational activities focusing on area environmental education. This idea is an outgrowth of an idea that appeared on page 41 of the City's 2010-2014 Recreation Plan, which includes a possible Lakeside Marine Museum with exhibits on the history of local outboard motor manufacturing. Including on-site workshops could also stimulate economic activity in the immediate area and allow for more Children's Activities (Recommendation 8).

The combined center will bring the past, present and future together as a learning tool for all ages. It can highlight the natural aspects of the park, be incorporated into the Marsh Walk (Priority 10), and provide a venue for showcasing park history.

Connection to the Park Vision: This *destination* center will highlight the natural aspects of the park and reflect the pride of Fond du Lac, *yesterday, today and tomorrow*.

Information from survey: There was not a specific question that asked about a Nature Center.

Benefits of this strategy Draw visitors from the region. An educational facility for all ages. Destination for school field trips.

Drawbacks of this strategy: Costs of construction, staffing and maintenance.



Lakeside Park Exploratory Committee Report, June 2015



Recommendation 11.18 Four-Season Restrooms

Response to Strategic Issue(s): 2

Category: New Facility

Priority Ranking: 18 & 29

Details: Build modern, four-season restrooms to facilitate increased year-round utilization of Lakeside Park. Wisconsin weather dictates the need to have at least one four-season restrooms in Lakeside Park to heat in the colder months. It would include a changing area for swimsuits, baby changing facilities, etc. Having heat in the restrooms at Lakeside Park would add a reason for individuals to come to the park in the winter. Heat would be a refurbishment project to existing structures. Consideration should be given to heat the facility and water with solar energy.

Connection to the Park Vision: Heated restrooms will improve the park as a year-round *destination* and *gathering* place. This priority supports many of the other LPEC recommendations.

Information from survey: Survey results indicated dissatisfaction with number of restrooms in the park; written responses focused on lack of bathrooms able to be utilized in winter due to the cold.

Benefits of this strategy: Having four-season restrooms would encourage park visitors to take part in winter activities, knowing there is a warm place in the park to use the restroom. Heated restrooms would also make Pavilion usage a four-season opportunity.

Drawbacks of this strategy: Cost of refurbishing or building a new facility to include heat; maintenance.



Recommendation 11.19 Extend Wi-Fi to Lakeside Park West

Response to Strategic Issue(s): 2

Category: Existing Facility

Priority Ranking: 30

Details: Extend Wi-Fi throughout the entire expanse of Lakeside Park to facilitate more educational opportunities, provide a guided walk, extend the use of a possible marsh walk, and increase linkage for tech-savvy new audiences.

While people often visit and experience parks and green spaces to be contemplative or active, to jog or ride a bike, to walk or read a book, they frequently still desire Wi-Fi and Internet access to supplement their experience.

Connection to the Park Vision: Access to connectivity is an *amenity* that can be a plus in attracting people to consider the park a *destination* and to use all parts of Lakeside Park, including Lakeside Park West, for personal enjoyment, as civic common space, and as a point of pride. Use of technology outdoors is a growing trend, both now and in the *future*.

Information from survey: Applicable survey data was more general on this topic.

Benefits of this strategy: Combined with ideas to link Lakeside Park West with the larger Lakeside Park, this recommendation fosters greater utilization of the park with innovative and educational possibilities.

Drawbacks of this strategy: Installation of additional Wi-Fi hot spots; infrastructure costs; preparation for, added foot traffic; the practical issue of how to physically link Lakeside Park West to the full park.



Recommendation 11.20 Landscaping

Response to Strategic Issue(s): 2

Category: Existing & New Facility

Priority Ranking: 33

Details: Add more landscaping throughout Lakeside Park to beautify the grounds and make the park more inviting, especially near park entrances. The City could consider the possibility of creating a botanical garden featuring wildflowers and the natural landscape of the state's history and heritage. Collaborations could include the Gottfried Prairie Arboretum, the UW-Extension Master Gardeners, and the University of Wisconsin Madison Department of Urban & Regional Planning.

