



## LAKE GENEVA TOURISM COMMISSION AGENDA

Monday, August 11, 2025 - 4:00 PM  
Lake Geneva City Hall; Council Chambers

### Members:

Chairperson - Brian Waspi; Members - Shelley Rowell, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Frame; Ex-Officio Members - Mayor Todd Krause, Comptroller Laura Pisarcik and VISIT Lake Geneva President Stephanie Klett

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from July 14, 2025
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
  - a. Honoring Our Military Heroes; Geneva Lake Museum
10. Final Event Evaluations from organizations receiving Tourism Grants
  - a. Geneva Lakes Family YMCA; Veterans Park
11. Discussion regarding the Knowles-Nelson Grant and Matching Funds
12. Tourism Commission related forms, paperwork, and grant procedures review
13. Next Meeting Date & Time: Monday, September 8, 2025, at 4:00 pm
14. Future Agenda Items
15. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.*

TOURISM COMMISSION MINUTES  
Monday, July 14, 2025  
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:01 p.m.

**Roll Call**

**Present:** Chair Brian Waspi, Vice Chair Zakia Pirzada, Alder Fesenmaier, Troy Migut; Mayor Krause (Ex-Off),

**Absent:** Alder Frame, Shelley Rowell, Stephanie Klett (Ex-Off), Comptroller Laura Pisarcik (Ex-Off).

**Comments from the Public limited to 5 minutes, limited to items on the agenda:**

Nancy Douglass, General Manager, WLKG 96.1 FM, spoke about the need to correct a misperception about the radio station. She gave a handout showing their coverage area (included with these minutes). Their promotion is for overnight stays and repeat visits.

**Approval of Tourism Commission minutes from June 9, 2025**

*Motion by Waspi, second by Pirzada, to approve the minutes from June 9, 2025. Unanimously carried.*

**Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity**

Heather Jones gave her monthly report noting that the 2026 Riviera bookings are well ahead of the 2025 pace.

**Update from Tourism Entity – Visit Lake Geneva**

Deanna Goodwin reviewed the data from her monthly report. Email subscribers continue to increase. Nominations are now being accepted online through August 31 for the 2025 Impact Awards. Last “Concert in the Park” will be August 7<sup>th</sup>.

Included in June 2025 Earned Media Highlights:

<https://wnanews.com/2025/06/20/you-too-can-create-amazing-dishes/>

<https://www.worldatlas.com/cities/11-serene-wisconsin-towns-for-a-weekend-retreat.html>

**Update from Lake Geneva Business Improvement District (BID) –**

Alexandra Binanti gave detailed information regarding her monthly report and data.

Lemonade Crawl will be on August 20.

Art Crawl, new event in September.

Pumpkin Crawl, new during Oktoberfest.

Trying to stay ahead of challenges with the Hwy. 50 construction, BID is concerned with rent rates in downtown. These rates are not comparable to Madison, Chicago, and Door County.

BID will be asking the Common Council in August for an adjustment to the BID District map.

**Written financial update provided by City Comptroller**

Balance Sheet from May 31, 2025

Total Assets \$999,149.67  
Restricted Fund Balance - \$1,075,073.65

Tourism Promotional Grant Program and Requests

**Gala Days and Nights: Musique of the Night – Geneva Lake Women’s Association**

The GLW grant is for three events that will be cross-marketed. Commissioners were concerned with the total of the marketing budget included in the application. *Motion by Waspi, second by Pirzada, to approve a total of \$35,000 (Ladies Day Luncheon, Gala Days and Nights, and Women’s Weekend 2026) with no specified amounts among the three events. Unanimously carried.*

**Sylph, A Contemporary Ballet – Dawn Spring Dance Projects**

It was explained that the ballet would be performed in the round and include a workshop therefore encouraging the overnight stays. The projections included in the grant details are based on the data from their 2024 October premiere. *Motion by Pirzada, second by Fesenmaier, to approve the marketing budget for their August 27 and 28, 2025, mid-week event. Unanimously carried.*

**Venetian Festival – Lake Geneva Jaycees**

Grant application was amended to include a radio ad and billboard. *Motion by Waspi, second by Pirzada, to approval an additional \$2650 for updated marketing included in the July packet. Unanimously carried.*

**Fieldwork at veterans Park – Geneva Lakes Family YMCA**

Grant application was amended to reallocate money (not additional funds) for Vets Park field maintenance – grass edged around the fields, pitching mounds and batter boxes free from holes, proper drainage, additional seeding, and removal of weeds. The invoices submitted for reimbursement will detail the work completed. *Motion by Waspi, second by Pirzada, to reallocate up to \$9300 for maintenance as listed in the amended application. Unanimously carried.*

Final Grant Evaluations from organizations receiving Tourism Grant

**Rediscover Wonder, Geneva Lakes Children’s Museum –**

This evaluation would be a good exemplar to use for a one-and-done event.

**Wee Whiskey Fest, Geneva Lakes Whiskey Club –**

Commissioners felt that this needed to be scheduled off-season. The size of the grant is of concern.

**Winterfest Ice Sculpture Walk 2025, VISIT Lake Geneva – No comment.**

**The Balloon Adventure, 531 Fund –**

There is a tremendous regional and out-of-state reach with this event plus advanced ticket sales.

**Field Work at Vets Park, Geneva Lakes YMCA –**

Numbers for the tournaments exceeded expectations.

**Wisconsin Cheese Festival, Adams PG and Lake Geneva House of Music –**  
Needed more details and analysis.

**Tourism Commission related forms, paperwork, and grant procedures review:  
Criteria/Guidelines for awarding grants, to be included on the grant application**

Part 3 (and other spots) on the Grant Form: staff can revise by removing the QR code and add the actual URL/link to <https://www.lakegenevahotels.org/>. *Agreed by consensus.* Waspi noted that he believes we should follow the JEM Grants guideline that for-profit events, in most cases, should be self-sustaining after three years.

*Commissioners suggested adding Exemplar Grants to the City website for applicants to use as samples.*

**Riviera Ballroom Complimentary Request Form, Heather Jones**

Jones added the payroll costs to the Riviera Comp Request Form for an accurate reflection of the true cost of the donation.

**Promoting the Tourism Commission’s website listing City hotels**

Heather Jones will market the Tourism Commission website for City Hotels using Google Ads. *Motion by Pirzada, second by Migut, to approve up to \$3000 for Google Ads for promotion of <https://www.lakegenevahotels.org/> asap. Jone will include data analytics in her monthly report. Unanimously carried.*

**Knowles-Nelson Grant and Matching Funds**

City Administrator will submit a grant request for August meeting using past grants on file for municipal development.

**Future meeting agenda items and next meeting date –**

**Monday, August 11, at 4:00 PM**

- Knowles-Nelson Grant (see above)
- Budget – add line items for municipal development projects including maintenance; City limits entrance signs and wayfinding kiosks
- Switch Riviera Contractor individual grant requests to line items in the City budget
- Placer.AI update – September
- Downtown Banners – September
- Hwy. 50 Construction Written Update with Plan for Visitors - September
- Note: Include Future Meeting Date on the agenda

*Motion by Migut, second by Waspi, to adjourn at 5:31 p.m. Carried.*

Respectfully submitted,  
Alderman Fesenmaier, Secretary

# RIVIERA BALLROOM - PAID SOCIAL

DATES:

June 1<sup>st</sup>, 2025 - July 20<sup>th</sup>, 2025

OVERVIEW:

Impressions  
**27,087**

Clicks (all)  
**925**

CTR (all)  
**3.41%**

Reach  
**14,588**

Age Mix:

55-64: 50%

45-54: 27%

35-44: 14%

25-34: 8%

18-24: 1%

Gender Mix:

Female: 81%

Male: 19%

We are targeting Ages 18-64,  
Newly Engaged (3-12 months),  
Wedding Interest

The Riviera Ballroom  
Sponsored · 🌐

Considering a truly memorable Lake Geneva Wedding? The Riviera Ballroom located in the heart of Lake Geneva.

Ask about our fall & winter promotion, available October 15, 2025- March 31, 2026.

**The RIVIERA**

A Wedding to Remember [Contact us](#)

Airy with Na

3



Airy with Natural Light

[Contact us](#)



Love's Perfect Setting

[Contact us](#)



Radiant & Romantic Venue

[Contact us](#)

\*CTR means Click-Through Rate - The National Average is 0.08% CTR

# RIVIERA BALLROOM - WEDDINGS PROGRAMMATIC

DATES:

June 1<sup>st</sup>, 2025 - July 20<sup>th</sup>, 2025

OVERVIEW:

Impressions  
**161,662**

Event Targeting: **0.45% CTR**

Addressable Geo-Fencing:

**0.13% CTR / 3 Website Conversions**

Retargeting from Riviera Website:

**0.31% CTR / 28 Website Conversions**

Keyword Targeting:

**0.18% CTR / 3 Website Conversions**

Retargeting from CSW Website:

**0.16% CTR**

Geo-Fencing: **0.22% CTR**

2 were physical conversions,

2 were website conversions

- 2 physical from Gary Gygax Memorial Boutique
- 1 website from White Dress Bridal Boutique
- 1 website from Abbey Resort

Clicks  
**323**

CTR  
**0.20%**

Conversions  
**38**



The RIVIERA WEDDINGS

[MORE INFO](#)

LAKE GENEVA'S PREMIER WEDDING VENUE

\*CTR means Click-Through Rate - The National Average is 0.08% CTR

# RIVIERA BALLROOM - CORPORATE PROGRAMMATIC

DATES:

June 15<sup>th</sup>, 2025 - July 20<sup>th</sup>, 2025

## OVERVIEW:

Impressions

165,035

**Audience Curation: 0.21% CTR**

- We are targeting people with Occupation titles such as Executive Admin, Middle Manager, Upper Management and planner titles

Clicks

580

**Retargeting from Riviera Website: 0.52% CTR**

**Keyword Targeting: 0.17% CTR**

- Top Keywords include: spaces+business, gala, and conferences

CTR

0.19%

**Retargeting from WI/Midwest Meetings Websites: 0.26% CTR**

**Geo-Fencing: 0.17% CTR**



\*CTR means Click-Through Rate - The National Average is 0.08% CTR

# Riviera Ballroom/MATL Update- Tourism Commission Meeting August 2025

## Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 2,965 (+16%)
    - Site Sessions by traffic source
      1. Google (1,045)
      2. Direct (973)
      3. Social Media Ads (404)
      4. City of Lake Geneva (174)
      5. Bing (64)
  - Active Inquiries: 151, 130 recorded for July 2024
  - Avg. Session Duration: 1m 57s (-31%)
  - Site Bounce Rate: 67% (+8%)
  
- WeddingWire & TheKnot: July Stats
  - 499 Visitors
  - 31 Link Clicks
  - 36 Saves
  - 43 leads
  
- Hotels & Lodging Analytics Update Past 30 days:
  - 103 Page Views (+11 from last month)
  - Avg. time spent on page: 3min 57sec (+10s)
  
- [www.lakegenevahotels.org](http://www.lakegenevahotels.org) Analytics
  - 743 Site Sessions (+1,669%)
    - (535) Direct
    - (89) Google Ad
    - (48) Facebook
    - (26) Venetian Fest
    - (5) BID
  - Avg. Session Duration: 3m 4S
  
- Social media ad campaign (weddings and corporate)- please see attached results for the first half of the campaign

## Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
<b>Weddings</b>	28	9	54	55	52	43	45	33	1
<b>Social</b>	1	0	1	5	4	5	3	3	
<b>Corporate</b>	2	1	1	2	3	1	4		
<b>Non-Profit</b>	10	0	3	1	5	4	5	1	
<b>Event Total</b>	<b>41</b>	<b>10</b>	<b>60</b>	<b>62</b>	<b>64</b>	<b>54</b>	<b>57</b>	<b>37</b>	<b>1</b>
<b>Cancellation Total</b>	0	40	11		3	2	4	2	
<b>Rescheduled</b>	0	20	4		1	1	1		
<b>Comp</b>		5	2	5	6	6	9		
<b>Pending Comp Req</b>									

- Sales by year July 2025:
  - 2025 Events- One corporate contract and one wedding contract returned. One non-profit out for signature.
  - 2026 – Five wedding contracts returned. Four wedding contracts, one non-profit and one social contract out for signature. One wedding contract cancelation (already have contract out to replace this date).
  - 2027- No change.
- Last Year- Reported on August 5th; 53 events booked for 2024 and 29 events booked for 2025.

**ACTUAL RIVIERA BALLROOM REVENUE BY YEAR**

**CITY OF LAKE GENEVA RIVIERA REVENUE (NET REVENUE AFTER TAX)**

2019	2020	2021	2022	2023	2024	2025 YTD
\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$297,953.81
<b>CATERING REVENUE</b>						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$23,118.77



Lake Geneva Tourism Commission  
AUGUST 11, 2025  
VISIT Lake Geneva Update

**Partner Events**

- Monthly Partner Meeting – August 19, 8-9am at Duesterbeck’s Brewing Co.

**Public Events**

- 2025 Electric Christmas Parade – December 6
- Winterfest 2026 – January 28 - February 1

**Earned Media Highlights – JULY 2025**

- Conde Nast Traveler | [The 31 Most Beautiful Towns in America](#)
- Up North News | [How to spend a weekend in Lake Geneva: The ideal itinerary](#)
- Chicago Parent Magazine | [Summer Family Fun in Lake Geneva](#)
- Forbes | [Here’s Where to See the Gilded Age Across the United States](#)
- The Everygirl | [10 Destinations in the Midwest for an Affordable Weekend Trip](#)
- National World | [Summer Lovin’: The sunniest lakeside destinations in America revealed](#)
- Travel and Tour World | [Wisconsin Sees Skyrocketing Tourism Growth](#)
- Travel + Leisure | [Travel + Leisure Readers’ 5 Favorite Resorts in the Midwest of 2025](#)
- World Atlas | [7 Best Small Towns in Wisconsin for a Crowd-Free Summer](#)
- Patch.com | [5 Last-Minute Summer Trips Near Milwaukee](#)
- World Atlas | [2025’s 13 Most Scenic Wisconsin Towns](#)
- Smart Meetings | [The Best Life is Lakeside: Lake Geneva Notes from the Road](#)

**MARKETING METRICS – JULY 2025**

**WEBSITE – VisitLakeGeneva.com**

- Visitor Sessions – 205,797 (+8.8%) | YTD 1,084,586 (+6.5%)
- Pageviews – 537,579 (-8.9%) | YTD 2,890,116 (-7.3%)
- Users – 152,650 (+5.9%) | YTD 801,673 (+3.0%)
- Online Guide Visits – 3,790 | YTD 20,808

**Top Pages**

1. Events	70,764 Pageviews
2. Things to Do	41,409
3. Home	27,203
4. Things to Do   Shore Path	17,447
5. Events   Farmers Markets	16,521
6. Stay   Hotels & Resorts	16,492
7. Food & Drink	16,338
8. Stay	14,414
9. Events   Events This Week	13,666
10. Things to Do   Family Fun	12,049

- **Top Cities**
  1. Chicago 24,950 Users
  2. (not set) 12,662
  3. Milwaukee 5,173
  4. Lake Geneva 2,567
  5. Madison 1,517
  6. Minneapolis 1,274
  7. Rockford 931
  8. Wheaton 904
  9. Damascus 833
  10. New York 807

**SOCIAL MEDIA**

- Facebook – 78,365 Followers (+547 MoM) | 1,865,512 Monthly Views
- Instagram – 19,466 Followers (+438 MoM) | 231,036 Monthly Views
- X – 3,575 Followers (+12 MoM) | 1,003 Monthly Impressions
- LinkedIn – 1,962 Followers (+28 MoM) | 5,945 Monthly Impressions
- TikTok – 3,963 Followers (+263 MoM) | 85,595 Monthly Views

**EMAIL SUBSCRIBERS**

- Subscribers – 53,516 (+508)
- Open Rate – 30.8%

**VISITOR CENTER ACTIVITY**

- Phone Calls – 288 (-82) | YTD 1,626 (-421)
- Walk-ins – 1,988 (-201) | YTD 8,205 (-907)
- Emails – 1,127 (-650) | YTD 7,047 (-286)
- Visitors Guides Fulfilled – 1,027 (-621) | YTD 6,574 (-297)

**HOTEL ACTIVITY – JUNE 2025**

- Occupancy – 68.7% (-0.5%) | YTD 51.6% (+8.1%)
- ADR - \$232.91 (+7.9%) | YTD \$190.88 (+10.5%)
- RevPar - \$160.11 (+7.3%) | YTD \$98.57 (+19.5%)

**MEETINGS & EVENTS RFP ACTIVITY – JULY 2024**

RFP #	Total Attendees	Total Room Nights	Type	Event Date	Properties Sourced
1525	5	22	Association	SEP 2025	The Abbey
1526	155	80	Corporate	JUN 2026	Grand Geneva, Lake Lawn
1527	600	1200	Corporate	JUL 2026	Grand Geneva
1528	70	254	Corporate	OCT 2025	The Abbey, Grand Geneva, Lake Lawn
1529	150	100	Corporate	SEP 2025	The Abbey, Grand Geneva, Lake Lawn
1530	25	85	Association	JUL 2026	The Abbey, Grand Geneva
1531	60	0	Education	AUG 2025	Lake Lawn, The Abbey, <a href="#">Bella Vista</a> , <a href="#">Riviera</a> , <a href="#">The Cove</a> , <a href="#">Harbor Shores</a>
<b>7</b>	<b>1065</b>	<b>1741</b>	<b>July 2025 Totals</b>		

**Year-to-Date**

- RFPs Distributed – 80 | RFP Room Nights – 19,205 | RFP Attendees – 12,715

**CITY OF LAKE GENEVA  
ROOM TAX COMPARISONS  
2024 AND 2025**

**2024**

	Room Tax Regular	Room Tax Marketplace	Totals
January	46,345.11	15.52	46,360.63
February	66,449.53	43.29	66,492.82
March	84,536.65	172,059.59	256,596.24
April	63,357.72	20.09	63,377.81
May	106,782.84	118.54	106,901.38
June	225,867.09	189,668.55	415,535.64
July	278,306.46	169.25	278,475.71
August	249,111.16	178.73	249,289.89
September	201,656.62	229,206.50	430,863.12
October	121,703.75	75.05	121,778.80
November	66,614.28	19.20	66,633.48
December	67,256.48	125,153.36	192,409.84
	<u>1,577,987.69</u>	<u>716,727.67</u>	<u>2,294,715.36</u>

**2025**

	Room Tax Regular	Room Tax Marketplace	Additions Room Tax- Reg Since last Reported	Additions Room Tax- Marketplace Since last Reported	Net Totals	Amount Issued to LG Visit	Check Issue Date
January	24,826.04	0.60	27,292.54	-	52,119.18	-	
February	387.96	63.60	52,944.32	-	53,395.88	-	
March	1,074.49	188,602.36	80,199.12	-	269,875.97	-	
April	48,026.62	65.58	13,772.76	-	61,864.96	-	
May	96,255.42	160.61	8,884.02	-	105,300.05	29,919.77	6/6/2025
June	4,208.36	255,320.23	173,475.09	-	433,003.68	59,586.95	7/11/2025
July					-	223,216.47	8/8/2025
August					-		
September					-		
October					-		
November					-		
December					-		
	<u>174,778.89</u>	<u>444,212.98</u>	<u>356,567.85</u>	<u>-</u>	<u>975,559.72</u>	<u>312,723.19</u>	

