



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov

CITY OF LAKE GENEVA HILLMOOR AD HOC COMMITTEE
THURSDAY, FEBRUARY 15, 2024 - 4:00 PM
LAKE GENEVA CITY HALL; POLICE TRAINING ROOM (UPPER LEVEL)

Members:

Mayor Charlene Klein, Deborah Beagle, David Quickel, Skip Atwell, Henry Sibbing, Adam St. Marie, Cherie Borowicz, Michael Krajovic, Fred Gahl, Celine Lillie, Karen Yancey, Paula Porubcan, Lawrie Weed, Norine Smyth, and Peggy Schneider

AGENDA

1. Call to Order
2. Roll Call
3. Approval of the Hillmoor Ad Hoc Committee minutes from February 1, 2024
4. Report from Friends of Hillmoor- Betty V
5. Sub Group Presentation/Possible Recommendation: Dog Park-Paula Porubcan
6. Sub Group Presentation/Possible Recommendation: Disc Golf Course-Paula Porubcan
7. Knowles Nelson grant update-Paula Porubcan
8. Sub Group Presentation: Organic Golf-Hank Sibbing & Fred Gahl
9. Next Meeting: Thursday, February 29, 2024 (Playgrounds, etc Sub Group)
10. **Adjournment**

*This is a meeting of the Hillmoor Ad Hoc Committee.
No official City Council action will be taken; however, a quorum of the Council may be present.*

1. Call to Order 4:03pm

2. Attendance:

Present

- Mayor Klein
- Dave Quickel
- Skip Atwell
- Adam St.Marie
- Michael Krajovic
- Fred Gahl
- Celine Lillie
- Paula Porubcan
- Lawrie Week
- Betty Volquarsteden
- Peggy Schneider

Excused

- Henry Sibbing
- Cherie Borowiec

Absent

- Karen Yancey
- Deborah Beagle

3. Approval of Minutes:

4. Minutes approved

5. Introduction of new Parks Superintendent

6. Presentation - Habitat Restoration - Hike Bike, Ski Trails Paula P. Betty V.

- See attached Presentation
- Presents a Zone 6 to be considered where the hill is steep and wooded up against residences.
- Michael K: Zone 3 where it borders 4 and 5 does need to be determined since the google map image is not accurate in its vegetation reflection.
- Makes a Motion to: Adopt "ABC's" natural land Use ones, now amended to include 6 zones, as part of the Preliminary Conceptual Plan.
 - Fred: Seconds the motion
 - Michael K: Would you be open to just extending zone 3 and absorbing zone 6 into it since it's kind of the same as zone 3?
 - Paula: Yes that makes sense
 - Roll Call Vote: Passes, All present in favor.

- Motion by Betty V. to Share the Natural Land Use Zone information with the City Council (map and appropriate uses).
- Celine Seconded
- Roll Call Vote: Passes, All present in favor.
- Comments made on Trails and Bridges.
- Celine: Who decides what beautiful is?
- Betty: I know we talked about standards of beauty but we haven't talked more about that.
- Celine: I just want to make a comment, I saw a lot of mention about the AdHoc committee coming up with a Master Plan. From my view I thought we are giving the City Council options. Cause I think our job is not to come up with a master plan but to come up with ideas and perhaps make a first recommendation and second recommendation and then City Council takes it all to make a decision.
- Paula: I would say a lot of this is putting the cart before the horse, examples on how do we address these steep slopes? But on the other hand the conservancy grant is 95% done. Do we want to try to use it to get something that we want to have done? But what would happen is that Karen would have to take that back to her board. My understanding is that her board is very interested in getting trails through zones 1,2 and 3. I don't want to misrepresent them but my understanding is that they might not be interested in being partners in getting a landscape designer.
- Mayor: Should we get the grant the money will come to the City.
- Michael K: This is our first time to comment on the Grant Application. I would hope the GLC would stay involved.
- Dave Q: So if we get the grant we have to go through these plans?
- Mayor: I will point out we may have another source of funding for that.
- Dave Q: This was one of the number one things the community wants done so maybe we got to just do it if we get the money.
- Betty: To piggyback on that. We have to think about what we really need is a 0-5 and 5-10 year plan because it's going to take us 5 years to clear out the invasives. Midwest said that it can take 3 years for a prairie to grow. If in the first few years we give people access to see what the place is then we can develop the Master Plan and let the community be a part of that.
- Paula: In talking to Sarah about this grant you have two years to spend it. She said they often get people who are requesting extensions if research comes up that is legitimately worth considering.
- Lawrie: First of all, great job to you and your committee on this great presentation. I do have a question. I need clarification, have we submitted an application for this grant?
- Paula: We still have to submit an application for the Knowles Nelson Grant.
- Lawrie: I want to point out that the GLC has decided not to proceed with further work and advocacy regarding the Hillmoor at this time. How is this going to be addressed?
- Paula: My understanding is that Karen was given the go ahead to work with us to make revisions to the trail layout. Then they will resubmit on behalf of the City.