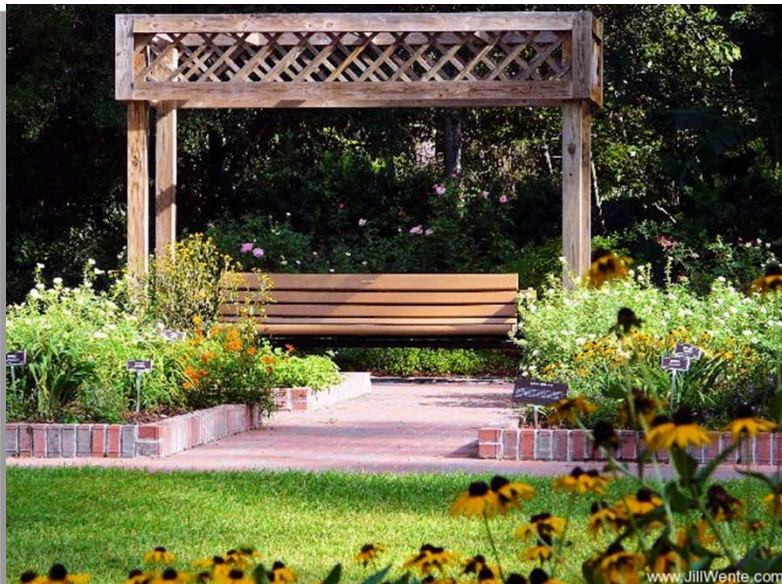
A comprehensive and long term landscaping plan will help to augment and preserve the natural beauty and ecosystem of Lakeside Park. This would include Lakeside Park East, Lakeside Park West and the Main Street boulevard that is the grand entrance to Lakeside Park. The landscape plan would incorporate unique and native plants to the already mature surroundings. This could also be used as an educational experience for all, much the way a botanical garden is used.

Connection to the Park Vision: Lakeside Park will become a *destination* for special-event photography, and gardeners and students interested in local plant life. Upgrades to the landscaping *showcase the park as a jewel* in the city.

Information from survey: Topic not included on survey.

Benefits of this strategy: The addition of evergreen trees would enhance the annual Christmas displays; upgraded landscaping could encourage additional facilities rentals; the park would become a destination for outdoor photography. A landscape plan would preserve the landscape of yesterday, today and tomorrow, while increasing the beauty that already exists in Lakeside Park.

Drawbacks of this strategy: Investment in planting; increased maintenance costs.



Recommendation 11.21 Plaques, Historical Markers and a Sense of Place

Response to Strategic Issue(s): 5

Category: New Facility

Priority Ranking: 34

Details: Create and install plaques, historical markers and landmarks within Lakeside Park to add to the awareness of area history and sense of place as a community. New historical markers provide the opportunity to become more inclusive of all the traditions and experiences of community members.

Preserving the legacy and historical significance of Lakeside Park was identified as an important concept by the LPEC. Plaques and other landmarks can evoke memories in residents, make history relevant to today, and educate newcomers and visitors about the complex development of the area that is now Lakeside Park.

Connection to the Park Vision: Installation of these markers would specifically support the portion of the Vision Statement focusing on “...*pride of Fond du Lac, yesterday, today, and tomorrow...*”

Information from survey: Survey responses included many comments requesting “no changes to the park.” A majority of those respondents indicated a desire to preserve historical areas and traditions associated with the park. Specifics mentioned as important to the history of the park, and things people wish to retain, included: the Lighthouse, Christmas Lights, Walleye Weekend, views of the water, the playground, and the rides. Plaques and markers could be used to highlight the significance of these areas and events.

Benefits of this strategy: This strategy can refresh memories for current residents, and create new memories for visitors and recent arrivers. Creation of the markers can engage members of the Historical Society along with long-time residents. The strategy will relate the history of Lakeside Park to newcomers, while also educating the general public about the history of park highlights including the lighthouse, bandstand, train engine, and swamp development.

Drawbacks of this strategy: Development of the plaques: funding, decisions on what to commemorate, relevance. Maintenance: upkeep costs, vandalism protection.