Note: Marketplace Providers now pay on a quarterly basis

Account Number	Account Title	2025-25 Period Actual	2025-25 Current year Actual	Current year Budget	Variance Current year	% of Budget
<b>TOURISM</b>						
<b>TOURISM</b>						
47-00-00-41210	ROOM TAX	116,837.16	175,503.38	1,400,000.00	1,010,033.74	27.85
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	2,945.61	19,644.63	10,000.00	9,644.63-	196.45
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		119,782.77	195,148.01	1,410,000.00	1,000,389.11	29.05
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	29,919.77	29,919.77	680,000.00	590,493.28	13.16
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	35,000.04	70,000.00	29,166.62	58.33
47-70-00-57150	PROMOTIONAL GRANT	75,940.02	293,495.53	200,402.00	100,593.53-	150.20
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	323.99	8,441.00	221,425.00	212,095.58	4.21
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	238,173.00	238,173.00	.00
TOURISM Expenditure Total:		112,017.12	366,856.34	1,410,000.00	969,334.95	31.25
Net Total TOURISM:		7,765.65	171,708.33-	.00	31,054.16	.00
Net Grand Totals:		7,765.65	171,708.33-	.00	31,054.16	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance		
FUND CASH			05/31/2025 (05/25) Balance	47-00-00-11111			999,149.67		
07/31/2025	CA	10	Cash Allocation - Created: 07/08/25 1:13 PM		116,837.16				
07/31/2025	CA	19	Cash Allocation - Created: 07/16/25 8:18 AM		2,945.61				
06/04/2025	CA-CD	6	CDA Fund Allocation - Created: 06/04/25 12:18			103,550.00-			
06/06/2025	CA-CD	19	CDA Fund Allocation - Created: 06/06/25 10:23			29,919.77-			
06/18/2025	CA-CD	38	CDA Fund Allocation - Created: 06/18/25 11:17			46,607.93-			
06/19/2025	CA-CD	45	CDA Fund Allocation - Created: 06/20/25 10:29			5,833.34-			
06/27/2025	CA-CD	62	CDA Fund Allocation - Created: 06/27/25 12:32			119.99-			
06/30/2025	CA-CD	71	CDA Fund Allocation - Created: 07/02/25 12:35			204.00-			
06/30/2025 (06/25) Period Totals and Balance					119,782.77 *	186,235.03- *	932,697.41		
ACCOUNTS PAYABLE			05/31/2025 (05/25) Balance	47-00-00-21100			103,550.00-		
06/30/2025	AP	153	Summary Transactions from AP System			29,919.77-			
06/30/2025	AP	300	Summary Transactions from AP System			46,607.93-			
06/30/2025	AP	593	Summary Transactions from AP System			5,833.34-			
06/30/2025	AP	672	Summary Transactions from AP System			10,418.60-			
06/30/2025	AP	753	Summary Transactions from AP System			19,033.48-			
06/30/2025	AP	887	Summary Transactions from AP System			204.00-			
06/30/2025	CDA	52025	ELAN FINANCIAL SERVICES		204.00				
06/04/2025	CDA	89048	YMCA		103,550.00				
06/06/2025	CDA	89103	LAKE GENEVA CONVENTION		29,919.77				
06/18/2025	CDA	89168	GENEVA LAKE CHILDREN'S MUSEUM		26,607.93				
06/18/2025	CDA	89169	GENEVA LAKES WHISKEY CLUB CORP		20,000.00				
06/20/2025	CDA	89229	JONES, HEATHER		5,833.34				
06/27/2025	CDA	89249	CHARTER COMMUNICATIONS		119.99				
06/30/2025 (06/25) Period Totals and Balance					186,235.03 *	112,017.12- *	29,332.09-		
RESTRICTED FUND BALANCE			05/31/2025 (05/25) Balance	47-00-00-34800			1,075,073.65-		
06/30/2025 (06/25) Period Totals and Balance					.00 *	.00 *	1,075,073.65-		
ROOM TAX			05/31/2025 (05/25) Balance	47-00-00-41210			58,666.22-		
06/30/2025	JE	26	TRANSFER ROOM TAX			75,806.30-			
06/30/2025	JE	26	TRANSFER ROOM TAX			41,030.86-			
06/30/2025 (06/25) Period Totals and Balance					.00 *	116,837.16- *	175,503.38-		
YTD Encumbrance	.00	YTD Actual	-175,503.38	Total	-175,503.38	YTD Budget	-1,400,000.00	Unearned	1,224,496.62
INTEREST INCOME			05/31/2025 (05/25) Balance	47-00-00-48110			16,699.02-		
06/30/2025	JE	29	REC JUNE LGIP ACTIVITY			2,945.61-			
06/30/2025 (06/25) Period Totals and Balance					.00 *	2,945.61- *	19,644.63-		
YTD Encumbrance	.00	YTD Actual	-19,644.63	Total	-19,644.63	YTD Budget	-10,000.00	Unearned	(9,644.63)
HOTEL/MOTEL ASSN-CHAM OF COMM			05/31/2025 (05/25) Balance	47-00-00-57100			.00		
06/03/2025	AP	51	LAKE GENEVA CONVENTION		29,919.77				
			**Desc: 2025 ROOM TAX SHARE-JAN-MAY 2025						
06/30/2025 (06/25) Period Totals and Balance					29,919.77 *	.00 *	29,919.77		
YTD Encumbrance	.00	YTD Actual	29,919.77	Total	29,919.77	YTD Budget	680,000.00	Unexpended	650,080.23
RIVIERA MARKETING COORDINATOR			05/31/2025 (05/25) Balance	47-00-00-57212			29,166.70		
07/01/2025	AP	578	JONES, HEATHER		5,833.34				
			**Desc: RIVIERA EVENTS COORDINATOR-JUL 2025						
06/30/2025 (06/25) Period Totals and Balance					5,833.34 *	.00 *	35,000.04		

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
YTD Encumbrance		.00	YTD Actual	35,000.04 Total	35,000.04	YTD Budget	70,000.00 Unexpended 34,999.96
PROMOTIONAL GRANT		05/31/2025 (05/25) Balance		47-70-00-57150			217,555.51
06/11/2025	AP	231	GENEVA LAKES WHISKEY CLUB CORP **Desc: GRANT REIMBURSEMENT		20,000.00		
06/11/2025	AP	283	GENEVA LAKE CHILDREN'S MUSEUM **Desc: GRANT REIMBURSEMENT		26,607.93		
05/12/2025	AP	614	IMPRESSIONS COUNT PRINTING INC **Desc: AVIAN GRANT		298.61		
06/20/2025	AP	640	APG OF SOUTHERN WISCONSIN **Desc: PROMO GRANT REIMBURSEMENT		10,000.00		
06/25/2025	AP	695	GENEVA LAKE WOMENS ASSOCIATION **Desc: GRANT REIMB. WOMANS ASSOC.-2025		19,033.48		
		06/30/2025 (06/25) Period Totals and Balance			75,940.02 *	.00 *	293,495.53
YTD Encumbrance		.00	YTD Actual	293,495.53 Total	293,495.53	YTD Budget	200,402.00 Unexpended (93,093.53)
TOURISM MUNICIPAL DEVELOPMENT		05/31/2025 (05/25) Balance		47-70-00-57155			8,117.01
06/14/2025	AP	658	CHARTER COMMUNICATIONS **Desc: INTERNET SERV-JUNE 25		119.99		
05/27/2025	AP	807	ELAN FINANCIAL SERVICES **Desc: LAKE GENEVA HOTELS -YEARLY PLAN		204.00		
		06/30/2025 (06/25) Period Totals and Balance			323.99 *	.00 *	8,441.00
YTD Encumbrance		.00	YTD Actual	8,441.00 Total	8,441.00	YTD Budget	221,425.00 Unexpended 212,984.00
Number of Transactions: 33 Number of Accounts: 9					Debit	Credit	Proof
Total TOURISM:					418,034.92	418,034.92-	.00
Number of Transactions: 33 Number of Accounts: 9					Debit	Credit	Proof
Grand Totals:					418,034.92	418,034.92-	.00

Report Criteria:

- Actual Amounts
- Only Accounts With Balances
- Summarize Payroll Detail
- Print Period Totals
- Print Grand Totals
- Include Only Description Comments
- Page and Total by FUND
- All Segments Tested for Total Breaks
- [Report].Account Number = "47000011111"-47700059500"

**CITY OF LAKE GENEVA**  
**BALANCE SHEET**  
**JUNE 30, 2025**

**FUND 47 - TOURISM**

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	932,697.41	
	TOTAL ASSETS		932,697.41
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
47-00-00-21100	ACCOUNTS PAYABLE	29,332.09	
	TOTAL LIABILITIES		29,332.09
<u>FUND EQUITY</u>			
47-00-00-34800	RESTRICTED FUND BALANCE	1,075,073.65	
	REVENUES OVER EXPENDITURES - YTD	( 171,708.33)	
	TOTAL FUND EQUITY		903,365.32
	TOTAL LIABILITIES & EQUITY		932,697.41

**2024/2025 Tourism Grant Commitments**

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
<b>2024-Meetings</b>							
November	Avian Committee	4,000.00	Avian Committee (Bird Backpacks)	Ongoing-April 2025	1,298.61 \$	2,701.39	6/20/2025
	Winter Bridal Expo	15,000.00	Celebration Management	January 18, 2025	\$	15,000.00	
	Baseball/Softball Travel Tournaments	300,000.00	YMCA	Spring/Summer 2025	103,550.00 \$	196,450.00	5/23/2025
	Rediscover Wonder	32,000.00	Lake Geneva Childrens Museum	March 15, 2025	26,607.93 \$	5,392.07	6/13/2025
	Women's Weekend 2025	20,500.00	Geneva Lake Women's Association	April 25-27, 2025	19,033.48 \$	1,466.52	6/27/2025
December	Downtown Ice Sculpture Walk	17,560.00	VISIT Lake Geneva	Jan 30-Feb 2, 2025	10,369.80 \$	7,190.20	4/15/2025
<b>2025-Meetings</b>							
January	Fall 2025 and Winter 2026 Promo	TBD	Riviera -Heather Jones	Various	1,450.00		5/16/2025
February	Art in the Park	22,280.00	Geneva Lake Arts Foundation, Inc.	August 9-10, 2025	-	22,280.00	
	Wisconsin Cheese Festival	10,000.00	LG house of Music and Adams Publishing Group	May 16-18, 2025	10,000.00	-	6/27/2025
	Taco Fest	10,000.00	LG house of Music and Adams Publishing Group	September 12-14, 2025	-	10,000.00	
March	Wee Whiskey Fest	20,000.00	Geneva Lakes Whiskey Club	April 25-27, 2025	20,000.00	-	6/13/2025
April	None						
May	Corporate Meetings and Events	7,500.00	The Riviera Ballroom	June-September, 2025	7,500.00	-	8/6/2025
	Das Fest Wisconsin	15,000.00	Prost! Das Fest Wisconsin	July 18-20, 2025	-	15,000.00	
	Venetian Festival	27,500.00	Lake Geneva Jaycees	August 13-17, 2025	-	27,500.00	
June	Jazz by the Lake	9,800.00	Midwest Young Artists Concert	19-Jul-25	-	9,800.00	
July	Gala Days and Nights	35,000.00	Geneva Lake Women's Association	October 24-26, 2025	-	35,000.00	
	Sylph, A Contemporary Ballet Performance	7,948.00	Dawn Springer Dance Projects	August 27-28, 2025	-	7,948.00	
	Venetian Festival	30,150.00	Lake Geneva Jaycees	August 13-17, 2025	-	30,150.00	



GENEVA LAKE MUSEUM

**City of Lake Geneva Tourism Commission**

**Tourism Promotion Grant Application August 4, 2025**

**Geneva Lake Museum Supplemental Information**

1. Overview/description

The museum currently has a display dedicated to military support from the SE Wisconsin area dating back to the civil war. This display highlights the contributions to military campaigns from residents of the area and celebrates the rich military history of the region. This past year, a water leak from the roof damaged much of the display in this space and it was decided to take the opportunity to both fix the damage and update the story to celebrate the sesquicentennial of the US. This work involves repair and replacement of display cases, repair of ceiling, floor and wall sections along with associated electrical services.

2. Project budget

Estimated budget based on categories of purchases is as follows:

- Carpentry for wall and ceiling repair - \$1500
- Ceiling tile replacement - \$7500
- Electrical repair and upgrades - \$15,000
- New carpeting - \$8000
- Paint - \$5000
- New and repaired display cases - \$15000
- Mannequins, signage and exhibit needs - \$15,000
- Storage and movers - \$3000
- Total estimated project cost – \$70,000

3. Marketing plan

A roll out marketing campaign will be held end first quarter 2026 announcing the military room upgrade and describing the exhibits using the normal social media outlets used by the museum for communicating activities. Museum weekly e-mail blasts to members will also include information on the new room.

A dedication event for the new military room will be held with invites for veterans from the area, along with families documented in the exhibit space and Lake Geneva city officials. Exact timing of this event to be set closer to opening.

4. Exhibit attendance calculations

Annual attendance to the museum averages 20,000 visits per year. We conservatively estimated that 50% will visit the military room, or 10,000 visits annually. We average 50% rate of guests from outside of the Lake Geneva area, or 5000 visits from non-residents. Assuming 60% of those visitors will stay overnight, we conservatively believe the exhibit will promote 3000 hotel stays.

# Section 1-Submit for Approval

## City of Lake Geneva Tourism Commission

### Tourism Promotion Grant Application

Revised December 2024

Date Submitted: August 4, 2025

Organization: Geneva Lake Museum

Contact Person: Janet Ewing

Phone Number: 262-248-6060

Street Address: 255 Mill St.

City, State, Zip: Lake Geneva, Wi, 53147

Email Address: janetewing@genevalakemuseum.org

Name of Event: Honoring Our Military Heroes

Date(s) of Event: Opening April 2026, aligned with sesquicentennial

Deadline for receipt submittal to the City (45 days after event ending): \_\_\_\_\_

Location of Event: Geneva Lake Museum

Type of Event: Permanent Exhibit  
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 10,000 per year

Have you Applied Before? Yes or No; Explain: Yes - Wizard of Lake Geneva

Where is this event physically located? (street address and governmental jurisdiction):  
255 Mill St., Lake Geneva, Wisconsin

What other governmental bodies have been approached for support and what amount has been received? None

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved **prior** to applying for a tourism grant). Yes / No \_\_\_\_\_

Estimated Number of Overnight Stays: 3000

*Note: Please explain above how you estimated the number of overnight stays.*

Annual Event (Yes/No): No - Permanent Exhibit

*Note: In addition, if chosen, the applicant agrees to include the Tourism Commission logo and its website (link or QR Code) on marketing event/initiative materials including printer materials, banners, event websites and all other social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.*

Grant Amount Requested: \$20,000

**Provide as attachment the following:**

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include the Tourism Commission Logo
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

\*Please beware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application regarding event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.

**Please send the completed application with required additional information, one week prior to meeting, to [cityadmin@cityoflakegeneva.gov](mailto:cityadmin@cityoflakegeneva.gov)**

## City of Lake Geneva Tourism Commission Reimbursement Form

Revised May. 2025

Name: Mike Kramp, CEO

Organization Name: Geneva Lakes Family YMCA

Payment made Payable to: Geneva Lakes Family YMCA

Remittance Address: 203 S. Wells Street, Lake Geneva, WI 53147

Contact Phone #: 262.248.6211 x18 Email: mike.kramp@glymca.org

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
07/15/2025	4416	Midwest Athletic Fields LLC	Turf Batter's/Catcher's Box installation on 6 fields at Vets Park	\$9,300	7/22/25

## Grant Evaluation Form

Revised May 2025

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

[cityadmin@cityoflakegeneva.gov](mailto:cityadmin@cityoflakegeneva.gov)

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

### 1. Provide a final media synopsis that includes the following information:

#### a. Number of customer responses generated from type of media utilized.

A total of 11 weekend tournaments were estimated for the 2025 baseball/softball season. A total of 11 weekend tournaments have been scheduled.

#### b. What media did you use in your campaign?

The Geneva Lakes Family YMCA does not directly market these tournaments. Availability of Veterans Park for tournament play is emailed to a number of organizations that include: Baseball 265, Crush Tidal Waves (CTW) Softball and American Legion Post 24. They send out this information to all travel teams throughout the Midwest to schedule their tournament space. However, the YMCA does create a "Data & Deals" page on their website that is communicated to all travel teams when they register for tournament play at Veterans Park. This website page helps identify places to stay, eat, shop and visit in the City of Lake Geneva and can be found at [GenevaLakesFamilyYMCA.org/baseball](http://GenevaLakesFamilyYMCA.org/baseball)

#### c. What were your target markets?

Our target markets were baseball/softball organizations throughout Wisconsin and portions of the Midwest that are involved in tournament travel play.

### 2. In your grant application you listed estimated number of attendees. What were your actual results?

To date, we have hosted 5 tournaments at Veterans Park bringing in an average of 30 teams per tournament (which is up from our initial proposal of 25 teams per tournament). Based on this increase we have had approximately 6,750 visitors at Veterans Park since tournament play began in April. This is an increase of 1,125 more attendees.

Baseball and softball games are still being played at Veterans Park through July of 2025, there is a break in August and then the final tournament is scheduled in September 2025.

**3. In your grant application you listed estimated number of overnight stays. Please approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.**

To date, there have been 5 tournaments played through June 1, 2025. We estimate that there have been 3,375 overnight stays. This estimate is based on the following calculation:

A total of five-weekend tournaments (Friday-Sunday) have been hosted at Veterans Park since April 2025. Each tournament brings in an average of 30 teams. There is approximately 15 players and coaches on each team which represents 15 families per team with an average of 3 individuals per family unit.

Based on that conservative number a total of 6,750 attendees have been present at Veterans Park for the 2025 baseball/softball tournament play since April. (30 teams X 15 players per team=450 team players X 3 (average size of family/guests accompanying player)=1,350 X 5 tournaments to date=6,750 attendees.

Given the distance these teams are coming to play in the tournament and the length of tournament play (double elimination), it is guaranteed that they will all stay a MINIMUM of one night. If there are 15 families per team and there are 30 teams that participate in ONE tournament there are approximately 450 families (15 families X 30 teams) that will need overnight accommodations for at LEAST ONE NIGHT, FOR ONE TOURNAMENT.

To be conservative, we will then say that at LEAST HALF of these teams will need to stay one additional night which would equate to an additional 225 overnight stays (450/2). We then need to take 450 stays for one night and add the additional 225 stays for those families needing to spend a second night in Lake Geneva for tournament play on Sunday. That total then equals 675 overnight weekend stays for ONE tournament.

A total of five tournaments have been played to date. We need to take the approximate 675 overnights for one tournament with an average of 30 teams and multiply that by five to get the approximate number of 3,375 overnight stays to date.

**4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.**

There is not a need to provide an income/expense statement. There was only one vendor who provided the service that generated only one invoice that totaled the amount in our initial grant request. That backup has been attached to this reimbursement form.

**5. Please include any additional information you would consider pertinent in summarizing your promotion/event.**

The City of Lake Geneva Tourism Commission updated logo was added to our "Data & Deals" website page. A copy of this can be found in this packet or it can be viewed at [GenevaLakesYMCA.org/baseball](http://GenevaLakesYMCA.org/baseball).

Completed by: Mike Coolidge, Sports Operations Director, Geneva Lakes Family YMCA  
mike.coolidge@glymca.org | 262.248.6211 x30



# Memo

**To: Tourism Commission**

**From: David De Angelis, Administrator, Laura Pisarcik, Finance Director**

**Date: August 5<sup>th</sup>, 2025**

**RE: Knowles Nelson Grant Matching Funds**

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Previously the Tourism Commission to supply the matching funds for the Knowles Nelson Grant in the event the City was successful in getting the award. The City has been successful and we were awarded the grant for the project which was a total of \$485,000. The City is therefore respectfully requesting the approval of the transfer of funds for the \$242,500 for the matching portion of the Knowles Nelson Grant, all of which was approved in the 2025 budget.

This transfer will work just like the current one we do for the debt service portion that the Tourism helps supplement for the current bond for the Riviera.

Please feel free to contact either of us if you have any questions.

## Stewardship Local Assistance, Federal Land & Water Conservation Fund, & Recreational Trails Program Grant Application

Form 8700-191 (R 01/2024)

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**Notice:** Use of this form is required by the Department of Natural Resources (DNR) for any application filed pursuant to ss. NR 50.06, NR 50.21, and NR 51, Subchapters XI-XV, Wis. Adm. Code. Personal identifiable information will only be used in conjunction with the programs listed above. If you have any questions contact your local community service specialist. Personally identifiable information provided on this form will be used for program administration and will be available to requesters as required under Wisconsin's Public Records Law [ss. 19.31 - 19.39, Wis. Stats.].