- Michael K: How would you decide where the trails could connect so we can score higher on the Knowles Nelson? Also, the trail design isn't carved in stone, we need a trail designer to plan this and tweak it.
- Paula: That's my understanding.
- Betty: We or the City needs to hire someone to do the Master Plan on the land.
- Michael K: If the City was given the Grant would Sam be involved in administering the money?
- Fred: This Land and Water Restoration Fund, I see no reason for not applying for that across the board.
- Michael K: The timing of the bridge and how it relates to the trails is a huge question mark and could be financially beneficial to the City.
- Mayor: I just wanted to mention one thing for those of you in the audience, this packet is all online in the meeting packet.
- Paul: I guess I see this as we need to get something on paper that isn't too onerous so that a landscape designer can feel comfortable making recommendations and their plan.
- Fred: It's my understanding that the most helpful we can be would be to come to the City Council with the Master Planner and ask for funding to implement "this" plan.
- Paul: So should I go to Karen and tell her that this is good?
- Dave Q: I feel like we should use some money to fix the frontage on Hwy 50
- Betty: Do we agree that we want a hwy 50 connection?
- Celine: Do we need a motion to charge this new group with these revisions?
- Paula: We will report back to the committee.
- Adam: Ultimately I feel like I would want to not commit the City to spending money on trails in the wetlands of Hillmoor until we spend money on playgrounds.

- Mayor: I'm not sure we are going to have an April 1st meeting.

7. Review of Project Planning Process: Mike K.

- Celine: I have a question, can you explain to me your thoughts on where you think the AdHoc committee ends its job? Are we involved to the very end? I thought we were involved to a certain point where we hand it off?
- Michael K: The initial charge for the City was essentially to thoughtfully consider concepts and make recommendations.
- Mayor: We will be renewing this again on Feb. 12 with the Council. Eventually if we get to a certain point it will have to be a different type of committee governed by an ordinance. I'm hoping that in the next six months we can be pretty close to that point.
- Fred: It's my understanding that we have been tasked with gathering that information and go to City Council with a Master Planner and here are the concepts we have. The City Council doesn't want to have to deal with all this. Anything over \$1 million needs to go to referendum anyway.
- Mayor: It may be helpful for the City Council members to hear this on Feb 12, 2024 .

8. Discussion of public communications - COW, social media, newspaper, etc. Fred G.

- There are a lot of people asking for more information on what we are doing here.
- I think people should be able to get copies of these presentations. I think we should over provide because it's the impression that we are not.
- I was thinking of asking Dennis if he could write a recap article about what we are doing. I think we need to try to find ways to make our process more transparent.
- Peggy: I think the more that's available online makes it easier. I think for the newspaper you have to have a subscription. So if it could go through the City. If we can publish the link on the City website or how to type it in on your own computer.
- Paula: Can we do a nice "Hillmoor" button on the website so people don't have to go searching.
- Michael K: Perhaps we make a schedule every 2 months to present what we are up to at Committee of the Whole. Even presenting it in front of the COW.
- Paula: Perhaps we can get someone to volunteer to do a facebook live video recap of our meetings.
- Mayor: Here's the issue we have sometime when we talk to people I say, well there was an article. We have some council members who are here and some who have never been here and say they don't know what's going on. So many people don't know what we are doing because they don't check in on what we are doing.
- Fred: I think we are tasked with keeping the people informed. It's embarrassing and shameful to hear these people criticizing our committee who is working so hard. I think all the aldermen should get a copy of these reports.
- Mayor: With your permission I will print out all the power points and give them to the council. I will get that to the COW on Monday.
- Paula: This is so important. We have to start with the City Council. They have to be able to make good decisions. I think we start with the ABC presentation.
- Fred: I think it's also very important for them to realize this is far more complex and far reaching than they can imagine.
- Dave Q: I think that's the most important thing you've said in a long time.

9. Next Meeting Date and Time: Thursday, February 15, 2024 4:00pm

- Michael K: Motion to adjourn the meeting
- Fred G: Seconds

White River Dog Park



White River Dog Park

Facilities

2 acres, fenced

6 ft high chain link fence, double entry

Water (drinking fountain and spigot)

Benches

Shade/shelter with picnic table

Garbage cans

2 "doggie bag" dispensers

Parking



Anecdotal Comments

One of the best dog parks in the area

Rated 4.5/5.0 on [BringFido.com](https://bringfido.com)

Doggie bag dispensers always full

High quality doggie bags

Well maintained

**High use times: before and after work (3:30-6p
busiest)**

10-20 dogs (and owners) during peak times

Suggestions

**Different turf that can better withstand traffic
(i.e., less mud)**

A second shelter for shade

Open existing bathroom facility

White River Disc Golf Course 18-hole, ~ 30 acres, Built 2013



Donors:

Humphreys Contracting
Cherrer Construction
Gilbank Construction
Down-to-Earth Contractors
Otto Jacobs
D.B. Event Signage
Lake Geneva Utility Comm.
Jaycees of Lake Geneva

Hole Sponsors:

15 local businesses



- 18 Baskets**
- 18 Alternate Basket Locations**
- 36 Cement Tee Pads
(short and long)**
- 36 Signs (one at each Tee Pad)**





Professional Disc Golf Association: 1976
(277,000 professional members/130,000 active pros)
Top pros bring in 7 digit incomes (endorsements and tournament winnings)

Courses (2022): 90% free; 10% pay-to-play (\$5/round)
10,051 in US (another 5,000 across 81 countries)
436 in Wisconsin (with 167 leagues)
Wisconsin ranked 10th in US for active players/courses



All Players (pro, am, recreational), per UDisc App (2022):
1.2 million golfers used the app in US
1,958 rounds logged for White River Lake Geneva Course

Demographics (2022):
~ 15% female; ~ 9% racial minorities
~30% 15-26 years old;
~38% 27-35 years old;
~28% 36-63 years old;
~4% younger or older

Nearby Disc Golf Courses

- **Grand Geneva (\$5/round)**
- Conference Point, Williams Bay
- Duck Pond, Fontana
- Abby Resort, Fontana
- Phoenix, Delavan School for the Deaf
- Delavan-Darien High School
- Sliver Lake (3 courses)
- Wheatland Central School, New Munster
- **Alpine Valley (\$5/round)**
- East Troy Middle School
- Mukwonago (3 courses)
- Lakeview Elementary
- Janesville (2 courses)
- Milton (2 courses)
- Ft. Atkinson (2 courses)
- Kenosha (3 courses)
- Milwaukee (10 courses, **some are pay to play, \$5**)

Costs

New course: **\$25K** (up to \$100K with top professional designer, new landscaping)

Basket: **\$250**

Cement Tee Pad: **\$200**

Signs: ??

Alternate Basket Pin

Mechanism: **\$50** each

100K/year to mow Zone 1/
multi-use park (per Public
Works estimate)

Funding:

Local Business Sponsors

Local Club Volunteers



White River Disc Golf Course

- 40 league players
- 300 followers on Facebook page
- 100 players for tournaments
- ~2,000 rounds logged in 2022 on UDisc (probably 4,000 actually played)

- Strong investment/involvement from local club members (White River Rippers)
- Support from local businesses (e.g., Next Door Pub, Bittner's)
- Can be redesigned and/or moved to different location on Hillmoor

Current Course Needs

- 2-3 baskets need repair/replacement (**\$250 each**)
- Most alternative basket/pin locations have been destroyed by city mowing equipment, need replacement (**\$50 each**)

- Bridge repairs
- Picnic tables/benches/trash cans
- Open the bathroom facilities by Tennis Courts

Disc Golf Courses: Benefits

- All ages, genders, abilities (most users are 20-40 yr old males)