Recommendation 11.22 Upgrade Existing Bridges, Pavilions, Shelters and Restroom Facilities

Response to Strategic Issue(s): 2

Category: Existing Facility

Priority Ranking: 36

Details: Refurbish or replace the existing Lakeside Park Pavilion to create a more inviting, modern and attractive spot for weddings, family gatherings and general civic space. Shelters and facilities throughout the park would benefit from renovation or modernization to accommodate the large number of picnics, gatherings, festivals and other events hosted in Lakeside Park.

The pavilion can be refurbished in its existing footprint. Research should be done into the possibility of expanding it upward to add an additional area with a balcony overlooking the water.

Most of the existing bridges in the park need general upgrades including sanding and painting. Some need to be replaced or strengthened. It is recommended to add a bridge to connect Lakeside Park East and Lakeside Park West to allow for more usage of Lakeside Park West.

The shelters should be refurbished, with some getting extra touches (upscale light fixtures, a more elegant look, specific serving areas, etc.) which would offer areas for occasions with more significance, or for people who desire something “special.”

The restrooms should be refurbished into four-season facilities including changing tables and security lighting inside and out for safety. There is also a need for additional restrooms in more locations.

Connection to the Park Vision: Refurbishing the pavilions, shelters, and restrooms will make the park an even more desirable *destination* for family and community events. This refurbishment specifically supports the section of the Park Vision: “...serves as a gathering place that provides a myriad of opportunities to improve the quality of life of visitors both locally and beyond.”

Information from survey: Survey respondents agree that the current pavilion is a great space for private events, but suggest a refurbishment that would add more amenities. More people agree that there is a need for additional public restrooms, with baby changing tables being added to existing restrooms.

Benefits of this strategy: An upgraded pavilion could be used during all four seasons, could accommodate larger groups, and might offer a potential second floor restaurant or event space; rental fees could be increased to produce additional income for the park. Upgraded shelters would give a more upscale and current look to the park; added amenities could

produce increased rental fee income. Upgraded restrooms (both existing and additional) would make the park more welcoming and comfortable, encouraging both residents and visitors to spend extended periods of time.

Drawbacks of this strategy: Initial cost of upgrades. Possible increased upkeep expenses for more elaborate facilities. Parking availability may be a consideration when the facilities accommodate larger groups.







Recommendation 11.23 Community Outreach

Response to Strategic Issue(s): 4

Category: Community

Priority Ranking: 42, 45, 50, 55, 57 & 59

Details: Develop a community outreach plan to increase the exposure of the park and its amenities. By reaching out to stakeholders groups (such as under-represented groups, the faith community, and park-affiliated groups), the City can create greater local awareness of the existing and new opportunities that Lakeside Park offers.

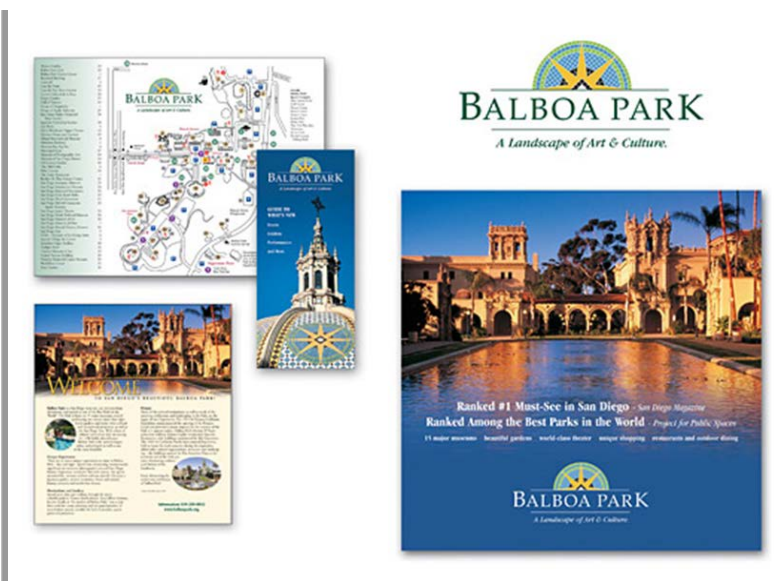
Community outreach can include new programs welcoming of diversity and religion, encouraging mentoring and relationships, as well as specifically focusing on park “adoption” by schools, businesses and residents.