Applicant		Individual Authorized to Act on Behalf of Applicant	
City of Lake Geneva		Charlene Klein	
Street or PO Box		Title	
626 Geneva St.		Mayor	
City, State, Zip Code		Telephone Number	Fax Number
Lake Geneva, WI 53147		(262) 215-3563	
County		E-Mail Address	
Walworth		Mayor@cityoflakegeneva.com	

**Grant Payment Information:**

**ACH Payment Email Address**  or  **Check Mailing Address (if different from applicant)**

treasurer@cityoflakegeneva.com	Name	Address	
	Organization:	City	State ZIP Code

**Section 1: Project Information** **Financial Summary**

**Grant Programs Applicant is Eligible For:** *(refer to eligibility chart in program guidance)*

Stewardship   
  Land and Water Conservation Funding   
  Recreational Trails Program

**Project Type** (select one)   
  Acquisition   
  Development   
  Rehabilitation   
  Maintenance

**Project Title:** Hillmoor Trail System

<b>Financial Summary</b> (Manually complete blue boxes)	<b>Grant Request STEW/LWCF (up to 50%)</b> \$242,500	<b>Grant Request RTP (up to 80%)</b>
<b>Match Sources</b>		
Sponsor Funds (Cash and/or Force Account)	\$242,500	
Donations (Cash, Labor, Materials, Equipment)		
Other (list):		
Total Sponsor Match:	\$242,500	
	<b>Total Project Costs STEW/LWCF</b> \$485,000	<b>Total Project Costs RTP</b>

**Project Location**

Township	Range	<input type="radio"/> E <input checked="" type="radio"/> W	Section	¼ ¼	¼	GPS Coordinates (Decimal Degrees):	County
02 N	18		30	SW	SW	Lat: 42.598191 Long: -88.423117	Walworth
UEI # (12 digits)						<a href="#">Congressional/Legislative District Numbers (link)</a>	
CH5VLMDL1826						WI Senate 11	WI Assembly 32 US Congress 1

Census Tract #: 55127001502  
(Go to <https://screeningtool.geoplatform.gov/en/#3/33.47/-97.5>; Zoom in on location and click to get Census Tract #)

**Section 2: Project Details**

**1. What is the primary purpose of the project?**

The City of Lake Geneva purchased the 189-acre Hillmoor property in 2022. The purpose of installing public hiking trails is to provide safe and scenic public access for residents and visitors to hike the property. The grant will allow the City of Lake Geneva to create 3 1/2 miles of hiking trails on the property, the majority of which will be ADA compliant and user friendly. During public input sessions following the purchase, almost 90 percent of citizens who spoke at the meeting said that this was the number one recreational use they wanted for the property.

**2. Describe in detail which elements of the project will be completed with the requested funds. Please do not include information about tasks which are not part of this funding request.**

The 3 1/2 miles of hiking trails will be created with the grant, as well as a bridge across the White River that allows for emergency vehicle access. In addition, a landscape architect will be hired to recommend landscaping that will add to the scenic beauty of the new trails. The grant does not cover the cost of these trees, shrubs, etc. Finally, the grant will fund five signs for the five trailheads to enter the property that will include a map of the trails and rules for use. QR codes will be provided on the signs.

**3. How will the public use and access the project?**

There are five major entry points. The first is from the Main Street that takes pedestrians across a railroad bridge to an existing trail while the second begins near Eastview Elementary school where there is a public parking lot and city restrooms. The second is off Haskins Street where parking is allowed on the street. At the north end of the property, the city owns a large lot that will provide grass parking for more than 100 cars and there will be a fourth entry point and the fifth entry point is off Highway 50 near the current entrance to the property where there will be parking. Since the uses of these upland areas have not yet been decided, there will be parking on the grass until it is determined what materials and size are needed for parking in this area.

**4. What key partnerships are involved in this project?**

The Geneva Lake Conservancy, an accredited land trust, has developed and opened five public nature preserves and offered to partner with the city on this project. They have used their consultants to develop the trail map and write the grants needed to fund the project. In addition, the Conservancy has completed a management plan for the floodplains and wetland on the northern part of the property and is holding volunteer work days to begin removing invasive species from the property. Other partners include the Friends of Hillmoor, which is removing debris from the southern upland areas and VISIT Lake Geneva, which will feature trail maps and information on the trails at their Visitors Center and on-line. The Hillmoor Ad Hoc committee, composed of a group of citizens and groups that want to support Hillmoor, has been formed by the City Council to determine the other uses of the property.

**5. Who will complete the operations and maintenance of the project?**

The trail system will be installed by a contractor hired by the City of Lake Geneva Public Works Department. Staff from the Geneva Lake Conservancy who have installed previous trail systems will assist. The maintenance of the trails and bridges will be the responsibility of the City of Lake Geneva Public Works Department. Signs will be created and ordered through the Hillmoor Ad Hoc Committee and the landscape architect will also be managed by the committee with final recommendations approved by the City Council.

**6. How did the public provide input for this project? Is there any opposition to the project? If opposition, please explain.**

After purchase was completed in 2022, two public input sessions were held in January, 2023. More than 80 percent of the speakers spoke in favor of keeping the majority of the Hillmoor property as a park with hiking trails and nature activities. In addition, in 2019, public workshops held to update the City's Comprehensive Plan identified new bicycle and pedestrian paths as the major use for this property. There was no opposition to the final hiking trail system although some trails were moved from the wetlands to the uplands to address flooding concerns near the White River.

**7. Explain the approval process for this project.**

The Hillmoor Ad Hoc Committee voted on March 14, 2024 to recommend the final 3 1/2 mile Hillmoor trail system and the Knowles Nelson grant application to the City Council for approval. The City Council approved the plan on xxxxx. The City Council also included the match for the grant in its 2024 budget.

**8. How will the in-perpetuity obligations of these grant funds be managed? Who will be responsible for long-term operation and maintenance of the project and how will future funding be obtained?**

The City of Lake Geneva will include operations and maintenance costs for the trail system in its annual budget.

**Stewardship Local Assistance, Federal Land & Water Conservation Fund, & Recreational Trails Program Grant Application**

City of Lake Geneva

Form 8700-191 (R 01/2024)

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9. **Park/Trail/Recreational Area Name:** Hillmoor (i.e. Lakeshore Park, Big Ben Recreational Area, Six Mile Wilderness Trail, etc.)

**Total Park Acreage:** 189.00      **Acreage for this Project:** 120.00

Project site is undeveloped       Project site is partially developed

10. **Are there any underground utility easements or overhead power lines on the property?** Explain:  
Yes, there are water, electric and gas underground utility easements on the property that are managed by the Utility working with the City of Lake Geneva's Public Works Dept. Because the paths require only shallow digging they will not adversely impact the utility easements. When the bridges are constructed, the utility easements will be considered in the final locations and DIGGERS hotline will be called to mark the locations associated with the bridges.

11. **When will the property or facility be open to the public?** Temporary mowed hiking trails opened April, 2024

12. **Who is the primary project manager?**       Applicant from Page 1       Other - Specify:

13. **Who is handling the financial administration of the project?**       Applicant from Page 1  
 Other - Specify: \_\_\_\_\_

14. **Estimated Project Timeline:**

**Acquisition:** Have you already purchased the property? If yes, date 12/22/2022  
If so, have you received a DNR "letter of retroactivity" for the project?       Yes       No  
If no, anticipated closing date: \_\_\_\_\_

**Development:** Anticipated Start Date      10/01/2024  
Anticipated Completion Date      06/01/2025

15. **Describe the current project site and use.** (Include physical characteristics, topography, vegetation cover type, presence of any waterways/wetlands, current land use and zoning classification, etc.)  
The majority of the property or about 120 acres is an abandoned golf course with scattered trees and overgrown grass that slopes north towards the White River. The river has its original meander on the north end of the property and is surrounded by a 60-acre floodplain dominated by buckthorn and other invasive species. The river is ditched as it flows out of Lake Geneva into Hillmoor. In total, there are approximately 5,600 linear feet of the river on the property, including both banks. A Primary Environmental Corridor overlays most of the wetlands and floodplains. There is a medium quality oak savanna on the eastern edge of the property with oaks and other native trees scattered throughout the property. The property is currently zoned private recreational use.

16. **If applying for RTP, will any tree removal occur? If yes, how many trees and what is the average d. b. h. (diameter, breast, height)?**  
We are not applying for an RTP. Only dead and diseased native trees will be removed.

17. **Has the area been surveyed for endangered and rare species?** If yes, explain.  
The SEWRPC biologist Zach Kron is coming out to survey the property this sMay. In a 1990s survey, no rare or endangered species were identified on the site, but the segment of the White River did contain two species of

**Stewardship Local Assistance, Federal Land & Water Conservation Fund, & Recreational Trails Program Grant Application**

City of Lake Geneva

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concern, including the least darter, a species of concern and the long-tailed sunfish, a state threatened species. Zach Kron says the aquatic survey is being updated and he will let us know if these species are still present when it is completed.

18. Have you discussed the project with your regional DNR Regional Project Manager within the past 3 months?

Yes  No

DNR Contact Sara Debruijn

19. Has consultation with a DNR Water Management Specialist occurred prior to submitting the application? (if applicable)

Yes  No

DNR Water Management Specialist Contact Erin Cox

**IF ACQUISITION:**

20. The landowner (seller) is a(an):  Individual  Developer  Corporation  Other: \_\_\_\_\_

21. Is the property located within the boundaries of another unit of government?  Yes  No

If yes, attach copy of approval resolution from other jurisdiction.

22. Is the property currently being leased or rented?  Yes  No

If yes, Date agreement expires: \_\_\_\_\_

If yes, explain and include copy of the lease.

23. Are there any buildings on the property?  Yes  No

If yes, explain what will be done with them.

24. After (or at the time of) the land purchase, will a conservation easement be executed on the property?  Yes  No

If yes, explain and attach draft easement.

25. Did the seller originally acquire property 3 or less years before expected date of purchase?  Yes  No

If yes, attach copy of seller's deed for potential grant calculation purposes.

26. Will the property be transferred to another eligible sponsor?  Yes  No

If yes, explain and provide the adopting resolution from the accepting sponsor

27. **Is seller requiring payment for property over time?**  Yes  No  
 If yes, explain.

**IF DEVELOPMENT:**

28. **Does someone other than the applicant from page 1, own the site?**  Yes  No  
 If yes, explain and attach easement or lease document.

29. **Does the State of Wisconsin own the site?**  Yes  No  
 If yes, explain and attach the land use agreement/memorandum of understanding.

30. **What soil disturbance will be occurring on the site and what is the size of the total disturbed area?**  
 The crushed limestone path will be put on top of the soils and the asphalt paths will require minor digging. The bridge will require digging for the support beams but th soil disturbance will be less than one acre.

**Required Application Attachments**

Please submit the following documents as attachments to the grant application. Note that some attachments are only applicable to select project types.

Acq. Project	Dev. Project	Required Application Documents	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	1	Grant Application (Form 8700-191) – <b>Must be Signed by Project Applicant</b>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	2	Response to Ranking Questions & Criteria (Form 8700-338) and required documentation
<input type="checkbox"/>	<input type="checkbox"/>	3	Grant Applicant Governing Board Resolution supporting the project and approval of budgeted matching funds. Refer to a sample resolution template found at <a href="#">Local units of government application process   Wisconsin DNR</a> in the application tab.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	4	Project Location Map
<input type="checkbox"/>	<input checked="" type="checkbox"/>	5	Project Boundary Map
<input type="checkbox"/>	<input checked="" type="checkbox"/>	6	USGS TopoQuad Map of project area – <a href="https://dnr.wisconsin.gov/topic/SurfaceWater/swdv">https://dnr.wisconsin.gov/topic/SurfaceWater/swdv</a> . Contact regional project manager for assistance.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	7	Aerial photo map
<input type="checkbox"/>	<input checked="" type="checkbox"/>	8	Recordable Legal Description and GPS Coordinates
<input type="checkbox"/>	<input checked="" type="checkbox"/>	9	Environmental Hazards Assessment Form (Form 1800-001)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	10	Cost Estimate Worksheet (Form 8700-014)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	11	Estimated Construction/Acquisition Timeline
<input type="checkbox"/>	<input checked="" type="checkbox"/>	12	Site Plan ( <i>for Development Projects: show facilities to be constructed with grant assistance; for Acquisition Projects: identify planned trails or facilities</i> )
<input type="checkbox"/>	<input type="checkbox"/>	13	Remediation Plan and (if available) signed DNR Final Close-out Letter ( <i>applicable only to projects with brownfields</i> )
<input type="checkbox"/>	<input type="checkbox"/>	14	Copy of related Grant Application and/or Grant Agreement ( <i>applicable only if applicant is proposing a grant as all or part of their local match</i> )
<input type="checkbox"/>	<input checked="" type="checkbox"/>	15	Public Access & Acceptable Uses Form (Form 8700-322)

## Stewardship Local Assistance, Federal Land & Water Conservation Fund, & Recreational Trails Program Grant Application

<input type="checkbox"/>	N/A	16	Appraisal (applicable to all acquisition projects and development projects that propose land donations as match)
<input type="checkbox"/>		17	Offer to Purchase <i>(if available)</i>
<input type="checkbox"/>		18	Relocation Plan <i>(if applicable)</i>
<input type="checkbox"/>		19	Copy of Seller's Deed <i>(applicable only if seller has owned property for less than three years)</i>
<input type="checkbox"/>		20	If acquisition is located outside of the applicant's jurisdiction, a resolution is required from the jurisdiction where the property is located
<input type="checkbox"/>		21	Land Management Plan
<input type="checkbox"/>		22	Agricultural Resource Impact Determination document from DATCP <i>(applicable only to acquisition projects with agricultural activity on the property)</i>
N/A	<input type="checkbox"/>	23	Copy of Warranty Deed, Draft or Final Easement, Land Use Agreement, or Lease Document
	<input type="checkbox"/>	24	Required permits, if available

**Certification**

I certify that information in this application and all its attachments are true and correct and in conformity with applicable Wisconsin Statutes.

<b>Name of Authorized Representative</b>	Title
Signature	Date Signed

**Instructions:** Refer to the ranking questions and criteria in the Grant Program Guidance for the Stewardship Local Assistance (LUG), Federal Land and Water Conservation (LWCF) and Federal Recreation Trails (RTP) grant programs. This form may be used to submit the required responses with the application package. Indicate "N/A" for any questions that are not applicable to the project.

**Notice:** Project selection criteria for these grant programs are developed per Ch. 23, Wis. Stats. NR 51, Wis. Admin. Code, NR 50, Wis. Admin. Code, and provisions of the programs outlined in federal law. Personal information collected on this form will be used for administrative purposes and may be provided to requesters to the extent required by Wisconsin's Public Records law [ss. 19.31-19.39, Wis. Stats.].

Project Sponsor City of Lake Geneva	Project Name Hillmoor Trail System-Phase I	County Walworth	Date 03/24/2024
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If any discrepancies exist between form 8700-338 and published grant guidelines, the grant guidelines shall take precedence.

**Section A: All Applicants**

Initial Eligibility Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>1 COMPREHENSIVE OUTDOOR RECREATION PLAN (CORP):</b></p> <ul style="list-style-type: none"> <li>Is the project identified in a Comprehensive Outdoor Recreation Plan approved by the applicant or the County where the applicant resides?</li> <li>Does the project support a goal identified in an approved Comprehensive Outdoor Recreation Plan?</li> <li>Does the project support a goal identified in the State Comprehensive Outdoor Recreation Plan (SCORP)? (RTP only)</li> </ul>	N/A	<p>Provide plan name, copy of cover page, and page number/ chapter reference.</p> <p>For projects that support a goal of the Statewide Comprehensive Outdoor Recreation Plan, please identify the specific goal(s) supported by the proposed project.</p> <p>LWCF projects must be specified in a CORP; Stewardship projects must be consistent with CORP goals.</p> <p>A CORP must be updated every five years. It may be referred to as a Parks and Open Space Plan. The CORP is not the same as the Comprehensive Plan, which refers to plans developed and adopted per requirements of S. 66.1001, Wis. Stats.</p>	
<p><b>Applicant Response</b></p> <p>The Hillmoor project meets the goals of the Park and Open Space Plan for Walworth County updated in 2022 (p.54), including the following: Goal 1 -To provide an integrated system of public general use outdoor recreation sites . . .that allow residents to participate in a wide range of outdoor recreation activities. The Hillmoor Trail System provides a variety of outdoor recreational activities including hiking, wildlife viewing and fishing; Goal 4 - To provide sufficient outdoor recreation facilities to allow the resident population adequate opportunity to participate in extensive land-based outdoor recreational activities; Goal 5 To provide sufficient access areas t(there is 5 access areas in the proposed Hillmoor Trail System) to allow the resident population to participate in extensive water-based outdoor recreational activities on lakes and rivers; and Goal 6- to preserve sufficient high quality open space lands to protect the underlying and sustaining natural resource base and enhance the social and economic well-being , environmental quality and biodiversity of the County (p. 54) The trail system also allows for protection and restoration of the Primary Environmental Corridor identified on p. 66 "that contain critical species habitat" as defined by the state threatened long-eared sunfish and species of concern least darter identified in this segment of the White River.</p>			

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Initial Eligibility Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
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The proposed project also supports the goals of the Comprehensive Outdoor Recreation Plan for the City of Lake Geneva (p.20-22), including Goal 4 - provide a seamless network of trails that provide safe and easy access for residents. The Phase I trail system includes five access points -- including one from the Main Street Business District, one from the existing city park near Eastview School, one from Haskins Road and one from Sheridan Springs Road and one from Highway 50 - the later two will have parking for more than 100 cars and are easily accessed by car from Highway 12. The new Hillmoor Trails will link with existing pedestrian trails at both the White River Park and Sheridan Springs road trailheads. The project also supports strategies under Goal 1 including Strategy 8 - Increase the diversity of recreational opportunities (active and passive, resource-oriented and non-resource-oriented, water based and land based) and ensure that they are well distributed throughout the City and Strategy 10 -- Provide ADA complaint barrier-free access in all new and improved park facility construction. The 10 foot wide crushed limestone trails and existing and new asphalt golf cart trails meet ADA standards and are user friendly. In addition, the trail system ensures access to restore previously unreachable wetland areas along the White River by organizing volunteer groups to remove invasive buckthorn and honeysuckle thereby meeting Goal 2 of preserving the City's natural resources and amenities for the benefit of current and future residents.

Finally, the Hillmoor Trail System, which was developed under a partnership with the Geneva Lake Conservancy, supports Goal 3, Strategy 3 -- Establish new methods for the development of recreational facilities (i.e. public-private partnerships). The Conservancy is a 501c3 not-for-profit organization, which already owns and manages 5 public nature preserves with more than 5 miles of trails and has agreed to partner with the city to both raise tfunds for the project and help Public Works employees oversee the installation of the trail.

The proposed Hillmoor 3 1/2 mile trail system meets the first three goals of the SCORP plan 2019-2023 (p.50)by boosting participation in outdoor recreation by providing parks near population centers. As the map shows, Hillmoor is within the city limits of Lake Geneva and provides access to the more than 8,000 residents and visitors who spend \$61 million annually on recreational activities. (See attached VISIT LAKE GENEVA letter). The second goal is partnerships and the city will be working with an accredited land trust, the Geneva Lake Conservancy to create the trail system based on the Conservancy's experiences of opening 5 public nature preserves and working with Walworth County to fund the bridges and natural area restoration at White River County Park. The third goal is to provide high-quality experiences and the trail winds through a Primary Environmental Corridor along a meandering section of the White River, through an oak savanna and among oaks and other native plants and trees on this 189-acre property, providing excellent wildlife viewing. It also meets Gaps and Needs identified in the SCORP plan on page 52, including the need for more trails (2) and water access (3) by providing this high quality trail system along the White River, where users can fish and wade in the river.

Finally, the SCORP plan identifies that walking and hiking are one of the Top 5 nature-based outdoor activities favored by Wisconsin residents and the number #1 need identified in their home county is hiking, walking and running trails (p.2)

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Project Sponsor City of Lake Geneva	Date 2024-03-24
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## LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Initial Eligibility Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
<b>2</b>	<p><b>LAND MANAGEMENT PLAN (Acquisition Projects Only):</b>            The applicant has a plan for long-term management of the property that preserves and enhances its conservation and/or recreational value.</p>	<b>N/A</b>	<p>Submit copy of land management plan. For local governments, this information may be included in the CORP, parks management plan, or other document.</p> <p>NCOs are required to submit a Land Management Plan if they intend to keep the property long-term.</p> <p>For Stewardship and LWCF acquisition projects, sponsors must adhere to the program requirements in perpetuity.</p>	
<b>Applicant Response</b>				
<b>3</b>	<p><b>LEGAL RIGHT TO CONSTRUCT (Development Projects Only):</b>            The applicant has the legal right to construct the proposed project and meet post-grant compliance requirements.</p>	<b>N/A</b>	<p>Submit copy of deed, lease, easement, memorandum of understanding, or other documentation. Draft lease or easement documents are acceptable if negotiation of key components (e.g. legal description, compensation) have been deemed acceptable to all parties.</p>	
<b>Applicant Response</b> See deed in notebook				

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## LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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### Section B: All Applicants

Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
<b>4</b>	<b>DURATION - PROJECT AREA ON LAND OWNED BY OTHER ENTITY:</b> Trail project area is located on an easement or leased land where the applicant holds a 25-year or greater easement or lease as of the date of application. (1 pt.)	<b>1</b>	Applicants should provide a copy of the easement or lease documentation. <i>If applicant owns the land, this question does not apply.</i>	
<b>Applicant Response</b> The City of Lake Geneva purchased the entire property in December 2022.				
<b>5</b>	<b>GREEN TIER:</b> The applicant is a designated Green Tier Legacy community or part of another Green Tier Charter. (0.1 pt.)	<b>0.1</b>	See the Green Tier website for eligible Legacy Communities for this point. Clear Waters Initiative Communities are eligible for this point if the proposed project will benefit water resources.  <a href="https://dnr.wisconsin.gov/topic/GreenTier/Participants/CharterPages/LegacyCommunities.html">https://dnr.wisconsin.gov/topic/GreenTier/Participants/CharterPages/LegacyCommunities.html</a>	
<b>Applicant Response</b> n/a				
<b>6</b>	<b>RAILROAD CORRIDOR:</b> The project will acquire or develop an abandoned rail corridor for outdoor recreation. (0.1 pt.)	<b>0.1</b>	This tiebreaker is only awarded for the acquisition or initial development of a property.	
<b>Applicant Response</b> The initial development of the property for public recreation will include the use of an old railroad bridge over the White River that provides access to the trails from the Main Street business district. A trailhead with maps will be located there.				