- Inexpensive equipment needed, and most are Free to play

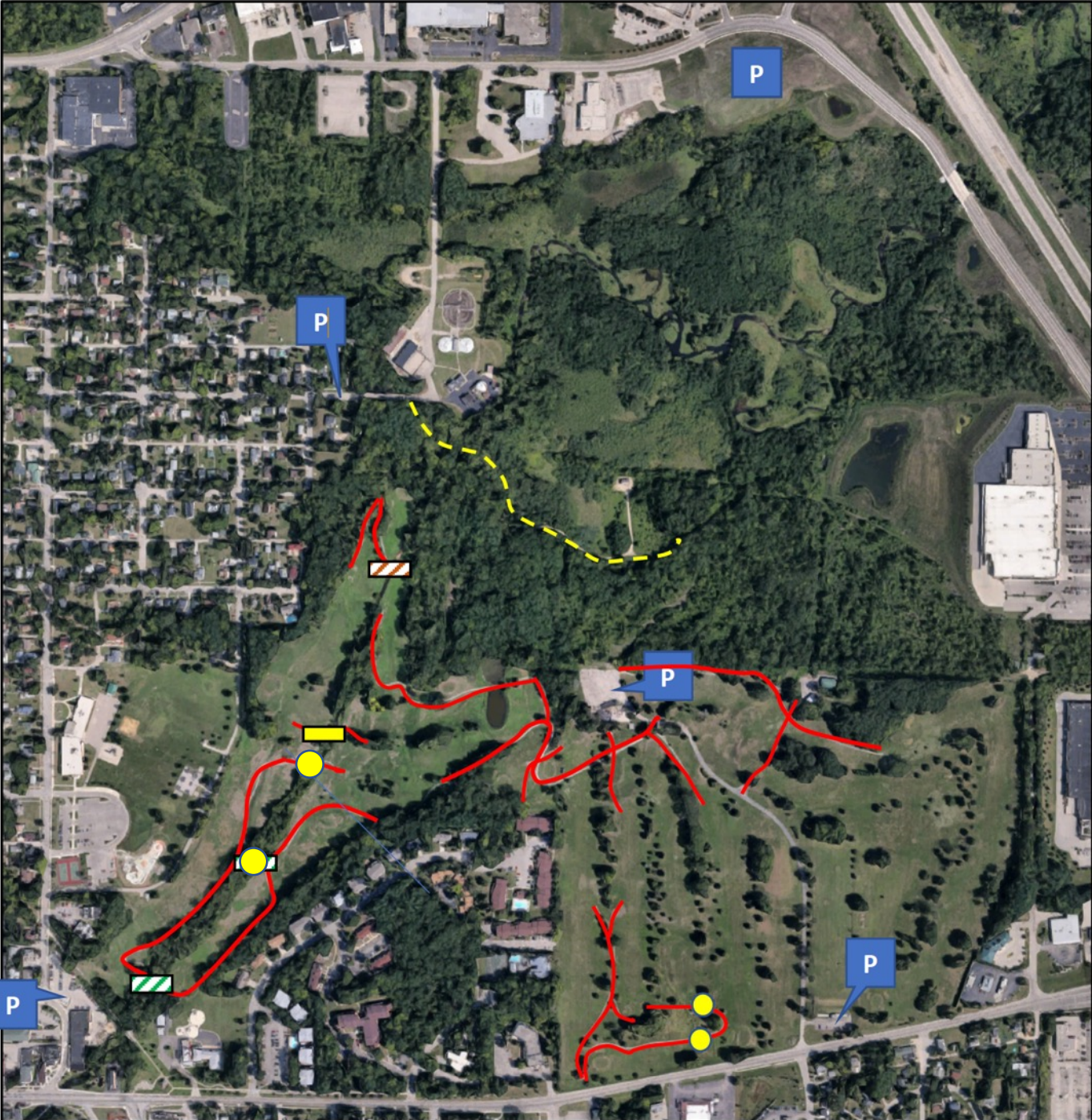
- Low maintenance








- Minimal environmental footprint

- Multi-use within larger city park setting



Existing Conditions/Opportunities



-  Existing Bridge: Good Shape, ADA compliant
-  Bridge to Be Replaced by City (currently cement foot bridge)
-  Cement Foot Bridge, Needs Repair, not ADA compliant
-  Wooden Foot Bridge, Needs Repair, not ADA compliant
-  Existing Paved Cart Path, ADA compliant
-  Entrance Road off Hwy 50, ADA compliant
-  Gravel Access Road to Pumphouse



Bridge #1 (New)



Bridge #2 (to be replaced by City?)



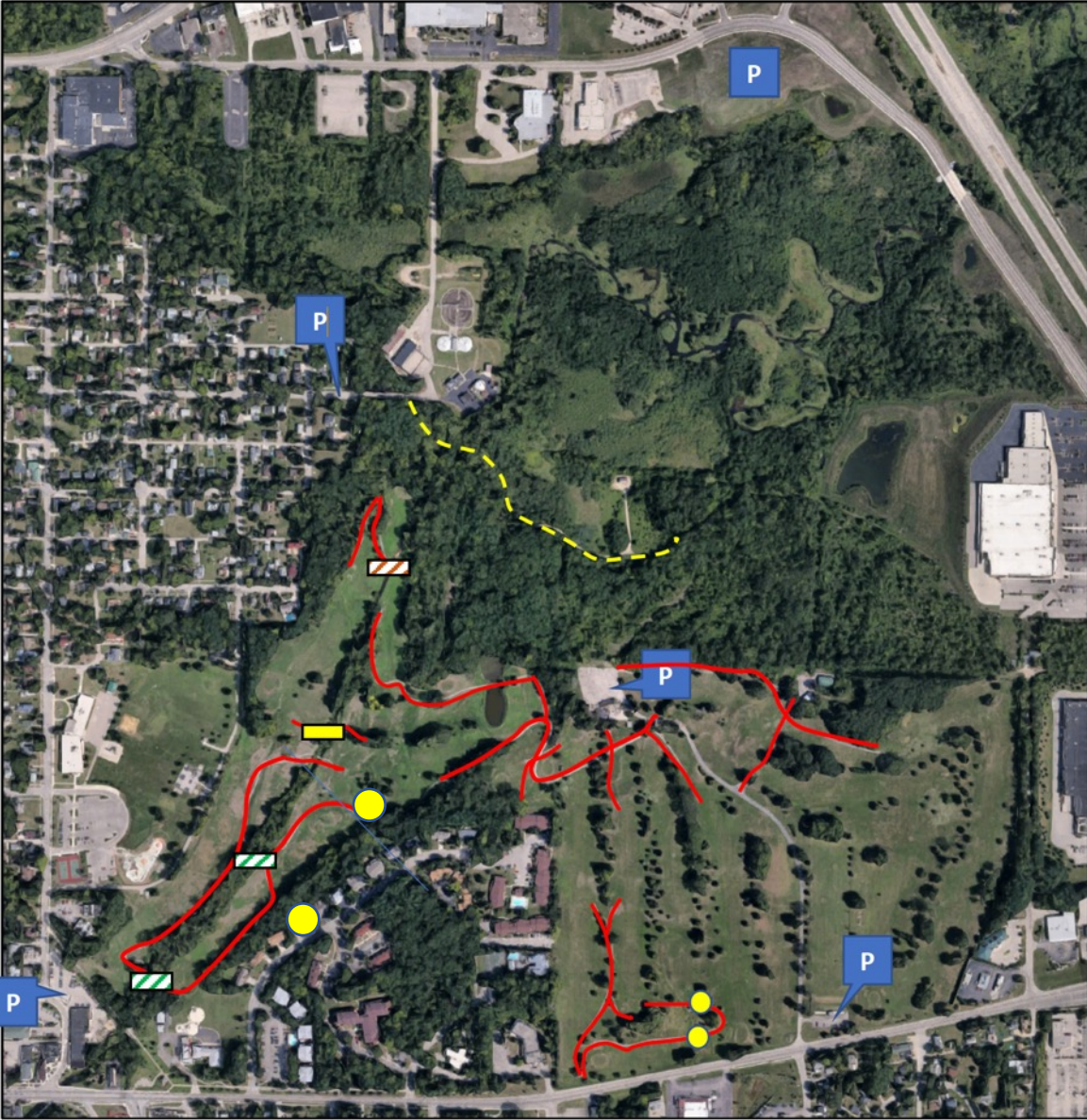
Bridge #3 (closed, unusable)