Connection to the Park Vision: A community outreach plan will brand Lakeside Park as a *premier destination*, while improving awareness of the park and its *amenities* and providing a means to communicate the rich history of Lakeside Park to the community.

Information from survey: Survey respondents indicated a lack of awareness of current park amenities, which indicates additional outreach is needed for new/improved amenities.

Benefits of this strategy: Ability to build awareness of the park's amenities and history, while encouraging area residents to gather and interact.

Drawbacks of this strategy: Funds/time for creation of City formulated outreach plan; security plan.



Recommendation 11.24 Water Sport Classes

Response to Strategic Issue(s): 1

Category: Programs

Priority Ranking: 43

Details: Offer classes for a variety of water activities that can be accommodated in Lakeside Park. Classes and lessons might include motor boating, sail boating, kayaking, windsurfing, water skiing, and paddle boarding. Providing lessons will generate a greater awareness of recreational opportunities on the lake and will heighten the visibility of Lakeside Park.

Connection to the Park Vision: Providing water sports lessons clearly spotlights new opportunities and *services* for people, expands the pride, excitement and importance of Lakeside Park for our region. This recommendation directly connects the park as a *gathering place, point of pride, destination, and source of expanded amenities* for people of all ages.

Information from survey: Survey data on this recommendation relates to suggestions for more water activities: more than 139 ideas cited the need for more water-focused water activities in the Lakeside Park area. An additional 93 suggestions focused on the need for more rentals, most of which were connected to water-related activities.

Benefits of this strategy: Combined with expanded rentals, this recommendation would directly tackle a major barrier that faces residents and visitors: the inability of the community to actually touch, experience, and use the water. Many life-long area residents have never been on Lake Winnebago, since they neither own and boat nor live on an area surrounding the lake. Completing this recommendation will lead to greater utilization, expanded physical activities, greater recreational opportunities, and a new interest in an active, healthy physical lifestyle.

Drawbacks of this strategy: Cost; development of public/private partnerships; liability; shared use of the water; safety; and possible large-scale demand for new services.



Recommendation 11.25 Public Art

Response to Strategic Issue(s): 5

Category: New Facility

Priority Ranking: 46, 47 & 62

Details: Install public art, a sculpture garden, and/or other artwork stations/displays to showcase art to the public. Contests, work with local artists, and collaboration with local Fond du Lac Arts organizations could lead to increased park visits and a heightened sense of community.

Public artwork displays may bring visitors to the park for the purpose of viewing the artwork or as a sidebar attraction to whatever else brought them to the park. The art can be a showcase of community talent, and viewing would be a positive, free experience for visitors.

Connection to the Park Vision: Artwork positions the park as an ongoing *destination* for both locals and visitors. Artwork created by community members strengthens community *pride*.

Information from survey: Respondents indicated interest in more festivals being held in the park, with Art on the Island listed as a reference. A reasonable correlation points to interest in more public art displays.

Benefits of this strategy: Public artwork provides a reason to bring visitors to the park and would bring community members out to the park to view the art for pleasure.

Drawbacks of this strategy: Installation costs; ensuring safety of the artwork.



Recommendation 11.26 Transportation

Response to Strategic Issue(s): 1 & 2

Category: Programs

Priority Ranking: 48 & 61

Details: Include City bus routes through Lakeside Park. A renewed focus on public transportation into the park could increase utilization and lessen potential parking problems. Public transit could also be used to call attention to the park through advertising campaigns and special event programming.

The LPEC also recommends a trolley to be used for special occasions (or regular usage, based on demand), which would lessen the need to build additional parking lots in the park. Visitors could park on the outskirts of the park and ride in on the trolley.

Connection to the Park Vision: Providing easier *access* makes the park a more desirable *destination* and *gathering place*. Public transit provides access for a wide range of ages and a financially *diverse* population of park visitors.

Information from survey: Survey respondents indicated interest in increasing bus routes into the park.

Benefits of this strategy: More public access into the park.

Drawbacks of this strategy: Changing the routes into the park.