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**LUG, LWCF and RTP Grant Program  
Ranking Question & Criteria Responses**

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Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>7 SAFE ACCESS:</b> Users have an existing opportunity for safe and legal parking and access to the project site or the proposed project will significantly improve safe and legal access to the site. (0.1 pt.)</p> <p><b>Applicant Response</b> Yes, there are 5 entry points to the trail system as shown on the attached map Q7. Beginning at the northern entry to the property (E4), there is a grass lot owned by the city that provides entry from Sheridan Springs Road. A parking lot there could provide parking for more than 100 cars. There is a second parking lot on the south side of the property at the historic entrance (E5) to the former Hillmoor golf course that will provide parking for an additional 20-30 cars. The entry point on Main Street (E1) is for pedestrians who want to enter from the Main Street Shopping District. On the west side of the property near Eastview School (E2) there is city parking for approximately 30-40 cars for the existing dog park and frisbee golf course that will be retained. There are also city restrooms at this location. Further north is an entry point (E3) from Haskins Street where there is public parking on the street.</p>	0.1	Projects that provide access only via roadside parking would not receive points for this question.	
<p><b>8 RURAL PROSPERITY INITIATIVE:</b> The project area is located in a rural city, village, town or township of less than 2,500 residents. (1 pt.)</p> <p><b>Applicant Response</b> n/a</p>	1	For counties, the city, village, town or township project site within the county is less than 2,500 residents. Provide 2020 project site census data.	

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Save a copy of the file, open Adobe Reader, select File > Open and browse for the file you saved.

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## LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>9 PROJECT ADDRESSED IN PLANS OTHER THAN A CORP OR COMPREHENSIVE PLAN:</b></p> <p>The project is referenced in or supports other applicable plans, such as a local green space plan, integrated resource management plan, riverfront restoration plan, water quality plan, or other applicable plan approved by a governmental unit (including DNR Master Plans or State Trail Plans). (1 pt.)</p>	<b>1</b>	<p>Provide copies of the plan cover page and page(s) that describe the subject project.</p> <p>The SCORP is not considered an additional plan.</p>	
<p><b>Applicant Response</b></p> <p>Yes, the project is addressed in the SEWRPC Regional Natural Areas and Critical Species Habitat Protection and Management Plan for Southeastern Wisconsin, Planning Report No. 42. as two State-designated threatened fish species have been identified in the segment of the White River on the Hillmoor property. See attached.</p>			
<p><b>10 INTERGOVERNMENTAL COOPERATION:</b></p> <p>The project is being developed in close cooperation between two separate governmental entities. (2 pts.)</p> <p><b>Note:</b> Nonprofits are not eligible for these points.</p> <p>The project will fulfill goals for two separate governmental entities. Both entities will contribute to the project either financially (land, matching funds), with labor or management of the property once the project is complete.</p> <p><b>OR</b></p> <p>The project is being developed in a joint effort between two or more governmental entities.</p>	<b>2</b>	<p>Provide plan name, copy of cover page, and page number/ chapter reference, if applicable.</p> <p>The partner jurisdiction must have a joint role in the project, such as voluntary contribution of matching funds or force account services. Letters of support are not sufficient to receive these points. Regional projects that are being developed cooperatively by multiple governmental entities also will receive credit for this question. Land owned by one government entity and developed by a separate government entity would be eligible for these points.</p>	
<p><b>Applicant Response</b></p> <p>n/a</p>			

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**LUG, LWCF and RTP Grant Program  
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Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>11 PREVIOUS GRANT COMPLETION:</b></p> <ul style="list-style-type: none"> <li>Applicant has successfully completed and closed all previous Stewardship Local Assistance, LWCF, or RTP grants. (1 pt.)</li> <li>Applicant did not receive a Stewardship Local Assistance, LWCF, or RTP grant in application years 2019-2023 (Fiscal Years 2020-2024). (1 pt.)</li> </ul> <p><b>Applicant Response</b> The City of Lake Geneva did not receive a Stewardship Local Assistance, LWCH or RTP grant in application years 2019-2023. It did receive a Stewardship Local Assistance grant approximately 10 years ago to purchase 90 acres of the Hillmoor property, but did not use the grant to purchase the property at that time.</p>	<p><b>2</b></p>	<p>Applicants should provide a list of applicable grants. Stewardship Local Assistance, LWCF, or RTP grants executed in application year 2022 (Fiscal Year 2023) and <b>RTP maintenance grants (all years) are not considered when evaluating eligibility to receive these points.</b></p>	
<p><b>12 SUSTAINABILITY AND CLIMATE RESILIENCY:</b></p> <p>Project will use sustainable and green infrastructure practices and products in both development and acquisition projects.</p> <p>Applicant will take steps to:</p> <ul style="list-style-type: none"> <li><u>Reduce Contributors to Climate Change</u> Examples: reduce heat island effect, cool/green roofs, canopy improvement, use of renewable/zero emissions energy sources, etc.</li> <li><b>OR</b></li> <li><u>Improve Water Quality</u> Examples: stormwater retention and/or filtering (bio basins for site), eliminate impervious surfaces, use of pervious pavements, protection and restoration of wetlands, provide public a source for contaminate-free drinking water. (1 pt.)</li> </ul> <p><b>Applicant Response</b> The Hillmoor Management Plan included in this application will improve water quality particularly in Area 1 and 2, which is categorized as degraded riparian wetland. The goals are to restore the native plant communities by removing the invasive species, particularly the European alder, buckthorn and honeysuckle. and reseed them with native sedges, grasses and wildflowers. Removal of the invasive species will also allow the regeneration of existing native seed banks. All of these restored areas of native plants will help filter stormwater runoff into the White River and improve water quality.</p>	<p><b>1</b></p>	<p>Applicant should describe the way materials, design, and other project elements promote and reduce contributors to climate change, improve water quality or similar sustainability principles.</p> <p>For development projects, applicants should provide documentation regarding the extent to which proposed practices or products are above-and-beyond traditional construction. Stormwater retention ponds exceeding the size of the requirements.</p> <p>Installation of solar lighting will qualify for the point. Use of LED lighting is standard practice and will not result in receiving the point.</p> <p>For acquisitions, applicants should explain how the property will increase green space, improve water quality or climate resiliency in the community.</p>	

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
<b>13</b>	<p><b>ACCESS TO OTHER OUTDOOR RECREATION FACILITIES:</b> The proposed project provides access to other existing developed facilities, such as campground, fishing pier, local park, etc. (1 pt.)</p> <p><b>Applicant Response</b> Yes, the proposed project will improve access to the dog park and frisbee golf course by providing pedestrian access from Main Street (E1) and from the Haskin Street access point (E3).</p>	<b>1</b>	Provide documentation that shows the relationship between the proposed project and the existing facility/facilities.	

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## LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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### Section C: Stewardship Local Assistance & LWCF Eligible Projects

Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>14 FINANCIAL SUPPORT:</b></p> <ul style="list-style-type: none"> <li>Applicant has identified external (non-applicant) funding sources of at least 50% of the applicant's proposed matching funds. (1 pt.)</li> <li>Applicant has an existing agreement with a nonprofit, service, or similar organization that decreases the applicant's costs for ongoing operation and maintenance. (1 pt.)</li> </ul>	<b>2</b>	<p>Applicants must provide letters of commitment from local contributors, proof of budget approval, or similar documentation of financial support.</p> <p>For the ongoing operation and maintenance point, applicants must provide a copy of a Memorandum of Understanding or similar agreement executed with the partner organization.</p> <p><b>Note:</b> Tax Increment Funding (TIF) district funds are considered applicant funds.</p>	
<p><b>Applicant Response</b> n/a</p>			
<p><b>15 PROJECT IMPACT:</b></p> <ul style="list-style-type: none"> <li>The project is the first-of-its-kind for the applicant. (1 pt.)</li> <li>The project is adjacent to and supports a recreational resource that draws visitors from the region. Data must be provided to receive these points. (2 pts.)</li> </ul>	<b>3</b>	<p>"First-of-its-kind" means the applicant has never done this type of project at any sites within their jurisdiction.</p> <p>To receive full points for this question, applicants must provide suitable documentation that supports the regional nature of the recreational resource (e.g. tourism or seasonal increase in population statistics)</p>	
<p><b>Applicant Response</b> Yes, this is a "first of its kind" project for the City of Lake Geneva, which has never created 3 1/2 hiking trails that are ADA user friendly.</p> <p>The Hillmoor Hiking Trail System is adjacent to the White River, which is a recreational resource and provides 90 acre of floodplain and a total of 189 acres of scenic and natural open space for residents and visitors to explore. The trail system is designed to have multiple access points, including pedestrian access from the Main Street Business District and by car at four other access points. The Main Street Business District on the shores of Lake Geneva draws more than 15,000 visitors a year and new signage will direct them to the trail system and park..</p>			

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## LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>16 NATURAL HERITAGE INVENTORY (NHI):</b></p> <ul style="list-style-type: none"> <li><b>Acquisition:</b> Proposed acquisition includes property that is on the NHI list or otherwise formally recognized. (1 pt.)</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li><b>Development:</b> Development plans that identify the NHI resource and how the applicant will enhance and protect these features on the property. (1 pt.).</li> </ul>	<b>1</b>	<p>Provide documentation that the property is included on the DNR Natural Heritage Inventory and/or narrative description of the location of NHI resources relative to proposed site development plan.</p> <p>Describe what measures will be taken to preserve, enhance, and protect NHI features.</p>	
<p><b>Applicant Response</b> n/a</p>			
<p><b>17 UNIQUE NATURAL FEATURES:</b></p> <ul style="list-style-type: none"> <li><b>Acquisition:</b> The proposed project includes acquisition of land with unique aesthetic/scenic value, natural value, ecological value, unique natural features. (1 pt.)</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li><b>Development:</b> The proposed project includes development of recreational opportunities that support unique natural features and/or scenic highways. (1 pt.)</li> </ul>	<b>1</b>	<p>Applicant should submit information documenting the specific unique natural features being protected or enhanced by the proposed project.</p>	
<p><b>Applicant Response</b> Yes, the new trail system will provide access to a natural meandering area of the White River where those on the trail can wade, fish or just admire the view of a river that has not been ditched.</p>			
<p><b>18 DAM REMOVAL:</b> The project was identified in or supports goals of a DNR-approved dam abandonment plan. (2 pts.)</p>	<b>2</b>	<p>Provide plan name, copy of cover page, and page number/ chapter reference, if applicable.</p> <p>If the dam abandonment plan is more than five years old, the applicant should provide documentation demonstrating that the plan is still viable and current.</p>	
<p><b>Applicant Response</b></p>			

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## LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
<b>19</b>	<p><b>URBAN POPULATIONS (list located on pg. 31):</b></p> <p>The project includes land acquisition or development of a property in a designated urban/urbanized area or project site is located outside of, but primarily serves, a designated urban/urbanized area as identified on page 31. (1 pt.)</p>	<b>1</b>	See the Community and Population Information located on pg. 31 . If applicant is not on the list of qualifying urban/urbanized areas, but serves a transient population, the applicant should provide documentation regarding recreational needs of transient populations that would be met by the proposed project.	
<b>Applicant Response</b>				
<b>20</b>	<p><b>DIVERSITY OF INTENDED USERS:</b></p> <p>The project is intended to serve specific diverse populations (e.g. elderly, minority, disabled, low-income). Describe the intended users and how they will benefit from this project. (1 pt. ADLP, UR; 2 pts. LWCF)</p>	<b>1-2</b>	<p>Provide intended user demographics and how users are benefitting from this project.</p> <p><b>Note:</b></p> <ol style="list-style-type: none"> <li>1. Serving nearby schools is not sufficient to qualify for this point.</li> <li>2. This is not intended to be an ADA compliance question.</li> </ol>	
<b>Applicant Response</b>				
<b>21</b>	<p><b>WATER ACCESS:</b></p> <p>The project will significantly improve or expand existing water access for water-based outdoor recreation within the applicant's jurisdiction. (1 pt.)</p>	<b>1</b>	Direct water access includes frontage on rivers, streams, lakes, estuaries, reservoirs, and flowages where there currently is no public access. An example is an ADA pier to provide new, enhanced access.	
<b>Applicant Response</b>				
<p>Yes, the project will significantly improve existing water access through entry on the north end of the Hillmoor property to the White River, which has more than 5,600 linear feet frontage on the Hillmoor property. . A proposed kayak/canoe launch from Haskin Street is planned from the existing road down to the River. The Water Trail would follow the White River to White River County Park where paddlers could disembark.</p>				

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<b>22</b>	<p><b>BROWNFIELDS:</b> The project involves brownfield redevelopment, as the term is defined in S. 23.09(19)(a)1., Wis. Stats. (2 pts.)</p> <p><b>Applicant Response</b> n/a</p>	<b>2</b>	<p>Provide documentation showing that the site meets definition per Wis. Stat. § 23.09(19)(a)1. and applicant is allowed to acquire or develop the site (e.g. site closure letter, environmental reporting, blight district, etc.).</p>	
<b>23</b>	<p><b>NATURE-BASED OUTDOOR ACTIVITIES (Acquisition Projects Only):</b> After acquisition, the public will be able to conduct all five designated nature-based outdoor activities on the project property. (2 pts.)</p> <p><b>Applicant Response</b> n/a</p>	<b>2</b>	<p>This question applies to acquisition projects only. Applicants submitting a development project application should answer "N/A" to this question.</p> <p>Nature-based outdoor activities include hunting (gun and bow), trapping, fishing, hiking, and cross-country skiing (as defined in Ch. NR 52, Wis. Admin. Code).</p> <p>For acquisition of properties with no water access, applicants should consider fishing as an available activity for purposes of this question.</p>	

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<b>24</b>	<p><b>COMMUNITY GARDENS (Acquisition Projects Only):</b> The project will provide land for non-commercial gardening activities within or serving residents of urban areas. (1 pt.)</p> <p><b>Applicant Response</b> n/a</p>	<b>1</b>	This question applies to acquisition projects only. Applicants submitting a development project application should answer "N/A" to this question.	
<b>25</b>	<p><b>PROJECT CONTINUITY:</b></p> <ul style="list-style-type: none"> <li><b>Acquisition:</b> Applicant has already acquired some of the land for the project. (1 pt.)</li> <li><b>Development:</b> Applicant has already acquired or developed some eligible facilities for the project without grant assistance. (1 pt.)</li> </ul> <p><b>Applicant Response</b> Yes, this is a development project but the City of Lake Geneva already has a dog park and frisbee golf course on the site. In addition, mowed walking trails were created to allow pedestrian access in the spring of 2024.</p>	<b>1</b>	Provide narrative description of acquisition and/or facilities being developed, including type of funding used.	
<b>26</b>	<p><b>PRODUCTS:</b> Project will use products made in Wisconsin from recycled materials. (1 pt.)</p> <p><b>Applicant Response</b> Yes, the trail system will feature benches and trash receptacles made from recycled plastic made by Thomas Steele of Wisconsin.</p>	<b>1</b>	Provide documentation showing products to be used and anticipated vendors.	

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<p><b>27 PRODUCTS TIMELINE:</b>  <b>Acquisition:</b></p> <ul style="list-style-type: none"> <li>• Land can be acquired within one year. (1 pt.)</li> <li>• The property appraisal is complete. (1 pt.)</li> <li>• Applicant has a seller accepted offer-to-purchase or option. (2 pt.)</li> </ul> <p><b>Development:</b></p> <ul style="list-style-type: none"> <li>• The project can be completed prior to June 30, 2027. (1 pt.)</li> <li>• Design work is at 30% or more. (1 pt.)</li> <li>• Ch. 30 and/or 31 required permit application(s) have been submitted. (1 pt.)</li> </ul>	<p><b>4-3</b></p>	<p>Applicant should provide a current timeline for the acquisition or development project.</p> <p>Applicants are highly encouraged to contact DNR prior to executing an appraisal contract for grant purposes. Similarly, contact DNR Wetlands/Waterways and/or DNR Stormwater staff if permitting is needed for proposed project.</p> <p>Provide engineer drafted plan set showing 30% design completed or similar site plan as approved by applicant public works department. For Ch. 30 and 31 permits provide DNR notice of application receipt.</p>	
<p><b>Applicant Response</b>                      The project, including trails and bridge is expected to be completed in 2025. Erin Cox, DNR Wetlands/waterways specialist has visited the site and given preliminary approval for the trails and bridge in the wetlands, but permit requests have not yet been submitted.</p>			
<p><b>28 RIVERWAY ACQUISITION (Acquisition Projects Only):</b>                      For land acquisition projects, the proposed acquisition will contribute significantly to the overall success of an urban river project or comprehensive riverway or lake management plan. (1 pt.)</p>	<p><b>1</b></p>	<p>Applicants should describe how the proposed acquisition contributes to the success of the plan.</p>	
<p><b>Applicant Response</b>                      n/a</p>			

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<p><b>29 COMPREHENSIVE PLAN (Not the CORP):</b></p> <ul style="list-style-type: none"> <li>The applicant has or is developing a comprehensive plan for their local jurisdiction (as defined in S. 66.1001, Wis. Stats.) with provisions that support intergovernmental cooperation. (1 pt.)</li> <li>The proposed project is supported by or included in the applicant's comprehensive plan. (1 pt.)</li> </ul> <p><b>Note:</b> Nonprofits are not eligible for this point.</p>	<b>2</b>	<p>Provide a link or copies of the Comprehensive Plan and the location of relevant information and data supporting this project.</p> <p>“Comprehensive Plan” refers to plans developed and adopted per requirements of Wis. Stat. § 66.1001. This plan is not the same as the Comprehensive Outdoor Recreation Plan (CORP).</p> <p>See <a href="https://doa.wi.gov/Pages/LocalGovtsGrants/Comprehensive-Planning.aspx">https://doa.wi.gov/Pages/LocalGovtsGrants/Comprehensive-Planning.aspx</a> for more details.</p>	
<p><b>Applicant Response</b> Yes, the City of Lake Geneva adopted an updated Comprehensive Plan on March 9, 2020. The goal of keeping the Hillmoor property as public open space for hiking and other recreational activities is included on pages 17 and 21 of the updated plan.</p>			
<p><b>30 RESTORATION OR RENOVATION OF RECREATIONAL FACILITIES (Development Only):</b></p> <ul style="list-style-type: none"> <li>The project will specifically provide for the renovation or replacement of outdoor recreation facilities that are in danger of being lost for public use or updating the existing facilities to meet current Americans with Disabilities Act requirements. (2 pts.)</li> <li>The project was previously funded with LWCF funding. (1 pt.)</li> </ul> <p>(2 pts. ADLP, UR; 3 pts. LWCF)</p>	<b>2-3</b>	<p>For renovation projects provide documentation that shows the project will address safety issues and/or ADA compliance.</p> <p>For replacement facilities provide documentation of the need for the facilities and an increase in users.</p>	
<p><b>Applicant Response</b> Yes, the project will provide for renovation and replacement of hiking trails that have been used by the public since the golf course was closed in 2007 until the property was bought by White River Holdings in 2016. The existing hiking trails were not ADA compliant or user friendly but the new trail system will ensure that all the trails except those mowed in the wetlands are ADA compliant and user friendly. Purchase and development of the Hillmoor property as a public nature preserve to prevent loss of existing hiking trails for residents and visitors is a major goal of the city.</p>			