Bridge #4 (closed, unusable)



Bridge #5 (cement foot bridge)



Existing Cart Paths:
Zone 1





**Existing Cart
Paths:
Zones 4 and 5**



Existing Cart Paths: Zones 4 and 5



Suggested Motions:

- 1. Include Dog Park Facility in Preliminary Conceptual Plan**
- 2. Include Disc Golf Course in Preliminary Conceptual Plan**

HILLMOOR

PAST, PRESENT AND *FUTURE*

***Fred Gahl, Hank Sibbing and
Paula Porubcan***

Beautiful in all seasons



Even in Winter



THE FOUNDERS MISSION

The original members had no plan to make Hillmoor a money-making entity.

Their aim was to create an attraction to Lake Geneva as a summer Resort and to give the local residents an affordable place to play golf

1925 fees were \$1 on Weekdays, \$2 on Saturday, Sunday and Holidays, with a special discount for teachers



Gill Design May 7, 2023



The Hillmoor Golf Club is a piece of golfing history that deserves to be resurrected. The Hillmoor 9 concept recognizes and honors the important contributions of its architect, James (Jim) Foulis Jr. Mr. Foulis learned the game of golf from Old Tom Morris on the Old Course in St. Andrews, Scotland and was brought over the United States by C.B. McDonald to be the first professional at the Chicago Golf Club, the first 18-hole golf course in the nation. In 1896, Mr. Foulis became the 2nd winner of the U.S. Open golf championship.

Both James and his brother Robert were golf course architects as well as inventors and innovators. They patented the design of a golf club and developed the cup and flag system used on every green today. Hillmoor is one of only 15 golf courses designed by James Foulis. His designs include Nippersink, the former Burlington Country Club and Milwaukee Country Club. We are uncertain how many of his golf courses are still in existence. The Hillmoor 9 concept would return Hillmoor Golf Club to its glory days and illustrious past. It's a true tribute for Lake Geneva. It's a true tribute for Lake Geneva. It's a true tribute for Lake Geneva.



The Hillmoor Golf Club is a piece of golfing history that deserves to be resurrected. The Hillmoor 10 restoration would recognize and honor the important contributions of its architect, James (Jim) Foulis Jr. Mr. Foulis learned the game of golf from Old Tom Morris on the Old Course in St. Andrews, Scotland and was brought over to the United States by C.B. McDonald to be the first professional at the Chicago Golf Club, the first 18-hole golf course in the nation. In 1896, Mr. Foulis became the 2nd winner of the U.S. Open golf championship.

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The Hillmoor 10 restoration would return Hillmoor Golf Club to its glory days and illustrious past. It's a true tribute for Lake Geneva to be home to a Foulis golf course.



Restoring the Foulis Course

Simply stated, the Foulis designed golf course is complete with greens, tees, bunkers, rough and cart paths. It's just hidden under years of natural vegetative succession. Restoration of the golf course would involve removing the undesirable vegetation and re-grassing the playing areas. To have the course play as it would have when first design, a green and tee only irrigation system would be added. Fairways and roughs would take on the seasonal characteristics golf courses of that era offered.