Recommendation 11.27 Snowshoeing

Response to Strategic Issue(s): 2

Category: Programs

Priority Ranking: 58

Details: Identify and encourage winter use of the park through previously under-used seasonal activities such as snowshoeing. Designate particular areas of Lakeside Park West for these activities.

Connection to the Park Vision: Providing winter sports opportunities offers new opportunities and *services* for people, expands the pride, excitement and importance of Lakeside Park for our region. This recommendation directly connects the park as a *gathering place*, point of *pride*, *destination*, and source of *expanded amenities* for people of all ages.

Information from survey: The survey identified desire for additional sporting opportunities through many open responses.

Benefits of this strategy: Today snowshoes are mainly used for recreation, primarily by hikers and runners who like to continue their hobby in wintertime. Snowshoeing is easy to learn, and in appropriate conditions is a relatively safe and inexpensive recreational activity.

Drawbacks of this strategy: Very few. This recommendation would have a low cost to implement, primarily in marking the trails



Acknowledgements

Members of the LPEC express their appreciation to the following:

- **Community, Natural Resource and Economic Development Educator Diana Hammer Tsecheschlok**, UW-Extension Fond du Lac County, for her time, experience, dedication, ability to develop timelines and expected outcomes, optimism, and resilience. Diana identified strategies, exercises and measures that kept the LPEC on task, helped develop an esprit de corps, and generated a group focus despite the committee's desire to "just get to the recommendations." In particular, LPEC members appreciate how she applied her social work skills in building upon strengths, constantly re-assessing strategies and processes, and focusing on project completion while meeting the goals of transparency, inclusiveness and comprehensiveness.
- City officials and staff, including **City Manager Joe Moore** for encouraging the committee to "dream grandly" in the best interests of the people of Fond du Lac; **Assistant City Attorney Chad Wade** for constantly focusing attention on the measures required for public meetings, including notice, posting, disclosure, and recording of information; **City Attorney Deb Hoffman** for prompt answers to legal questions when Chad was not available at that exact moment; **Director of Public Works Jordan Skiff** for his knowledge of City operations and feasibility, and connection to policies and procedures of various regulatory agencies, including the Wisconsin Department of Natural Resources; and current and past **Park Superintendents John Redmond** and **John Kiefer** for their knowledge and experience of the history, utilization and current features of Lakeside Park; **Director of Community Development Dyann Benson** for her knowledge and experience in community involvement and decision-making; **City Clerk Maggie Hefter** for her understanding as the LPEC submitted last minute agendas, requests for supplies, and other requirements for the City, but especially for good nature as the LPEC met throughout the year; and **Agenda/Recording Secretary Merry Arndt**.

Report Credits

- Editing: Monica Walk, John Short, Ray Lapierre, Amy Hansen and Diana Hammer Tsecheschlok
- Design: Amy Hansen
- Photos: Fond du Lac Area Convention and Visitors Bureau, Amy Hansen and Google Images

Appendix for Materials of the Lakeside Park Exploratory Committee

1. August 15, 2014, LPEC Initial Materials
 - a. City of Fond du Lac Memorandum
 - i. Committee Guidelines letter to LPEC Committee members
2. August 26, 2014, LPEC meeting materials
 - a. Agenda
 - b. Minutes
3. September 23, 2014, LPEC meeting materials
 - a. Agenda
 - b. Minutes
 - c. Lakeside Park Exploratory Committee Procedural Items
 - d. LPEC Resource List
 - e. UW-Extension Intro Sheet
 - i. City of Fond du Lac Lakeside Park Exploratory Committee Facilitation Introduction
 - f. UW-Extension Condition for Success
 - i. Necessary Conditions for Success – Identified by Lakeside Park Exploratory Committee 9.23.14
4. October 21, 2014, LPEC meeting materials
 - a. Agenda
 - b. Minutes
 - c. City of Fond du Lac Memorandum
 - i. Lakeside Park Background Information
 - d. Lakeside Park Exploratory Committee Timeline
 - e. UW-Extension Presentation Slides
 - f. UW-Extension Biography
 - i. Dave Marcouiller, Resource Economist and Recreation/Tourism Specialist
 - g. UW-Extension Stakeholder Group Identified by Lakeside Park Exploratory Committee
5. November 5, 2014, Data Subcommittee meeting materials
 - a. Agenda
 - b. Minutes
6. November 7, 2014, Stakeholder Subcommittee meeting materials
 - a. Agenda
 - b. Minutes