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<p><b>31 OPEN NATURAL CORRIDORS (Acquisition Only):</b> The applicant will acquire land that provides open natural linear corridors connecting open natural areas, city parks, or similar outdoor recreation amenities or serves as a buffer between outdoor recreation property and land with potential for urban development. (2 pts.)</p> <p><b>Applicant Response</b></p>	<b>2</b>	Provide a narrative description of the relationship between the proposed project and the linear corridor. Applicants should include a map that highlights the location of the proposed project relative to the corridor/trail.	
<p><b>32 ELIGIBLE RECREATIONAL USES:</b> Explain the number of eligible recreational uses for facilities within the project scope of work (development projects) <i>OR</i> planned uses for new land acquisition property (acquisition projects).</p> <ul style="list-style-type: none"> <li>• Nature Based Outdoor Recreation: examples include picnic facilities; trails; water access; pedestrian, bike, and cross-country ski access; camping; habitat restoration; community gardens. (1 pt.)</li> <li>• Active Recreation Use (facility-based; LWCF ONLY): examples include: sports and playfields; swimming pools; splash pads; skating/hockey rinks; downhill ski facilities. (1 pt.)</li> <li>• Multiple Season Use: explain use of project facility/facilities in winter AND summer seasons, if applicable. (1 pt.)</li> </ul> <p>(2 pts. ADLP; 3 pts. LWCF)</p> <p><b>Applicant Response</b> Yes, the proposed trail system will provide Nature-Based Outdoor Recreation including pedestrian trails, water access, and cross-country ski access and habitat restoration. Future phases of the park's development are planned that may include skating rinks and splash pads as well as other Active Recreational Uses. Multi-season use will include winter hiking, snowshoeing and cross country skiing as the park and hiking trails will be open all year.</p>	<b>2-3</b>		

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**Section D: RTP Eligible Projects**

Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>33 RTP PROJECT TYPE (see page 16 in Guidance Booklet for Definitions):</b></p> <ul style="list-style-type: none"> <li>• Rehabilitation and/or Maintenance(8 pts.)</li> <li>• Development (3 pts.)</li> </ul> <p><b>Applicant Response</b></p>	<b>8</b>	Projects that include more than one activity type will be reviewed to determine which category is appropriate.	
<p><b>34 YEAR-ROUND USE:</b></p> <p>Project area is open for year-round use. (1 pt.)</p> <p><b>Applicant Response</b></p> <p>Yes, as stated earlier the park will be open year-round for hiking, water access, snowshoeing, cross-country skiing and wildlife viewing.</p>	<b>1</b>		

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Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>35 NUMBER OF COMPATIBLE USES:</b></p> <ul style="list-style-type: none"> <li>• Motorized Activities: 1 pt. if any of the following are allowed on the trail               <ul style="list-style-type: none"> <li>— ATV/UTVs</li> <li>— Off-Highway Motorcycles</li> <li>— Snowmobiles</li> <li>— E-bikes</li> <li>— E-scooters</li> <li>— Segways</li> </ul> </li> <li>• Pedestrian Activities: 1 pt. if any of the following are allowed on the trail               <ul style="list-style-type: none"> <li>— Cross-country skiing (ungroomed)</li> <li>— Hiking/walking/jogging/running</li> <li>— In-line skating</li> <li>— Photography</li> <li>— Snowshoeing</li> <li>— Wildlife observation/bird watching</li> </ul> </li> <li>• Other Activities: 1 pt. if any of the following are allowed on the trail               <ul style="list-style-type: none"> <li>— Biking</li> <li>— Canoe/kayak access</li> <li>— Cross-country skiing (groomed)</li> <li>— Horses</li> </ul> </li> </ul>	<b>3</b>	<p>Please list all compatible uses for the project area. Compatible uses can include a mix of motorized and nonmotorized uses (e.g. hiking, bicycling, in-line skating, equestrian use, cross-country skiing, snowmobiling, all-terrain vehicle riding, four-wheel driving, or using other off-road motorized vehicles). All uses must share the same project (trail) area to be counted. Points can also be given for trailhead and restroom projects.</p>	
<p><b>Applicant Response</b></p> <p>Pedestrian Activities - hiking/walking/jogging/running, cross-country skiing, snowshoeing, photography, wildlife observation. Other Activities - canoe/kayak access, cross-country skiing (groomed).</p>			

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Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>36 RESOLVES CONFLICTS BETWEEN USERS:</b>            Proposed trail project will provide for increased safety of recreational users by separating uses on a shared corridor, e.g. separating motorized use from nonmotorized, establishing trail segments to resolve pedestrian conflicts, or creating pedestrian paths at blind curves. (1 pt.)</p>	<b>1</b>	<p>Typically, user conflicts are resolved via development projects, not rehabilitation or maintenance.            Resolution may occur through, development of separate trails for different use types, etc. Applicants must provide documentation regarding historical user conflicts on the existing trail.</p>	
<p><b>Applicant Response</b>            Motorized vehicles will not be used on the trails and it is planned to close off the trail through the oak savanna on the east side of the property in winter for cross-country skiing.</p>			
<p><b>37 TRAIL PATROL:</b>            The applicant has the ability to ensure enforcement and safety for trail users, either directly or through cooperative agreements with non-governmental organizations or other governmental entities. (1 pt.)</p>	<b>2</b>	<p>Applicants may receive points for this question if the applicant patrols the trail or if the applicant has a written trail patrol agreement with another non-state entity. An email or letter from the local police or similar enforcement entity stating how often they check the trail is sufficient.</p>	
<p><b>Applicant Response</b>            See attached letter from the Lake Geneva Police Department.</p>			

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Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
<p><b>38 SAFE TRAIL DESIGN:</b> Proposed project area does not cross or use any public motorized vehicular or access roads unless the road is closed for maintenance seasonally or is a maintenance-only road. Trailhead-only projects receive this point and water trails can receive this point if there are no portages that cross public motorized vehicular roads. (1 pt.)</p>	<b>1</b>	<p>Applicants should provide a map showing the proposed project relative to the overall trail system, roads, and bridges.</p> <p>For full credit on this question (1 pt.), the project needs to be located completely off the road surface with no at-grade crossings. The only exception are roads that are closed to motorized vehicles seasonally (when trail use is in effect), or roads that are used for maintenance-only access to a property.</p> <p>If a driveway crosses the trail, the applicant may not receive this point.</p>	
<p><b>Applicant Response</b> The proposed trail system does not cross any public roads and the roads on the property are maintenance-only roads. See map.</p>			
<p><b>39 LOCAL DONATIONS AND VOLUNTEER SUPPORT:</b></p> <ul style="list-style-type: none"> <li>Project will include donations of labor materials, and/or equipment from sources other than the applicant unless the applicant is a non-governmental entity. (1 pt.)</li> <li>Donations comprise 20% or more of the total project cost. (1 pt.)</li> <li>Applicant manages the trail system where the project area is located but does not own the property and has a written agreement in place with the property owner for this management. (1 pt.)</li> </ul>	<b>3</b>	<p>Letters of support are not sufficient to receive points for this question. Applicants must provide letters of commitment from local contributors, proof of budget approval, or similar documentation of financial support and provide management agreement documentation.</p>	
<p><b>Applicant Response</b> Yes, the Geneva Lake Conservancy, a 501c3 organization has and will continue to provide equipment including loppers and saws for volunteer work days on the property to remove invasive species where the trail route is proposed and to hire a contractor to herbicide the stumps of buckthorn, honeysuckle and other invasive species on the property. See attached letter. Donations of labor and materials comprise 20 percent of the project cost.</p>			

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<b>40</b>	<b>QUALIFIED YCC OR SERVICE CORPS:</b> Applicant has entered into a contract or service agreement with a state youth conservation or service corps to perform construction or maintenance on the project. (2 pts.)	<b>2</b>	Applicants should provide a copy of the contract or service agreement. <a href="https://corpsnetwork.org">Corps Network: https://corpsnetwork.org</a>	
<b>Applicant Response</b> n/a				
<b>41</b>	<b>INNOVATIVE TRAIL DEVELOPMENT OR RENOVATION:</b> Trail development or renovation includes innovative or unique design to accommodate or appeal to persons with disabilities and/or other diverse populations. (2 pts.)	<b>2</b>	Applicants should provide documentation demonstrating how the trail will appeal to persons with disabilities and/or diverse populations (e.g. minorities, low income, and/or elderly. Required ADA standards do not receive these points). Examples include sensory trails (e.g., incorporating sounds, textures, smells), braille on interpretive trail signs, trail tells a story, etc.	
<b>Applicant Response</b> These are not planned at this time but may be added in another phase of the project.				
<b>42</b>	<b>TRAIL CONNECTIVITY (Development Only):</b> The applicant will develop a new segment of a linear corridor that connects one or more segments of an already established trail. (2 pts.)	<b>2</b>	Provide a narrative description of the relationship between the proposed project and the linear corridor. This does not apply to trails leading into campgrounds, parks, etc. unless directly connecting to another trail. Applicants should include a map that shows the trail connectivity.	
<b>Applicant Response</b> Yes, the Hillmoor trail will connect with a walking/biking trail along Edwards Boulevard that will eventually link to White River County Park. . The trail system also connects on the South End through Donian Park on Main Street to the Lake Geneva shorepath, which allows the public to hike the entire 21 miles of Geneva Lake's lakeshore.				

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**Section E: LWCF Eligible (Active Recreation) Projects**

43	<p><b>WISCONSIN'S STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN (SCORP):</b> Wisconsin's SCORP has identified five goals for outdoor recreation. Explain how your project application supports one or more of these priorities:</p> <ol style="list-style-type: none"> <li>1. Boost participation in outdoor recreation.</li> <li>2. Grow partnerships.</li> <li>3. Provide high-quality experiences.</li> <li>4. Improve data to enhance visitor experiences and benefits.</li> <li>5. Enhance funding and financial stability.</li> </ol>	N/A	Provide an explanation or documentation of how the project meets one or more of the SCORP priorities.	
<p><b>Applicant Response</b> The 3 1/2 miles of free trails in the proposed trail system will allow many city residents and visitors to access the trails without driving a car and boost outdoor recreation opportunities for the 8,000 residents of the city as well as the 15,000 visitors it experiences annually. It has also grown partnerships with the Geneva Lake Conservancy, Friends of Hillmoor and other groups that are expected to join in the landscaping of Hillmoor such as the Lake Geneva Garden Club, Rotary Club etc. The scenic beauty of the 189-acre property and the White River will provide a high-quality experience for hikers.</p>				
44	<p><b>PROXIMITY OF RECREATION OPPORTUNITY:</b> Explain how the project provides recreation land where a scarcity of recreation opportunities exists. (1 pt. development; 2 pts. acquisition)</p>	1-2	Explain where the nearest recreational opportunity exists. Provide a map showing other recreational facilities.	
<p><b>Applicant Response</b> Few cities offer a 189-acre park for public use and the hiking trails are only Phase I of the proposed development of outdoor recreational opportunities at Hillmoor that may include an ice skating rink, splash pads, outdoor amphitheater, golf park etc. None of the activities listed are currently available within the city of Lake Geneva. The increase in warmer temperatures has meant that the lake freezes fewer days each winter for ice skating while the proposed ice rink would include a refrigerated base that allows for skating most of the winter.</p>				

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<p><b>45 ALTERNATIVE ACCESS FOR TRANSPORTATION TO THE PROJECT SITE:</b></p> <ul style="list-style-type: none"> <li>The project site will be accessible by an off-road trail. (1 pt.)</li> <li>The project site is on a mass public transportation route (e.g., bus, train). (1 pt.)</li> </ul>	<b>2</b>	<p>Explain how users will access the property and provide a map showing off-road trail access or bus/train route to property.            Define what the connecting properties are.</p>	
<p><b>Applicant Response</b>            Yes, the hiking trail system is accessible by an off-road trail from the Main Street Business District.</p>			
<p><b>46 IMMEDIATE NEED FOR THE PROJECT:</b>            Please explain any threats to losing recreational use of the property or facility if not immediately acquired or developed.            (1 pt. development; 2 pts. acquisition)</p>	<b>1-2</b>	<p>Is there a possibility this property or facility will no longer be used for outdoor recreation purposes in the next three years? Provide information showing potential threat to the property or facility.</p>	
<p><b>Applicant Response</b>            As the city owns the property, there are no immediate threats to the loss of recreational use.</p>			

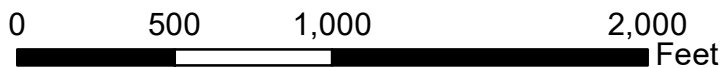
# Hillmoor Preliminary Trail Plan

## Legend

- Existing Paved Cart Path (8,270 lf)
- ~ New 10' Compacted Gravel Trail (5,750 lf)
- ~ New 10' Mowed Path (2,380 lf)
- Existing Road (3,300 lf)
- ~ New Paved Paths (2,180 lf)
- P Parking
- } Bridge
- Entry Point



Prepared by: Midwest Prairies, LLC and David Holman





ACQUISITION PROJECT COST ESTIMATE:			
NOTE: If project includes more than two parcels, attach additional information.			
	Parcel 1	Parcel 2	Total
1. Parcel Owner			
2. Number of Acres being Purchased			
3. Grant Eligible Acres			
4. Option Expiration Date			
5. Option Amount	\$	\$	\$
6. Appraised Value :			
Land	\$	\$	\$
Improvements	\$	\$	\$
7. Subtotal	\$	\$	\$
8. Estimated Other Eligible Acquisition Costs Total	\$	\$	\$
List costs included in above:	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
9. <b>Grand Total Project Costs:</b> (Add Lines 7 & 8)			

**DEVELOPMENT PROJECT ITEMS LISTING:** *NOTE: This list is intended as a guideline and is not a complete list.*

- |  |  |   |   |
|--|--|---|---|
| <p><b>SERVICES</b><br/>                 Pre-approval Engineering<br/>                 Post-approval Engineering<br/>                 Supervision<br/>                 Feasibility Studies<br/>                 Planning<br/>                 Administration</p> <p><b>BOATING AREA</b><br/>                 Ramp Apron<br/>                 Launch Ramp<br/>                 Bulkhead/Seawall<br/>                 Riprap<br/>                 Security Lighting</p> <p><b>CAMPSITES</b><br/>                 Tables<br/>                 Grills/Fire Rings<br/>                 Camp Pads (Gravel, Asphalt)<br/>                 Refuse Containers</p> <p><b>EQUIPMENT</b><br/>                 Benches<br/>                 Trash Receptacles<br/>                 Other (identify)</p> <p><b>FISHING AREA</b><br/>                 Fishing Pier<br/>                 Bank Stabilization<br/>                 Riprap<br/>                 Bank Fishing Site</p> <p><b>LANDSCAPING</b><br/>                 Tree/Shrub Planting<br/>                 Sodding/Grass Seed<br/>                 Mulch/Fertilizer<br/>                 Retaining Walls</p> <p><b>OTHER/MISCELLANEOUS</b><br/>                 Specify</p> | <p><b>PARKING</b><br/>                 Gravel/Paving<br/>                 Curbs/Bumper blocks<br/>                 Striping</p> <p><b>PICNIC AREA</b><br/>                 Tables/Grills<br/>                 Trash Receptacles<br/>                 Shelters<br/>                 General Construction<br/>                 Electrical/Water Service</p> <p><b>PLAY AREA</b><br/>                 Play Equipment<br/>                 Equipment Installation<br/>                 Surfacing Material</p> <p><b>ROADS</b><br/>                 Gravel Base/Paving<br/>                 Curb and Gutter</p> <p><b>SIGNING</b><br/>                 Signs<br/>                 Posts/Hardware<br/>                 Installation<br/>                 Walkways/Trails<br/>                 Interpretive/Informational<br/>                 Parking</p> <p><b>SITE PREPARATION</b><br/>                 Cleaning/Grubbing<br/>                 Rough Grading/Fine Grading<br/>                 Fill/Top Soil<br/>                 Building Demolition<br/>                 Drainage Structures<br/>                 Storm Sewers</p> | <p><b>SPORT COURTS</b><br/>                 Tennis<br/>                 Sand Lift<br/>                 Gravel/Paving<br/>                 Fencing<br/>                 Color Coating<br/>                 Lighting<br/>                 Volleyball<br/>                 Basketball<br/>                 Hockey Rinks<br/>                 Sand/Gravel Base<br/>                 Dasher Boards<br/>                 Lighting<br/>                 Water Hydrant<br/>                 Multipurpose Courts</p> <p><b>SPORTS FIELDS-should include specific items as shown under Softball.</b><br/>                 Softball<br/>                 Infield Mix<br/>                 Backstop/Fencing<br/>                 Grass Seeding/Sodding<br/>                 Player Enclosures<br/>                 Bleachers with Pads<br/>                 Lighting<br/>                 Sprinkling Sys/Drainage Tile</p> <p><b>SOCCER / FOOTBALL</b><br/>                 Baseball<br/>                 Skating Rinks<br/>                 Multipurpose Game Fields<br/>                 Sledding/Toboggan Hills</p> <p><b>SWIMMING AREA</b><br/>                 Beach<br/>                 Dredging<br/>                 Sand Blanket<br/>                 Raft/Pier<br/>                 Guard Towers<br/>                 Buoys &amp; Ropers<br/>                 Bathhouse</p> | <p><b>SWIMMING / WADING POOL</b><br/>                 Pool Tank<br/>                 Filtration Equipment<br/>                 Fencing<br/>                 Pool Equipment</p> <p><b>TOILETS</b><br/>                 Flush Toilets<br/>                 General Construction<br/>                 Plumbing<br/>                 Electrical<br/>                 Sewer/Water Laterals<br/>                 Vault Toilets</p> <p><b>TRAILS</b><br/>                 Clearing<br/>                 Surfacing<br/>                 Overview Structures<br/>                 Boardwalks<br/>                 Culverts<br/>                 Bridges<br/>                 Grading</p> <p><b>UNDERGROUND ELECTRIC</b><br/>                 Trenching<br/>                 Junction Boxes<br/>                 Conduit<br/>                 Transformers</p> <p><b>WALKWAYS</b><br/>                 Fill<br/>                 Gravel<br/>                 Paving<br/>                 Culverts<br/>                 Bridges<br/>                 Curb Cuts</p> <p><b>WATER SYSTEMS</b><br/>                 Well<br/>                 Pump<br/>                 Distribution<br/>                 Fountains<br/>                 Spigots/Hose Bibs</p> |
|--|--|---|---|

**Notice:** This form must be completed and approved by the Department of Natural Resources (DNR) before grant funds can be expended for land acquisition and development projects. Please complete all sections. Use additional page if necessary. Collection of this information is authorized under ss. 23.0915 - 23.0917, Wis. Stats. Failure to provide this information may result in denial or repayment of grant awards. Personal information collected will be used for management of DNR programs and grants, and may be made available to requesters to the extent required by Wisconsin's Public Records laws (ss. 19.31-19.39, Wis. Stats.).

**1. General Information**

Applicant Name City of Lake Geneva	Project / Parcel Hillmoor	County Walworth
Property Owner Name City of Lake Geneva	Property Street Address	

Close / Intersecting Roads

Highway 50 and Edwards Blve.

Legal Description:	1/4 1/4 SW	1/4 SW	Section 30	Township 02 N	Range 18	<input type="radio"/> E <input checked="" type="radio"/> W
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**2. Environmental Condition Statement of Property**

Complete the checklist to the best of your knowledge through inspection of the site. Indicate if any of the following conditions currently exist on site:

**Yes No**

- Known spills, release of chemicals, hazardous substances or fuels
- Dumps, debris piles, stockpiles of waste, containers, barrels or drums
- Sludge
- Discolored or odorous soil
- Areas of stressed vegetation, absence of vegetation, areas previously burned
- Unusual or noxious odors
- Discolored, polluted, foul water (in standing water, wells, or wetlands)
- Is an existing well located on site? If yes, where is it located?

- Old pipes, electrical equipment
- Unusual or irregular depressions or mounds on surface
- Other evidence of possible contamination- If yes, describe:

If the answer to any question above is yes:

- Attach description or explanation and site map showing location of item(s) checked.
- The property may require a Phase I or further investigation/inspection. Talk to your regional grant specialist listed in the application form.