HILLMOOR

- **History**

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-

- **Future**

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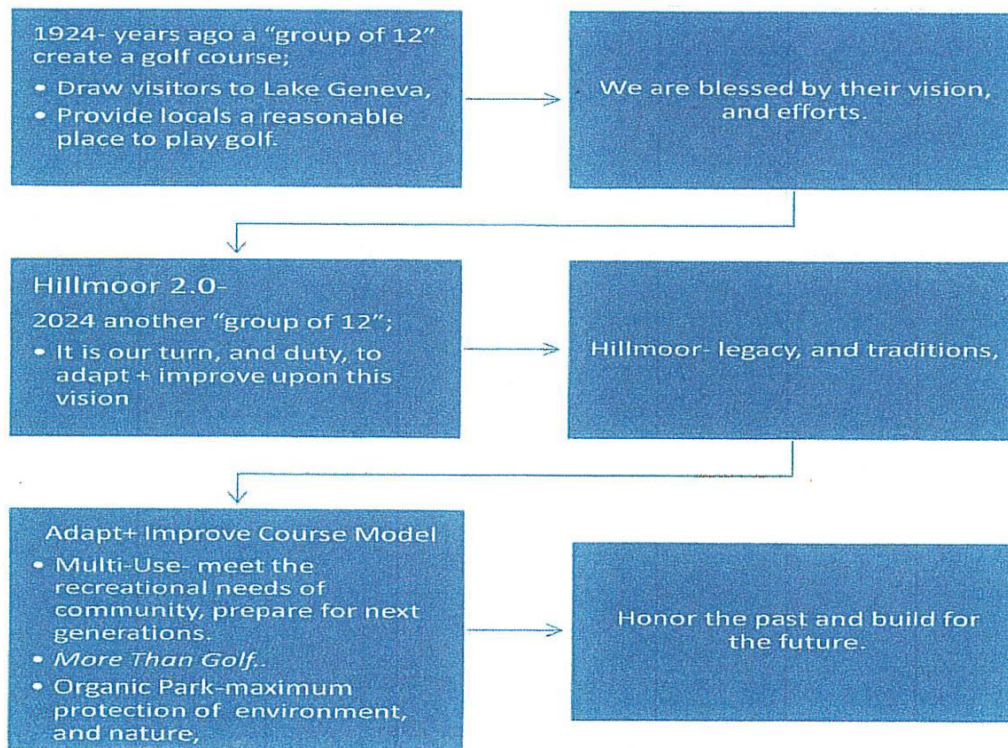
A photograph of a grassy field with a blurred background of trees and people. The foreground shows a colorful, patterned fabric or blanket. The text is overlaid on the left side of the image.

Hillmoor Community Park

Unique Mixed-Use Outdoor Recreation

"The Organic Golf-Park Proposal"

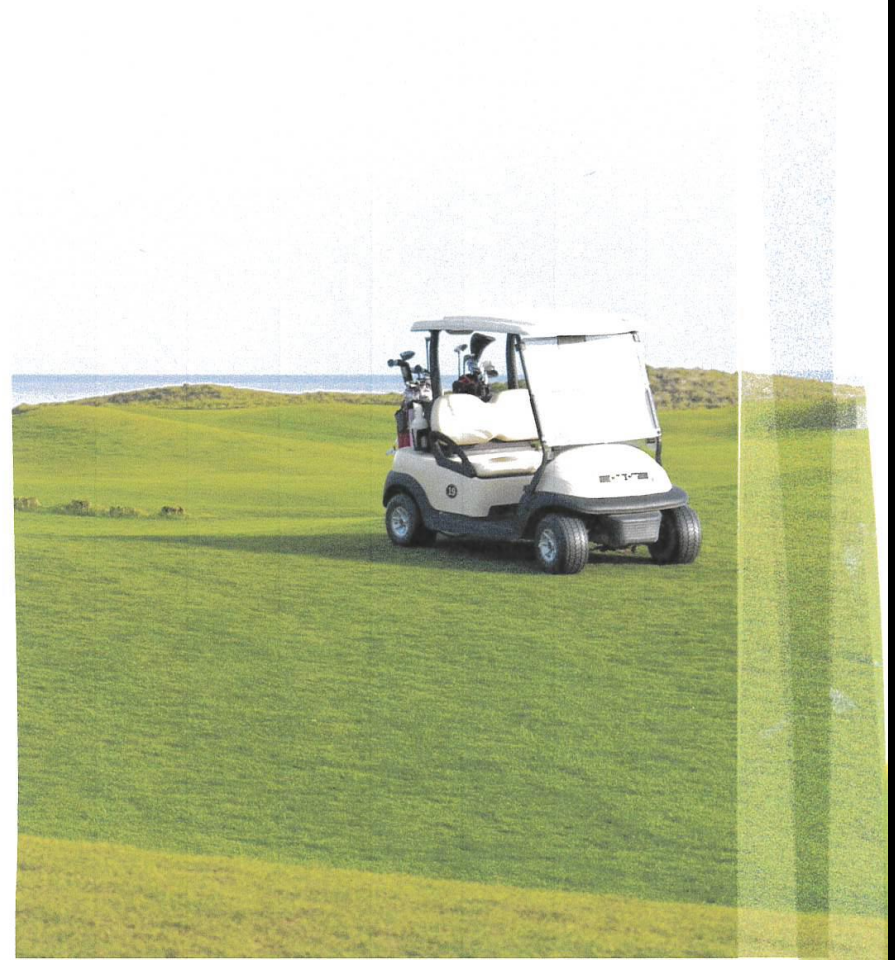
Let's change the game – the next 100 years



Organic 9-Hole
Golf-Park..