7. November 18, 2014, LPEC meeting materials
 - a. Agenda
 - b. Minutes
 - c. UW-Extension Lakeside Park Visioning Exercise
 - d. UW-Extension Presentation Slides
 - e. Notes from Visit and Tour with Dave Marcouiller – November 20, 2014

8. December 3, 2014, Data Subcommittee meeting materials
 - a. Agenda
 - b. Minutes

9. December 9, 2014, Stakeholder Subcommittee meeting materials
 - a. Agenda
 - b. Minutes

10. December 16, 2014, LPEC meeting materials
 - a. Agenda
 - b. Minutes
 - c. UW-Extension Top Decision-Making Criteria
 - d. UW-Extension LPEC Draft Report Outline

11. December 18, 2014, Data Subcommittee meeting materials
 - a. Agenda
 - b. Minutes

12. January 21, 2015, Data and Stakeholder Subcommittee meeting materials
 - a. Agenda

13. January 27, 2015, LPEC meeting materials
 - a. Agenda
 - b. Minutes
 - c. Lakeside Park User Survey Results – Preliminary
 - d. Lakeside Park User Survey Responses

14. February 10, 2015, LPEC meeting materials
 - a. Agenda
 - b. Minutes
 - c. Case Studies
 - i. Benchmarking Park Spending and Investment
 - ii. Case Study: Hubbard Park Beer Garden
 - iii. Case Study: LaCrosse, Wisconsin
 - d. Lakeside Park User Survey Responses
 - i. Questions 25 and 26

- e. Lakeside Park User Survey Results – Preliminary
 - f. Survey and Case Study Take Aways
15. February 24, 2015, LPEC meeting materials
- a. Agenda
 - b. Minutes
 - c. UW-Extension Strengths, Weaknesses, Opportunities and Challenges Activity
16. March 24, 2015, LPEC meeting materials
- a. Agenda
 - b. Minutes
 - c. Operational Versus Strategic Issues Worksheet
 - d. UW-Extension Presentation Slides
 - e. UW-Extension Strategy Development Activity
 - f. UW-Extension Strategic Issue Questions Activity
17. April 21, 2015, LPEC meeting materials
- a. Agenda
 - b. Minutes
 - c. UW-Extension Presentation Slides
 - d. UW-Extension LPEC Revised Draft Report Outline
18. May 12, 2015, LPEC meeting materials
- a. Agenda
 - b. Minutes
 - c. UW-Extension Presentation Slides
19. May 26, 2015, LPEC meeting materials
- a. Agenda
 - b. Minutes
 - c. UW-Extension Presentation Slides
20. June 9, 2015, LPEC meeting materials
- a. Agenda
 - b. Minutes

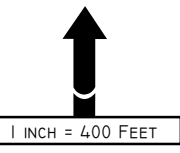


Lakeside Park

555 N. Park Avenue



- + Lighthouse
- + Restrooms
- + Carousel
- + Petting zoo
- + Soccer
- + Fitness circuit
- + Shelters
- + Boat launches
- + Trails
- + Concessions
- + Train rides
- + Covered bridge
- + Baseball
- + Picnic tables
- + Grills
- + Marina
- + Fishing
- + Gazebos
- + Playgrounds
- + Water fountain
- + Volleyball
- + Pavilion
- + Canoe rentals
- + Free Wi-Fi



Parks Division | 530 Doty Street, Fond du Lac, WI 54935 | fdl.wi.gov | For shelter, boat slip, and other reservations call 920.322.3460 between 7:45 - 4:30, Monday - Friday



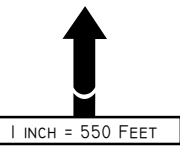


Lakeside Park West

Howard Litscher Drive



- + Dog Park
- + Boat launches
- + Picnic Tables
- + Wetlands
- + Restrooms
- + Fishing



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