**3. Land Use History**

A. Current Uses of the Property:

- Industrial
- Commercial
- Agriculture
- Orchards
- Railroads and Railroad Spurs
- Landfills
- Other - Explain: ~~golf course~~ vacant land

B. Historical Uses of the Property (for the past 20 years):

- Industrial
- Commercial
- Agriculture
- Orchards
- Railroads and Railroad Spurs
- Suspected Former Landfills
- Other - Explain: golf course

C. To the best of your knowledge does the property have evidence of the following?

**Yes No**

- Has the site been used for the storage or warehousing of commercial or industrial materials?
- Are there areas with a history or likelihood of underground storage tanks?
- Are there monitoring wells on site?
- Is there any history of contamination on the property?
- Is there any history of contamination on any adjacent properties?

If you checked any boxes in Sections 3A or 3B above, or answered yes to any question in Section 3C, the property may require a Phase I or further investigation/inspection. Talk to your regional grant specialist listed in the application form.

4. Site Investigation Documentation

Has a Phase I or Phase II Site Investigation been completed on the property?  Yes  No

If yes, attach a copy of the conclusions.

5. Certification

I hereby certify that I have inspected the property and contacted the current owner regarding environmental contamination. The information provided is a full disclosure of my findings and is true and complete to the best of my knowledge.

Printed Name of Preparer | Title

Signature of Preparer | Date Signed

If you are submitting this form as a condition of a Nonpoint Targeted Runoff Management or Nonpoint Urban Storm Water-Construction grant, please also indicate the following:

Printed Name of Authorized Representative | Title

Signature of Authorized Representative | Date Signed

Leave Blank - DNR Use Only

6. Search of DNR Records

A. Does the property appear on the most recent version of the Bureau of Remediation and Redevelopment Tracking System (BRRTS)?  Yes  No

If yes, Site Name: BRRTS Activity #:

B. Does the property appear on the most recent version of the DNR Registry of Waste Disposal Sites in Wisconsin?  Yes  No

If yes, Site Name:

C. Does the property appear on the most recent version of the Solid and Hazardous Waste Information Management System (SHWIMS)?  Yes  No

If Yes, Site Name:

7. Conclusions

Based on the information available in DNR's Regional files at this time, no additional investigation recommended.

Further investigation Needed; Consult with Region R & R Program for Recommendation.

Additional Information

Printed Name of DNR Reviewer | Title

Signature of DNR Reviewer | Date Signed

## Knowles-Nelson Stewardship Grant Public Access and Acceptable Uses Application

Personally identifiable information collected will be used for program administration and may be made available to requesters as required under Wisconsin's Public Records Law [ss. 19.31 - 19.39, Wis. Stats.].

**For Acquisition Projects:** You should complete this form as early as possible in your project planning process and **contact your regional Community Services Specialist** to discuss your project **before submitting a completed application**.

**For Development Projects:** Submit this form with the rest of your grant application.

**Grant Project Information**

Applicant / Sponsor City of Lake Geneva	Year of Application 2024	Project Type: <input checked="" type="radio"/> Development <input type="radio"/> Fee Simple Acquisition <input type="radio"/> Easement Acquisition
Municipality City of Lake Geneva	County Walworth	
Park or Area Name (after acquisition) Hillmoor	Specific Tract Name Hillmoor	

**Public Uses / Activities (select all that apply)**

Before Grant	After Grant		Before Grant	After Grant	
<input type="checkbox"/>	<input type="checkbox"/>	1. 4-Wheel Drive Vehicles	<input type="checkbox"/>	<input type="checkbox"/>	14. Motorized boat launch
<input type="checkbox"/>	<input type="checkbox"/>	2. ATV and/or UTV Trail	<input type="checkbox"/>	<input type="checkbox"/>	15. Mountain Biking
<input type="checkbox"/>	<input type="checkbox"/>	3. Biking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	16. Nature study/wildlife observation/photography
<input type="checkbox"/>	<input type="checkbox"/>	4. Camping facilities	<input type="checkbox"/>	<input checked="" type="checkbox"/>	17. Non-motorized boat
<input type="checkbox"/>	<input type="checkbox"/>	5. Community Gardens	<input type="checkbox"/>	<input type="checkbox"/>	18. Off-Highway Motorcycles
<input type="checkbox"/>	<input checked="" type="checkbox"/>	6. Cross-county skiing	<input type="checkbox"/>	<input type="checkbox"/>	19. Picnic area
<input type="checkbox"/>	<input type="checkbox"/>	7. E-bikes	<input type="checkbox"/>	<input type="checkbox"/>	20. Playground/playfield/intensive recreational area
<input type="checkbox"/>	<input type="checkbox"/>	8. E-scooters	<input type="checkbox"/>	<input type="checkbox"/>	21. Primitive camping
<input type="checkbox"/>	<input checked="" type="checkbox"/>	9. Fishing	<input type="checkbox"/>	<input type="checkbox"/>	22. Running/Jogging
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10. Hiking	<input type="checkbox"/>	<input type="checkbox"/>	23. Segways
<input type="checkbox"/>	<input type="checkbox"/>	11. Horseback riding	<input type="checkbox"/>	<input type="checkbox"/>	24. Snowmobile trail
<input type="checkbox"/>	<input type="checkbox"/>	12. Hunting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	25. Snowshoeing
<input type="checkbox"/>	<input type="checkbox"/>	13. Inline Skating	<input type="checkbox"/>	<input type="checkbox"/>	26. Swimming area
<input type="checkbox"/>	<input type="checkbox"/>	27. Trapping			
<input type="checkbox"/>	<input type="checkbox"/>	28. Other activities (describe):			
<p>While the public could hike on mowed trails and the existing cart path trails from the old golf course, the new trail system will include repair of the asphalt cart paths, crushed limestone trails and mowed trails in the floodplain area. All but the mowed trails will be ADA compliant and user friendly trails.</p>					

Other Comments +

**Activity Descriptions**

- Provide descriptions of the activities listed below that are available on the grant property.
- **Explain reasons** if the activities listed below are not available or are restricted on the grant property.
- Attach a **plat map** identifying the specific property to be acquired with this grant.
- If the Land Management Plan for the larger project conflicts with this document with regard to allowable public uses, this form will be the official documentation for uses of this specific property.

**Hiking**  No ordinances currently restrict this activity.  
 An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.

---

**Hunting**

- No ordinances currently restrict this activity.
- An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.

---

**Fishing**

- No ordinances currently restrict this activity.
- An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.

---

**Trapping**

- No ordinances currently restrict this activity.
- An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.

There is no ordinance that currently restricts this activity but one may be put in place as the park is to be a nature park.

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**Cross-Country Skiing**

- No ordinances currently restrict this activity.
- An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.



April 28, 2023

Grant Administrator  
Wisconsin Dept. of Natural Resources  
100 S. Webster St.  
P.O. Box 7921  
Madison, WI 53707

Dear Grant Administrator:

Please accept this letter acknowledging VISIT Lake Geneva's support of the City of Lake Geneva's application for a Knowles Nelson Stewardship Grant for the Aid for Acquisition and Development of Local Parks program that will help fund the Hillmoor Trail System.

As a Destination Marketing Organization tasked with promoting tourism and economic development in the City of Lake Geneva, we are fully supportive of initiatives that provide additional amenities and natural resources for visitors and residents to enjoy the outdoors. Passive recreational activities including hiking, fishing and bird watching continue to be among visitors' top interests, as are more adventurous activities such as biking. The Hillmoor Trail System would meet this growing interest and contribute positively to Lake Geneva tourism.

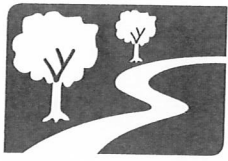
Direct visitor spending in the Lake Geneva region totaled \$457 million in 2021, \$61.1 million of which was spent on recreational activities. The Lake Geneva region also accounted for 77% of Walworth County visitor spending and the City of Lake Geneva sits in the epicenter of this tourism activity. Additionally, more than 4,500 jobs and \$46.9 million in state and local taxes are also generated by tourism here. New recreational resources such as the Hillmoor Trail system would add to the positive economic impact on the city, county, and State of Wisconsin by drawing more outdoor enthusiasts to our area and contributing to the economic health of local businesses and residents.

Therefore, we urge you to support the City of Lake Geneva's application for the Knowles Nelson Stewardship Grant.

Sincerely,

A handwritten signature in black ink that reads "Deanna Goodwin".

Deanna Goodwin  
Vice President of Marketing, Communications & Development  
VISIT Lake Geneva



# Geneva Lake Conservancy

Q 39

**“PROTECT AND RESTORE THE LANDS AND WATERWAYS OF WALWORTH COUNTY AND BEYOND”**

P.O. Box 588 • 398 Mill Street • Fontana, WI 53125 • Phone (262) 275-5700 • Email [GLC@GenevaLakeConservancy.org](mailto:GLC@GenevaLakeConservancy.org)

## **BOARD OF DIRECTORS**

March 5, 2024

**Kevin M. Brunner**  
Chairman

**Mark Aschliman**

**F. Mark Bromley**

**John D. Cobb**

**Mary Constable**

**Stephen Diamond**

**Kristen Freytag**

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**Cathleen Johnson**

**Cindy Milojevic**

**Thomas W. Nickols, Jr.**

**Nina Owen**

**Donald J. Parker, Jr.**

**Karen Strey Rappaport**

**Susan E. Steele**

Dear DNR Grant Administrator:

The Geneva Lake Conservancy is pleased to be partnering with the City of Lake Geneva to develop and complete the Hillmoor Trail System and Land Management Plan for the wetlands and floodplains that the trail passes through.

When the City of Lake Geneva successfully purchased the 190-acre Hillmoor property from a developer in 2022, the Conservancy board realized that helping the city restore the wetlands and oak savanna on the property was in line with the Conservancy’s mission of preserving and restoring the lands and lakes of Walworth County. The board agreed to focus primarily on the 90 acres of wetland and floodplain along the White River, which is severely degraded and needs to be restored while also allowing the public to see the scenic value of the river, which still had its natural meandering path through the wetlands.

In 2023, the GLC’s Executive Director joined the City’s Ad Hoc Hillmoor Committee and working with a contractor developed a Restoration and Management Plan for the 90 acres of floodplain at a cost of approximately \$4,000. The GLC staff also led 4 work days on the property to begin to remove invasive species in the wetlands.

The Restoration Plan and Trail System will be implemented with the help of Conservancy staff and volunteers. Staff time spent on the project in 2023 included approximately 250 hours for meetings and organizing work days at \$50 an hour or a total of \$12,500. We expect to spend the same amount of time attending meetings, organizing work days and finalizing the details of the trail system in 2024 and 2025 for a total of 500 additional hours or \$25,000. Total staff time in 2023, 2024 and 2025 is valued at \$37,500.00

In addition, the Conservancy’s four planned work days from 9 a.m. to noon in 2023 drew 20 volunteers each at \$15 per hour for a total of \$2,520 in volunteer time. We expect to lead the same amount of work

## **PAST CHAIRMEN**

John Anderson

John “Skip” Ballje

Norman Barry

Charles L. Colman

Charles Ebeling

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Dennis E. Jordan

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William Turner

Kevin Waldeck

David Weinberg

Robert Youngquist

The GLC is a tax-exempt, 501(c)(3) not-for-profit organization and recognized land trust. FEIN: 39-1418947  
[www.GenevaLakeConservancy.org](http://www.GenevaLakeConservancy.org)



days in 2024 and 2025 with an average of 20 volunteers attending 4 work days a year, totaling a value of \$5,040 in volunteer hours.

In addition, in 2023 the Conservancy applied for a grant to help cover the cost of the bridges and received \$25,000 from the Wegner Essman Foundation and expects to apply for a similar amount of funds from the foundation in 2024. In total, the Geneva Lake Conservancy as a partner in the Hillmoor Restoration and Trail System project expects to have invested or raised \$96,540.00 for the project.

The new trail system and restored wetlands will provide a scenic trail system for residents and visitors to the Hillmoor property as well as provide restored habitat for wildlife. We are pleased to be working with the City of Lake Geneva on this project and look forward to many successes along the way that benefit the ecological health of our region and the residents of and visitors to Walworth County.

Sincerely,

*Kevin Brunner* K.T

Kevin Brunner

Chair



CLEARWATER  
OUTDOOR

Clear Water Outdoor | 744 West Main Street Lake Geneva, WI 53147

---

April 28, 2023

Dear Knowles Nelson Grant Administrator:

We are writing in support of the City of Lake Geneva's request for a Knowles Nelson grant to help the cost of a 3 ½ mile hiking trail on the Hillmoor property, which was recently purchased by the City of Lake Geneva.

As the City of Lake Geneva's only outdoor clothing and kayak rental retail store, we are fully in support of this grant as it will draw more hikers and outdoor enthusiasts to Lake Geneva for hiking, wildlife viewing and other recreational activities. One of the trailheads (near Eastview School) will be in walking distance from our store. People who need hiking gear, such as shoes, backpacks, jackets and other outdoor equipment will stop at our store. We will feature the Hillmoor property trails prominently in the hiking maps we hand out at our store.

A recent study published in the Washington Post on April 12, 2023 show that "green exercise," meaning physical exercise done in nature, improves working memory and concentration substantially and helps people to relax more than doing the same exercise indoors. The new Hillmoor trail will follow the White River and provide a beautiful setting for walkers and runners. It will be ADA compliant. The Lake Geneva area and Walworth County need more hiking trails and the scenic Hillmoor property and its new trail system will help to meet that need.

Please support businesses that promote outdoor exercise as well as our area restaurants and other local businesses by providing a Knowles Nelson grant to help the City of Lake Geneva develop new trails on this site. The trails will bring more visitors to our city who will be customers at our local stores and restaurants. Thank you.

Sincerely,

Sean Payne

Manager

Clear Water Outdoor

744 W. Main St.

Lake Geneva, Wisconsin



THE ENVIRONMENTAL EDUCATION FOUNDATION, INC.  
AN AFFILIATE OF THE GENEVA LAKE ASSOCIATION

THOMAS E. REYNOLDS, FOUNDER, 1980

April 24, 2023

Grant Administrator  
Wisconsin Dept. of Natural Resources  
100 S. Webster St.  
P.O. Box 7921  
Madison, WI 53707

Dear Grant Administrator:

We, the Environmental Education Foundation, write in support of the City of Lake Geneva's application for a Knowles Nelson Stewardship Grant for the Aid for Acquisition and Development of Local Parks program that will help fund the Hillmoor Trail System.

As a foundation that supports the education of both adults and children, we value area resources that provide outdoor experiences for members of our community. We work closely with area educators to provide grants to schools for outdoor education. We fund multiple scholarships each year for students pursuing college programs that prepare them for an environmentally focused career. In researching ways to increase the participation in these programs, area high school leaders identified the need to inspire students to learn more about the value of outdoor resources, engage with nature, and research ways to protect our natural world. To facilitate this, we are reframing our grant program to help educators and local scientists engage students in environmental research, but in addition are also excited about the supporting resources such as those this grant will help develop.

The grant proposal for the trail system will increase the access to this 200-acre property, while ensuring that this sensitive area is protected. Having this resource in the City of Lake Geneva will create a valuable "outdoor classroom" for all ages. For local researchers hoping to engage students in their projects, having an "outdoor laboratory" with a critical watershed and habitat for a host of birds and fish. This will provide educators with a local area for classes and workshops on water, native trees and plants, birds, fish, and the value of natural areas. For adults, the ability to walk or bike more than three miles of trails along the White River will not only provide a wonderful outing but should also remind them of the importance of protecting nature and reenergize their love for the outdoors.

We stand in strong support of this grant and hope that this resource becomes a key element in our community's quest to inspire our current generation and future generations to enjoy and protect our Geneva Lake area's natural resources.

Sincerely,  
*Bill Thompson*  
Bill Thompson  
Board President, Environmental Education Foundation inc.

The Environmental Education Foundation Inc.  
P.O. Box 244, Fontana, Wisconsin 53125  
(262) 203-7108  
Website: [eefscholars.org](http://eefscholars.org)  
General email: [eefscholars@gmail.com](mailto:eefscholars@gmail.com) Office email: [eefoffice@aol.com](mailto:eefoffice@aol.com)



# **HILLMOOR PROPERTY**

## **MANAGEMENT PLAN**

*Prepared for*

**Geneva Lake Conservancy**

Property located in Lake Geneva, Wisconsin

By

**Midwest Prairies, LLC**

Edgerton, Wisconsin

Primary Author: Carl Korfmacher

April, 2023

## INTRODUCTION

The purpose of this management plan is to provide a structured approach to the improvement of ecological health on the Hillmoor property. The plan breaks the site into units that are manageable in size and have somewhat consistent spatial and/or ecological context. This plan includes the following attributes:

- A brief background on the regional ecological and human use history
- A historical interpretation of the property itself
- A statement of the general goals of the site which may evolve or be modified
- A somewhat detailed description of the overall approach proposed including description of the primary methods and techniques used in ecological restoration as applied to the property in question
- An analysis of the land cover types found on the site and accompanying map
- Descriptions of the management units identified in the plan and accompanying map
- Goals and prescriptions to meet the goals for each unit
- Proposed trail layout

It is possible to develop more detailed analysis of the site that might include additional field work such as tile surveys, soil tests and detailed plant lists. These additional items may be useful but it is doubtful that they would change the overall plan as described. What is most important is that the goals of the property owner are aligned with the plan.

## PRE-SETTLEMENT BACKGROUND

Prior to settlement, the area that is now the Hillmoor property was a mosaic of prairie, savanna, and wetland habitats that were grazed by bison and periodically burned by fires often set by Native Americans. The site would have had a park-like appearance in the drier areas with scattered trees and open meadows. Some areas may have had denser tree cover but not as much as we currently see in many parts of the property.

The wetter areas would have been covered with a diverse array of sedges, grasses, reeds and perhaps some shrubs and trees. The diversity and productivity of these landscapes was quite incredible. An oak savanna on this property with its wonderful mix of sun and shade, wet and dry conditions and variations in slope and aspect would have supported several hundred native plant species, dozens of bird species, and countless insects.

Oak ecosystems (woodlands, savannas, barrens) were and remain the cornerstone of southern Wisconsin's ecosystems. These ecosystems, combined with prairies and wetlands, created a mosaic of unparalleled diversity and productivity. It is important to note that these landscapes were highly affected by Native American land management practices. It is common knowledge now that they used fire extensively. In addition to fire, they used many other management

techniques still in use today such as selective thinning, coppicing, and girdling. They also farmed, but in a more sustainable way and at a much smaller scale than current practices. In addition to human influence, elk, bison, and even passenger pigeons had a profound effect on the land.

Unfortunately, over the past 150 years of settlement, these management practices and the large grazers have been eliminated. The result has been a decrease in diversity, resiliency and the services that native ecosystems provide, such as improved water quality, flood reduction, and wildlife habitat. While we can never go back to a pre-settlement condition, we can restore diversity, resiliency and other ecosystem services to a large extent. When carried through to completion, such efforts require only modest management in perpetuity when done right.

### INVASIVE SPECIES

The property is host to numerous invasive species including buckthorn, honeysuckle, multiflora rose, reed canary grass, garlic mustard and European (black) alder. These plants crowd out natives because they have few natural predators or diseases to keep populations intact. More importantly, they provide very little habitat value. Deer don't browse on them. Birds don't nest in them, and beneficial insects like butterflies can't use them.

Contrast that with native plants which have evolved to host thousands of species of insects, mostly beneficial, which provides food for dozens of species of birds and small mammals. Oak trees in particular, provide such enormous habitat benefits that it is hard to overestimate them. They host hundreds of species of insects including dozens of caterpillars which provide food for migratory songbirds. In fact, insects and spiders utilize oaks throughout the winter providing food for resident birds like chickadees. There is a wealth of information available regarding the importance of native plants relative to invasives. To learn more about the critical value of oaks, consider reading *The Nature of Oaks* by Doug Tallamy.

It is generally impossible to completely eradicate invasive species, but by aggressively diminishing them at the same time native systems are restored, it is possible to make them a minor component that are easily managed. A healthy native ecosystem is able to resist re-colonization by invasive species with proper management including the use of prescribed fire or effective alternatives.

### HISTORICAL INTERPRETATION

The golf course was developed in 1924. The earliest aerials from 1937 and 1940 show scattered oak trees on the uplands in the center of the property and a denser patch that remains toward the east. Based on the woodland cover that remains on the two cul-de-sacs (Country Club Drive

and Havenwood Drive) to the southwest, it would appear that the entire golf course was likely covered with an open oak woodland or savanna prior to development of the course.

A fairly large, cultivated field existed just west of the Home Depot. It seems that this field was abandoned in the 70s after which it was left fallow.