*“Unique walk through the
park experience..”*

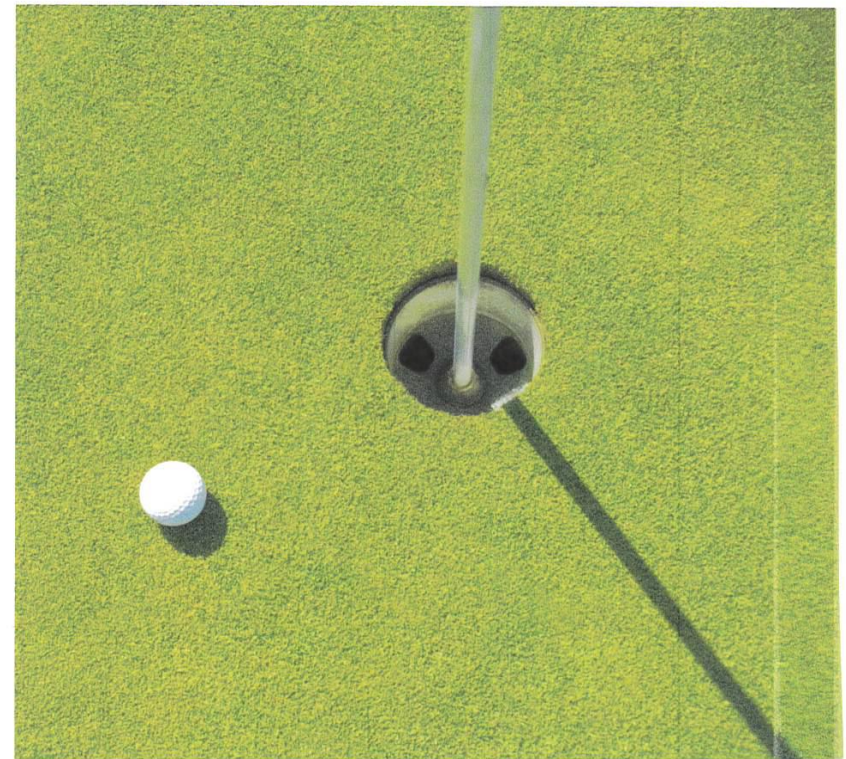
*History + Community
Coming Together*



Organic 9-Hole Golf-Park

“Land for everything, land for all”

- Inviting part of blended amenities, and activities, offered to the community at Hillmoor,
 - *“Land For ALL..”*
- Suitable for first-timers and long-time golfers alike
- Playability-unique golf experience!
- Ecology –to be billed, and promoted, as leading organic Golf-
- Park_in the United States. *
- Goal- incorporate golf course property into diverse community use, not just golf...
- *University Of Wisconsin Soil Science + Biological Systems Engineering School