To the north and west is the floodplain of the White River. The early aerials clearly show a farmstead north of the property with a farm road leading into the river bottom. Here there is a patch of land that is a bit higher than the surrounding floodplain. The road ran south across a farm bridge crossing the White River. The aerials do not show obvious signs of cultivation, so the floodplain was likely used as pasture and hay meadow. There were no trees evident, however, it is likely that swamp white oak, silver maple, red twig dogwood, alder, black and sandbar willow were present prior to settlement in areas that are slightly higher in elevation.

The White River drains directly from Lake Geneva to the north and then east to its confluence with the Fox River in Burlington. It is very unusual in that the Hillmoor stretch does not accept farm runoff, and the flooding that might occur during wet periods is buffered by the lake. The water quality is very good. Patches of silt are found, but most of the stream bed is rocky, gravelly or sandy. The general stream profile downstream of the water treatment plant appears mostly unaltered in its cross section with cut banks being only a foot or at most two above the surrounding land. The course of the stream was straightened where it flows north out of the lake until it is past the water treatment facility. Thereafter, it shows little evidence of alteration. Oxbow scars are evident which implies very little sedimentation from flooding and an absence of cultivation.

Many of these upland wooded areas retain large mature white and bur oak. The age of the trees in these groves is likely about 150 to 200 years. They are reaching the natural end of their lives. However, oak regeneration is spotty and not widespread, so the groves are transitioning toward a much lower quality ecosystem. The ground cover, where it has not been shaded out by invasives, includes some native cover as well as cool season grasses commonly used for lawns and pastures. There is tremendous opportunity to restore the original oak savanna/prairie ecosystem in most of these areas.

### GENERAL GOALS

The goals presented here are an attempt to interpret the needs and desires of interested parties as a starting point for broader discussions.

1. Improve the ecological health of the property. Ecological health is defined as increased diversity of native species and age classes, improved resiliency, and minimal deleterious effects of invasive species.

2. Restore an aesthetic that is more like it was when the golf course was built with open meadows and views from the higher points on the property.
3. Provide access to the community utilizing cart paths, gravel trails, mowed paths and boardwalks.

Should the goals stated above change, the recommendations described below may also need to change.

### APPROACH

In order to restore the property to a more sustainable condition, it is best to execute phases of the work described below over a period of five years or less. Otherwise, there is a risk that areas improved will degrade to their prior condition before reaching a more sustainable condition over the entire phase. It is useful to think in terms of building design and construction. When planning a new building such as an office, there is an upfront capital cost and long-term maintenance costs. A well-designed building includes high quality plumbing, electrical and HVAC systems. These systems may be more expensive to build initially than cheaper alternatives but are likely to result in lower operating costs down the road. If work stops halfway through construction, the consequences are obvious. The work completed degrades slowly until eventually, it may be necessary to start over. The same is true of ecological restoration.

Using this analogy, the work we are proposing to reduce or eliminate invasive species and return native ground cover and shrub components can be considered a “capital cost.” If properly conceived and executed, the result will be a property that requires very little maintenance. Alternatively, if the work is halfway completed and then stopped, the site will revert to its former state rather quickly. As an example, if we cut and stump treat buckthorn in a given area, some of the buckthorn will survive and some will grow from seed. Two things need to happen after this initial work is completed: 1) re-establishment of native ground layer vegetation; 2) follow up applications of herbicide. If this work is completed over the following 2-3 years, the resulting plant community will be very resilient and resistant to new invasion. If not, the surviving buckthorn will recolonize rather rapidly.

The primary tool for long term maintenance is prescribed fire. Fire stimulates the growth of native grasses, sedges and wildflowers, while killing seedlings of invasive species that will attempt to recolonize. In wetlands, fire tends to favor natives at the expense of invasives, although it typically will not eliminate invasives. At the same time, prescribed fire encourages oak regeneration. This is absolutely essential for the long-term health of the site as the oaks provide habitat and structural qualities for which there is no substitute. It is possible to manage the property without fire, but every effort should be made to utilize it.

For woodland and meadow areas, the approach recommended is to remove invasives and thin or remove less desirable trees like ash, box elder, cherry, mulberry, walnut, black locust and elm. After this is accomplished, re-establishing native wildflowers, grasses and sedges is critical. Many areas at Hillmoor may have all existing trees removed (see land cover type analysis below). Where oaks and hickories are present, these should be protected, and other trees removed to reduce competition. The result will be a beautiful landscape with park-like appearance and habitat values that greatly exceed the current condition. Not coincidentally, it will closely resemble the landscape that was present when the golf course was originally built.

Regarding savanna and woodland restoration, the general steps in this process are as follows:

1. Mow small and medium sized invasives using a forestry mower where possible.
2. Cut smaller, less desirable trees that are encroaching on oaks and in areas where prairie will be restored. These trees include ash, box elder, cherry, elm, mulberry, black locust, and walnut. Burn brush piles in winter.
3. Apply herbicide to invasives that re-sprout after forestry mowing. This will take multiple treatments.
4. Where necessary, install native grass, sedge and wildflower seed.
5. Begin maintenance process by introducing prescribed fire and/or mowing and also by killing invasives as they arise. With a healthy ground cover layer that is maintained with fire, invasives will struggle to get established and herbicide treatments will eventually be rare.

Forestry mowing is the most cost-effective means of eliminating invasives up to about 6" in diameter. The forestry mower looks like a small caterpillar with a cutting head. The cost is about \$700-900 per acre depending on the size and complexity of the site as well as the density and age of the material to be cut. Forestry mowing leaves behind a coarse layer of debris that maybe scraped up or left to decompose and disappear over time. Within the first year most of the debris will be invisible if the ground covers get established quickly.

For removal of smaller trees, a "tree shear" can be used. This hydraulic shear quickly cuts and stacks medium size undesirable trees up to about 12" diameter. Larger trees and target brush

and trees on steep slopes will have to be cut by hand. These trees will be stacked in piles and burned under appropriate conditions.

Regarding wetlands, a key consideration is whether the site is subject to periodic flooding and transport of sediment, nutrients and weed seed from off-site. If so, it will be very difficult to restore a wetland to a state of ecological health without a high degree of maintenance. If a wetland is relatively isolated from flooding, sediment deposition, nutrient inputs and weed seed transport, then the likelihood of success is high. In this case, the White River meets all the criteria for a wetland that can be restored with considerable success.



Figure 1: Forestry Mower

Often, wetlands were grazed in the past and when they had been degraded were planted with reed canary grass as a highly nutritious pasture grass that grows in wet conditions. In many cases, the native plant communities are present under the carpet of reed canary grass. In that event, periodic and consistent burning will encourage the natives to compete. Use of grass-specific herbicides can also shift the balance toward native sedges and wildflowers. It is very difficult to eliminate reed canary grass, but with proper management it will become a minor component where wetlands are isolated from off-site negative inputs described above.

Phragmites (aka common reed) is a highly invasive plant. There is a native variety of phragmites that is smaller and less aggressive and generally is not a major problem. The cultivated varieties of phragmites have been bred to be aggressive and were originally used to stabilize shorelines. This plant continues to play an important role in stabilizing shorelines along the gulf coast. In the great lakes states, it has become a major nuisance. There are really only two potential remedies – excavation and herbicide application. Both are quite effective and because often these cultivated varieties do not produce viable seed, permanent elimination is possible.

Other wetlands may be degraded by buckthorn and other native and non-native woody plants like box elder. The Hillmoor site has a substantial stand of black alder, a European invader that can be quite aggressive. Elimination of these woody components and re-introduction of native sedges, grasses and wildflowers will stabilize soils and improve habitat quality. Hand cutting and stump treating with herbicide is usually the best method, but where the ground can support machines when frozen or dry, the same process used in upland wooded areas can be used.

## HERBICIDE USE

Most landowners are concerned about the use of herbicides when trying to improve ecological health. It is possible to conduct ecological restoration work without herbicides, especially on a small scale, but it is prohibitively expensive in most situations. For instance, buckthorn is fairly easy to pull up from the ground. Small ones can be pulled using a weed wrench that is hand operated. Larger ones can be pulled with a skid steer and a specialized implement. The cost to pull, stack and burn is 5 to 20 times higher than the most cost-effective techniques that involve the use of herbicides. The downside of pulling is that there is considerable soil disturbance and pitting that will last for many years. This allows more opportunities for other weeds and re-colonization by buckthorn.

Our goal when using herbicides is to eliminate invasives completely and in the shortest time possible. If properly executed and maintained with prescribed fire and/or mowing, an ecological restoration project should only require minimal if any herbicide inputs in the future.

The herbicides used for woody species are usually triclopyr and metsulfuron methyl. These are safe and effective broadleaf herbicides with modest residual times in the soil. The initial application is done later in the summer. By this time many of the native wildflowers have bloomed and died back for the season and will be less likely to be inadvertently hit by herbicide. The end result of this initial process is a rather unattractive landscape of small dead shrub saplings and scattered debris. However, within a year it will start to resemble the beautiful verdant natural woodland that is the goal.

The herbicide used to treat reed canary grass is clethodim. This herbicide only kills grasses so it can be used very selectively. Other herbicides are also used, always with the intention of using the most selective herbicide possible.

## LAND COVER TYPES

The site was surveyed in the fall of 2022 and early spring of 2023. Unfortunately, a careful survey during the growing season was not possible at the time of publication. Using this information along with aerial photos and topographic mapping, the site has been broken down into land cover types. A land cover type is a unit of land with consistent vegetative cover. Please see associated map.

### Remnant Savanna/Prairie Complex

This includes most of the higher ground in the middle of the property. It includes patches of mature bur and white oaks as well as younger shagbark hickory. These can be plainly seen on the 1940 aerial (see maps at the end of the plan). Over the past 80 years, the entire area has become overgrown with invasives such as buckthorn and honeysuckle as well as young, small undesirable trees such as green ash (most of which is dead), cherry (also largely dead), walnut, eastern red cedar, mulberry and other trees. Apart from the oaks and hickory, these areas are

of low habitat value, are not attractive, create unnecessary visual barriers and would benefit greatly from efforts to restore the original oak savanna and prairie ecosystem.

#### Degraded Riparian Wetlands

To the north, the land is flat and primarily covered with reed canary grass, shrub willow and a few patches of cattail and phragmites. In slightly drier areas, buckthorn and honeysuckle are present. A large stand of European alder is found in the northeast quadrant of the property. Large cottonwoods, silver maple, some black willow, black alder, and dead green ash are also found in most of the area where reed canary grass is not dominant. The area occasionally floods which presents some challenges for habitat improvements and trail construction.

Within the degraded areas described above there are patches of high-quality vegetation including tussock sedge, blue joint grass and native blue iris. The fact that these areas remain in a healthy state supports the thesis that the remainder of the site can be restored to a higher level of ecological health by reducing invasives and reintroducing natives.

#### Degraded Open Oak Woods

This area has the highest habitat value on the property. The 1940 aerial clearly shows this area to be more densely wooded than other areas. The canopy is roughly 80% cover which indicates an open woodland rather than a savanna. While invasives such as buckthorn and honeysuckle are present, they are not as overwhelming, and the oak canopy is largely intact except where the cart path bisects the unit. Native ground layer vegetation is present and with the elimination of invasives and reintroduction of fire can reasonably be expected to thrive without further intervention.

#### Highly Degraded Woods

These areas were disturbed in the past and have grown up in a variety of undesirable trees and invasives. Black locust is abundant and was probably planted which differentiates it from the "wooded old field" land cover type.

#### Wooded Old Field

This area was cultivated into the 1970s and then abandoned. Many invasives are present along with a few small red oak and hickory. This area should be cleared except for the oaks and hickories and then prepped and reseeded. Additional plantings of oaks in this and other areas will ensure the important open oak woodland and savanna habitat remains for generations to come.

#### MANAGEMENT UNITS

The purpose of breaking the site up into management units is to allow for better prioritization and logical progression of work. The units often follow trails or proposed trails. These trails will double as fire breaks making prescribed burning much easier. Where possible, management units will include the fewest land cover types possible, but usually there is more than one.

\$42 million  
↓  
Illmoos C

### Unit 1

This unit includes all the floodplain and wetland north of the river. The DNR considers all of this area to be wetland. The entire area is covered by land cover type *degraded riparian wetland*. A large patch of European (black) alder is present in the northeast quadrant encompassing approximately ten acres. Most of this area is higher in elevation and accessible to equipment under frozen or dry conditions. Patches of phragmites and cattails are present.

#### Goals

- Restore native plant community where practical
- Provide trail access and entry point from city-owned property to the north

#### Prescription

- Eradicate European alder, buckthorn and honeysuckle by forestry mowing and/or cutting and shearing. Treat with herbicide
- Burn reed canary grass areas and apply grass specific herbicide to test whether native plant community is present.
- Re-seed native sedges, grasses and wildflowers where necessary.
- Designate and clear a trail keeping to the higher elevations. Provide bridges across the river to create a loop trail.

### Unit 2

Like Unit 1, Unit 2 is entirely composed of *degraded riparian wetland* cover type except for a small area in the southeast corner. Unlike Unit 1, there is very little European alder. Many green ash have fallen and will fall in the ensuing years so the area is a bit trashy in appearance. Buckthorn and honeysuckle are present in some places, but not terribly dense. A large patch of shrub willow is present. Patches of native plants and reed canary grass are found. A patch of phragmites is located near the pump house.

#### Goals:

- Restore native plant community where practical
- Provide trail access from Unit 1 to remainder of property

#### Prescription

- Forestry mow and/or cut buckthorn and honeysuckle where practical. Use basal bark treatment where access is difficult.
- Thin trees in areas where they are dense to improve the health of remainder. Use girdling method where practical.

- Burn reed canary grass areas and apply grass specific herbicide to test whether native plant community is present.
- Re-seed native sedges, grasses and wildflowers where necessary.
- Designate and clear a trail keeping to the higher elevations. Provide bridges across river to create a loop trail.

### Unit 3

This unit is composed entirely of *highly degraded woods* cover type. The unit contains many black locust and few desirable natives. The cost and level of effort required to eliminate black locust in this area is quite high and therefore it is recommended that it be a lower priority.

#### Goals:

- Eradicate invasives and replant with high quality native trees, shrubs and ground layer vegetation.

#### Prescription

- Girdle black locust and allow to stand dead for one year to eliminate likelihood of resprouting. After one year, remove black locust.
- Plant bur and white oak, hazelnut, dogwood and other native shrubs
- Re-establish native ground layer vegetation.

### Unit 4

This unit is mostly composed of *remnant savanna/prairie complex* cover type. A small section of *highly degraded woods* is located on the eastern edge. In this area, black locust has spread from Unit 3 and is invading into the unit. The 1940 aerial shows a substantial disturbance along the western edge of this unit, but it is unclear what the cause is. Where mature oaks are found, native ground layer vegetation is present. In other areas the composition is much like wooded old field in that it contains many undesirable trees including dead and dying green ash and cherry. Little evidence of oak regeneration was found.

Where oaks are not present, the area was open meadow or possibly prairie in the early years of the golf course. All woody vegetation other than mature oaks and hickories has become established over the past fifty years.

#### Goals:

- Restore native savanna/prairie plant communities
- Provide trail access and overlook near ponds

#### Prescription:

- Forestry mow, shear or cut all woody vegetation that is not oak or hickory.
- Treat with herbicide to eradicate invasives.

- Replant open areas with prairie vegetation
- In areas where mature oaks are present, assess recovery of native plant species and consider seeding.

### Unit 5

This unit is entirely upland and consists of remnant *savanna/prairie complex*, *wooded old field* and *degraded open oak woods* cover types. As discussed previously, the wooded old field cover type includes young red oak and hickory along with an assortment of invasives and less desirable natives. The savanna prairie complex is a continuation of the area discussed under Unit 4 above. The degraded open oak woods is in relatively good shape.

#### Goals:

- Restore native savanna/prairie plant communities
- Provide trail access and overlook near ponds

#### Prescription:

- Forestry mow, shear or cut all woody vegetation that is not oak or hickory.
- Treat with herbicide to eradicate invasives.
- Replant open areas with prairie vegetation
- In areas where mature oaks are present, assess recovery of native plant species and consider seeding.

### Unit 6

This unit has is designated remnant savanna/prairie complex although it also contains a parking lot and roadway. A few mature oaks are present and the ponds create a nice gateway into the natural areas in the uplands.

#### Goals:

- Restore oak savanna where mature oaks are found
- Continue trail access through the unit

#### Prescription:

- Forestry mow, shear or cut all woody vegetation that is not oak or hickory.
- Treat with herbicide to eradicate invasives.
- Replant open areas with prairie vegetation
- In areas where mature oaks are present, assess recovery of native plant species and consider seeding

Execution and Budget

The budgets presented below are estimates and no attempt has been made to estimate inflationary changes to pricing that might occur. It is important to note that it is not necessary to start all six management units at the same time. It would be possible, for instance, to initiate work for YEAR ONE on Units 4 and 5 (which are recommended as the highest priority). Then in the following year, Units 4 and 5 would enter YEAR TWO of the phased tasks at which time you could initiate work on Units 1 and 2 with YEAR ONE tasks.

YEAR ONE						
Units	1	2	3	4	5	6
Forestry Mowing	9,500	5,000		15,000	19,000	2,000
Tree Shear/Hand Cut	14,000	4,000		35,000	22,000	6,000
Herbicide Re-sprouts	4,500	2,500		6,500	7,000	2,000
Prescribed Burn	3,000	2,000				
Herbicide Reed Canary	2,500	2,000				
Herbicide Phragmites	1,000	1,000				
Herbicide Weeds				3,500	4,500	4,000
Girdle Black Locust			3,000			
Total By Unit	34,500	16,500	3,000	60,000	52,500	14,000
Contingency (20%)	36,100					
Yearly Total	216,600					

YEAR TWO						
Units	1	2	3	4	5	6
Herbicide Re-sprouts	2,000	900		2,200	2,500	800
Herbicide Reed Canary	1,000	700				
Herbicide Weeds				1,500	2,000	800
Seed Natives	15,000	8,000		10,000	12,000	1,500
Cut and Remove Black Locust			7,000			
Herbicide Phragmites	500	500				
Total By Unit	18,500	10,100	7,000	13,700	16,500	3,100
Contingency (20%)	13,780					
Yearly Total	82,680					

YEAR THREE

Units	1	2	3	4	5	6
Mow Seeded Areas				7,000	7,000	2,500
Herbicide Re-sprouts	1,000	600		1,000	1,000	500
Herbicide Reed Canary	1,000	700				
Herbicide Weeds				1,000	1,000	1,000
Seed Natives			4,000			
Herbicide Phragmites	500	500				
Plant Native Trees/Shrubs	5,000	5,000	10,000	10,000	10,000	5,000
Water/Maintain Plants	2,000	1,000	8,000	4,000	4,000	4,000
Total by Unit	7,500	6,800	14,000	19,000	19,000	9,000
Contingency (20%)	15,060					
Yearly Total	90,360					

YEAR FOUR

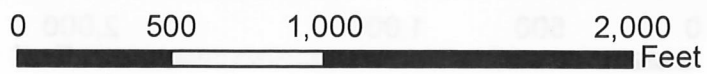
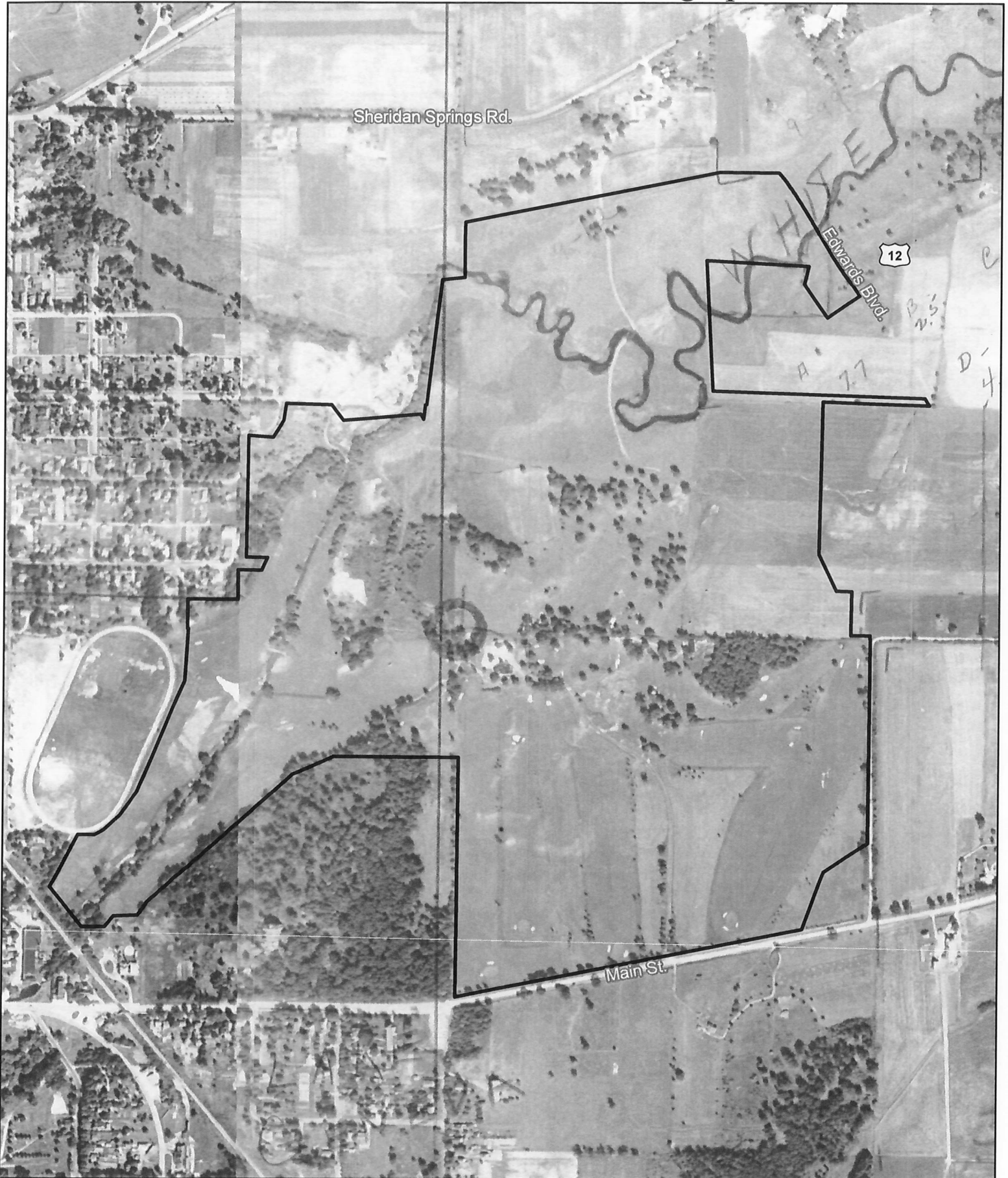
Units	1	2	3	4	5	6
Mow Seeded Areas			2500			
General Herbicide Maintenance	2,000	2,000	800	2,000	2,000	800
Water/Maintain Plans	1000	500	2000	2000	2000	1000
Prescribed Burn	4,000	4,000		4,000	4,000	2,000
Total By Unit	7,000	6,500	2,800	8,000	8,000	3,800
Contingency (20%)	7,220					
Yearly Total	43,320					

ESTIMATED ONGOING MAINTENANCE BUDGET PER YEAR FOR ENTIRE SITE

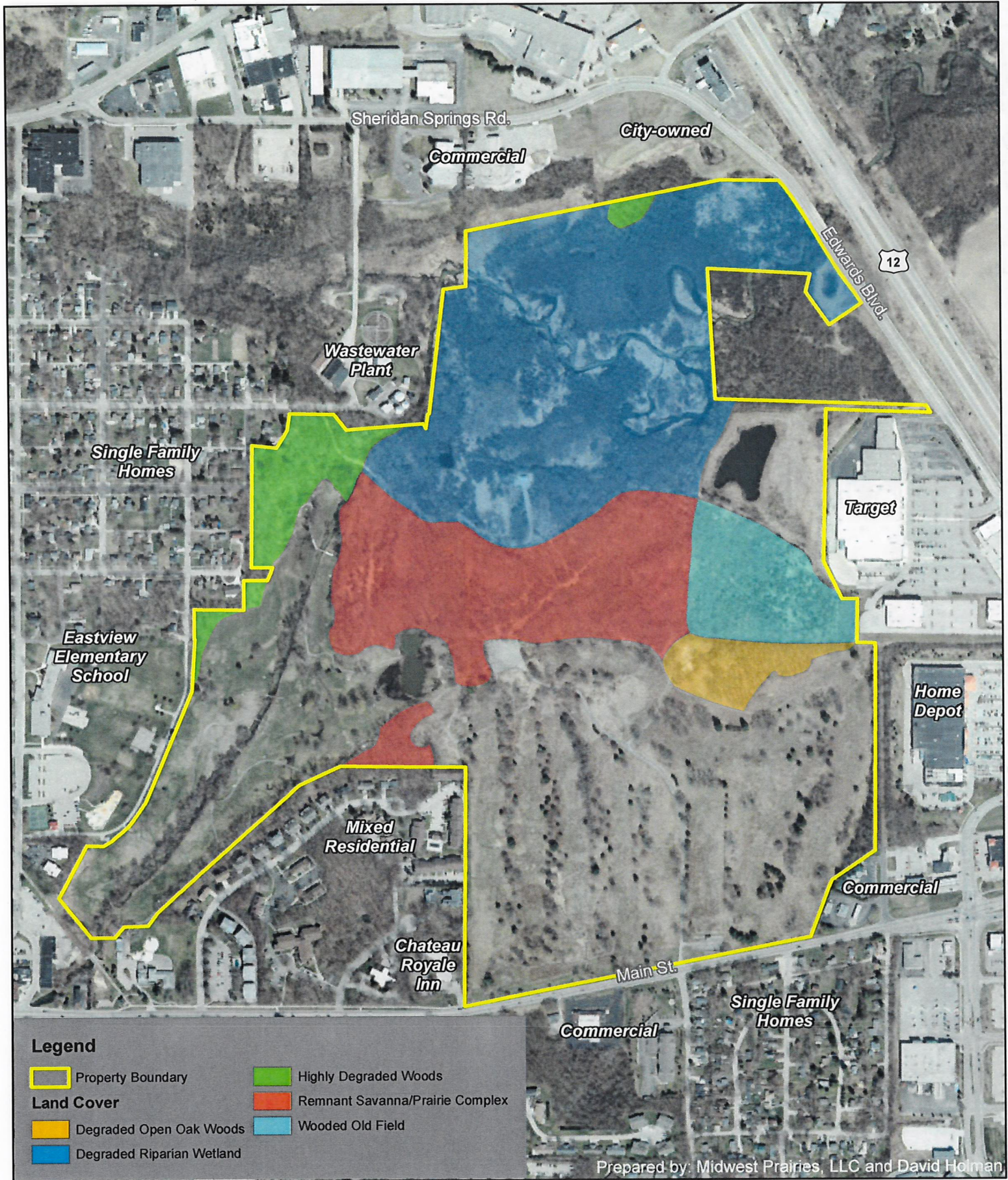
Herbicide Invasives	5,000
Prescribed Burning	5,000
Other	5,000

Ongoing maintenance estimate only includes natural resources work and does not include things such as trail maintenance or cleaning up downed wood.

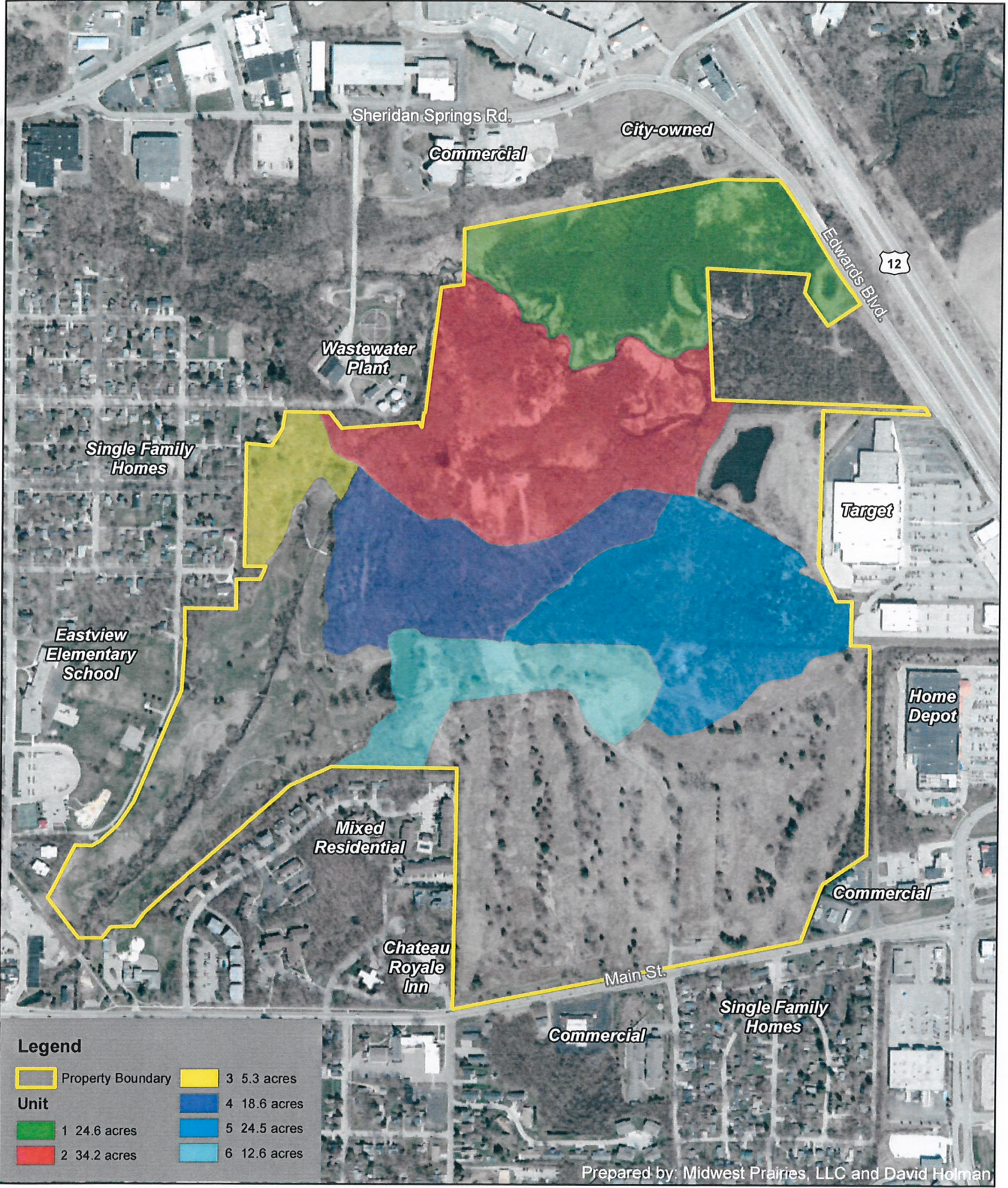
# Hillmoor - 1940 Aerial Photograph



# Hillmoor - Land Cover

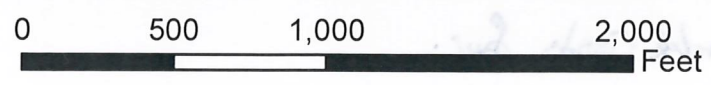


# Hillmoor - Management Units



Legend	
	Property Boundary
	1 24.6 acres
	2 34.2 acres
	3 5.3 acres
	4 18.6 acres
	5 24.5 acres
	6 12.6 acres

Prepared by: Midwest Prairies, LLC and David Holman



S. Hay + Associates

(a)

1. Resurfaced cart path  
cart
2. Entrance to 50%
3. Repair switchbox cart path
4. Estimate Goods for.

EXHIBIT B

State Bar of Wisconsin Form 6-2003  
SPECIAL WARRANTY DEED

Document Number	Document Name
-----------------	---------------

THIS DEED, made between White River Holdings LLC  
 \_\_\_\_\_  
 \_\_\_\_\_ ("Grantor," whether one or more),  
 and City of Lake Geneva  
 \_\_\_\_\_  
 \_\_\_\_\_ ("Grantee," whether one or more).

Grantor, for a valuable consideration, conveys to Grantee the following described real estate, together with the rents, profits, fixtures and other appurtenant interests, in Walworth County, State of Wisconsin ("Property") (if more space is needed, please attach addendum):

See legal description in Exhibit A, annexed hereto and incorporated by reference

DOCUMENT#: 1072598  
 12-09-2022 at 2:25 PM  
 MICHELE JACOBS  
 REGISTER OF DEEDS  
 WALWORTH COUNTY, WISCONSIN  
 Pages: 4 Fee Amount: \$30.00  
 Fee Exempt 77.25- 12  
 \*\*\*The above recording information verifies this document has been electronically recorded and returned to the submitter\*\*\*

Recording Area  
 Name and Return Address  
 Atty. Daniel S. Draper  
 500 Commercial Court  
 Lake Geneva, Wisconsin 53147

ZOP 00001; ZYUP 00131; ZYUP 00001A;  
 ZYUP 00001C; ZYUP 00153  
 Parcel Identification Number (PIN)  
 This is not homestead property.  
 (is) (is not)

Grantor warrants that the title to the Property is good, indefeasible in fee simple and free and clear of encumbrances arising by, through, or under Grantor, except that this Deed is subject to the restriction contained in Exhibit B, annexed hereto and incorporated by reference.

Dated December 9, 2022

Paul Fitzpatrick (SEAL) \_\_\_\_\_ (SEAL)  
 \* for White River Holdings, LLC \*  
 \_\_\_\_\_ (SEAL) \_\_\_\_\_ (SEAL)  
 \* \_\_\_\_\_ \*  
 \_\_\_\_\_ (SEAL) \_\_\_\_\_ (SEAL)

AUTHENTICATION  
 Signature(s) of Paul Fitzpatrick  
 authenticated on December 9, 2022  
Alan Marcovitz  
 \* Alan Marcovitz Esq.  
 TITLE: MEMBER STATE BAR OF WISCONSIN  
 (if not \_\_\_\_\_  
 authorized by Wis. Stat. § 706.06)

THIS INSTRUMENT DRAFTED BY:  
Alan Marcovitz, Esq.  
 SBN: 1007942

ACKNOWLEDGMENT  
 STATE OF WISCONSIN )  
 \_\_\_\_\_ ) ss.  
 \_\_\_\_\_ COUNTY )  
 Personally came before me on \_\_\_\_\_,  
 the above-named \_\_\_\_\_  
 \_\_\_\_\_  
 to me known to be the person(s) who executed the foregoing  
 instrument and acknowledged the same.  
 \_\_\_\_\_  
 \*  
 Notary Public, State of Wisconsin  
 My Commission (is permanent) (expires: \_\_\_\_\_)

(Signatures may be authenticated or acknowledged. Both are not necessary.)  
 NOTE: THIS IS A STANDARD FORM. ANY MODIFICATIONS TO THIS FORM SHOULD BE CLEARLY IDENTIFIED  
 SPECIAL WARRANTY DEED © 2003 STATE BAR OF WISCONSIN FORM NO. 6-2003  
 \* Type name below signatures.

line of Haskins Street; thence South 89° 59' East along the South line of Haskins Street and its Easterly extension, 429.22 feet; thence South 55° 18' 30" East, 100.43 feet; thence North 73° 50' East, 206.17 feet to the West line of Lot "H" of the Geneva Lake Crawford Manufacturing Company's Addition to the City of Lake Geneva; thence North 6° 32' East, (recorded as North 6° 15' East) 645.5 feet to the Northwest corner of said Lot "H"; thence North 82° East, 112.3 feet more or less along the North line of said Lot "H" to the East line of said Section 25; thence South along the said East line of Section 25, 1807.75 feet more or less to the point of beginning.

Tax Key No: ZYUP 00001C

PARCEL 3:

Part of the Southeast 1/4, Southwest 1/4, Northeast 1/4 and Northwest 1/4 of the Southwest 1/4 of Section 30, Town 2 North, Range 18 East, in the City of Lake Geneva, Walworth County, Wisconsin, bounded and described as follows:

Commencing at the Southeast corner of the Southwest 1/4 of Section 30; thence South 89°54'09" West along the south line of said Southwest 1/4 Section 548.11 feet to the point of beginning of the lands to be described; thence continuing South 89°54'09" West along said south line 2056.22 feet to a point on the west line of the Southwest 1/4 of Section 30; thence North 00°46'41" West along said west line 2081.15 feet to a point; thence North 77°28'13" East 1301.13 feet to a point; thence North 89°32'32" East 414.52 feet to a point on the westerly line of USH "12"; thence South 33°01'04" East along said westerly line 203.83 feet to a point; thence South 11°20'04" West 309.68 feet to a point; thence North 88°00'24" West 522.16 feet to a point; thence South 04°06'36" East 697.13 feet to a point; thence South 89°15'36" East 557.97 feet to a point; thence South 00°00'15" West 775.32 feet to a point; thence South 26°19'37" East 207.41 feet to a point; thence North 89°27'46" East 74.05 feet to a point; thence South 00°32'08" East 230.92 feet to a point; thence North 88°22'57" East 95.37 feet to a point; thence South 00°26'51" East 15.38 feet to the point of beginning.

EXCEPTING THEREFROM THE FOLLOWING:

Lot 1 of Certified Survey Map No. 1918 being part of the Southwest 1/4 of the Southeast 1/4 of Section 30, Town 2 North, Range 18 East, City of Lake Geneva, Walworth County, Wisconsin bounded and described as follows:

Commencing at the Southwest corner of said Section 30; thence North 0°46'41" West 607.53 feet; thence South 63°27'02" East 237.52 feet to the point of beginning; thence North 0°46'41" West 369.72 feet; thence North 89°13'19" East 200.00 feet; thence South 0°46'41" East 346.37 feet; thence South 55°16'59" West 128.36 feet; thence North 63°27'12" West 105.25 feet to the point of beginning.

Tax Key No: ZYUP 00153

## Karen Yancey

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**From:** Kiera Theys  
**Sent:** Monday, May 1, 2023 3:46 PM  
**To:** Karen Yancey  
**Subject:** Hillmoor GPS Coordinates

### Here are the GPS Coordinates Info:

**Middle of Golf Course:** 42.59454 N, 88.41945 W  
**Middle of N 84 Acre Parcel:** 42.60006 N, 88.42025 W  
**Entrance by School:** 42.59421 N, 88.43082 W  
**South Entrance off of E Main St:** 42.59244 N, 88.41952 W  
**North Entrance off of Sheridan Springs Rd:** 42.60369 N, 88.41998 W

Kiera Theys  
Land Protection Manager  
Geneva Lake Conservancy  
398 Mill Street, Fontana WI 53125  
Office: 1 (262)-275-5700  
Cell: 1 (847)-830-1541  
Fax: 1 (262)-275-0579



**EXAMPLE APPLICANT RESOLUTION FOR OUTDOOR RECREATION GRANT APPLICATIONS**

WHEREAS, the City of Lake Geneva is interested in acquiring or developing lands for public outdoor recreation purposes as described in the application; and

WHEREAS, financial aid is required to carry out the project;

THEREFORE, BE IT RESOLVED, that the City of Lake Geneva *Has*

Budgeted in 2024 a sum sufficient to complete the project or acquisition and

HEREBY AUTHORIZES Charlene Klein, Mayor to act on behalf of City of Lake Geneva to:

- Submit an application to the State of Wisconsin Department of Natural Resources for any financial aid that may be available;
- Submit reimbursement claims along with necessary supporting documentation within 6 months of project completion date;
- Submit signed documents; and
- Take necessary action to undertake, direct and complete the approved project.

BE IT FURTHER RESOLVED that City of Lake Geneva will comply with state or federal rules for the programs; may perform force account work; will maintain the completed project in an attractive, inviting and safe manner; will keep the facilities open to the general public during reasonable hours consistent with the type of facility; and will obtain from the State of Wisconsin Department of Natural Resources or the National Park Service approval in writing before any change is made in the use of the project site.

Adopted this 8th \_\_\_\_\_ day of April \_\_\_\_\_, 2024 \_\_\_\_.

I hereby certify that the foregoing resolution was duly adopted by City of Lake Geneva at a legal meeting on 8th \_\_\_\_\_ day of April \_\_\_\_\_, 2024 \_\_\_\_.

**Authorized Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**IMPORTANT NOTE:** *The DNR expects the individual authorized by this resolution to become familiar with the applicable grant program’s procedures for the purpose of taking the necessary actions to undertake, direct, and complete the approved project. This includes acting as the primary contact for the project, submitting required materials for a complete grant application, carrying out the acquisition or development project (e.g., obtaining required permits, noticing, bidding, following acquisition guidelines, etc.), and closing the grant project (e.g., submitting grant reimbursement forms and documentation, and organization of project files for future monitoring of compliance with grant program.*