Golf Existing With Other Community Activities

- **Common Ground**
- **-Golf + Other Activities Together**

Art / Antique Fairs

Before Play-

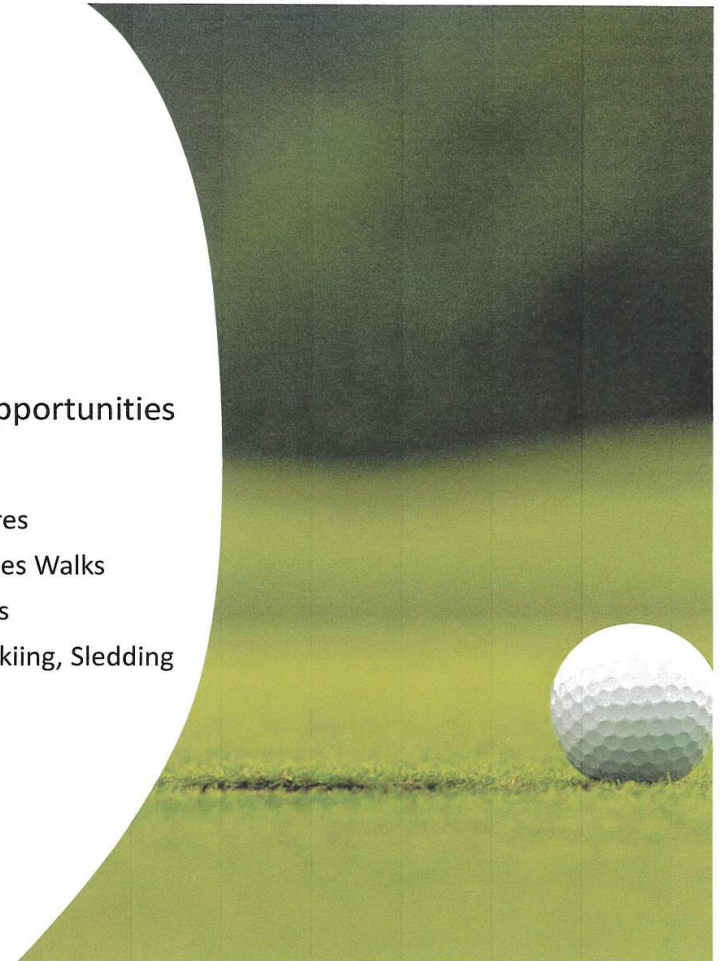
Dog-walking/Strolling

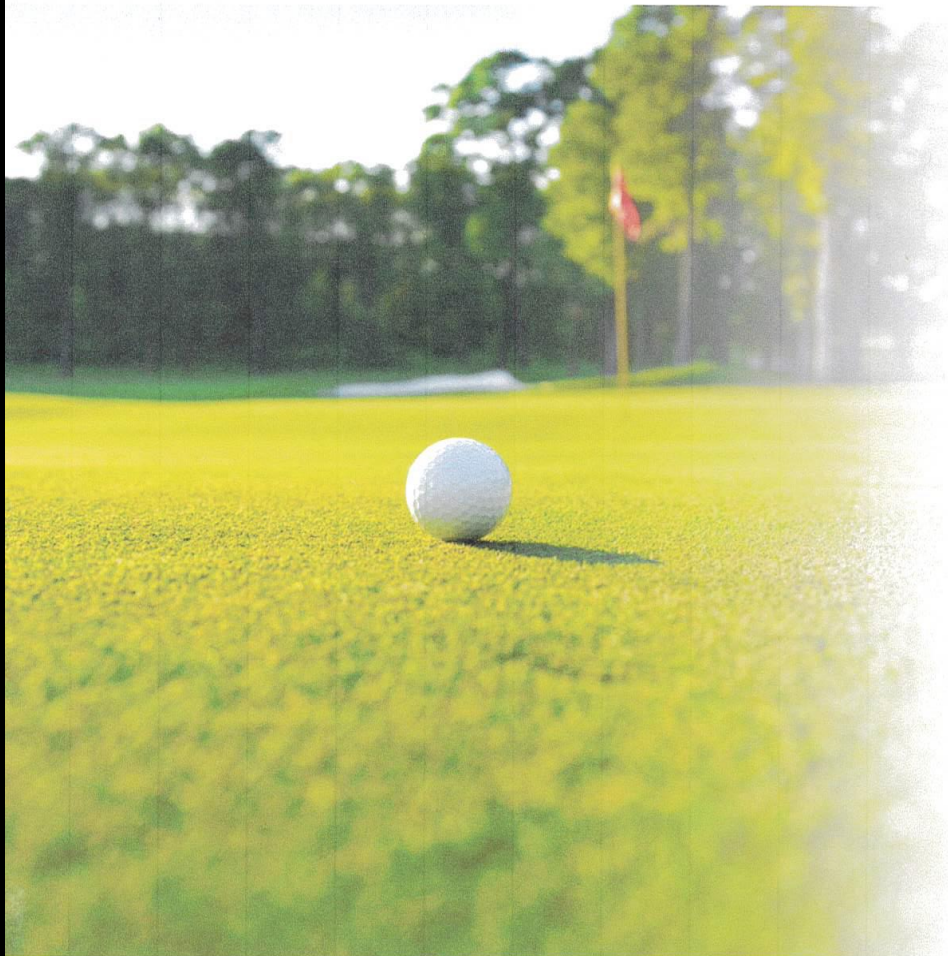
After Play-

Late in day On Summer Sundays;
Walkers, Kite Flying, Yoga Classes, Picnics
Music Events, Movie Nights..

Seasonal Opportunities

- Halloween
 - Bonfires
 - Witches Walks
- Childrens events
- Cross Country Skiing, Sledding





World-Class Organic Golf-Park

-University Wisconsin Madison-
Strategic Partnership

UWM Soil Science + Biological Systems Engineering School

-Valued Collaboration To Develop Organic Golf-Park-

- ***“The Wisconsin Idea”***
- The University of Wisconsin-Madison is a World-Class research university.
- Biological Systems Engineering School embodies this ideal through extensive research and extension programs.
 - These programs touch the lives of Wisconsin residents by bringing the University’s research directly to the people.
- “Wisconsin Idea”: the principle that education should influence people’s lives beyond the boundaries of classroom, and impact communities in every corner of the state.
- Labs, research centers, and extension programs explore new possibilities in agriculture and production.
- Through these faculty, staff, and students engage with people across the state, both learning from them and spreading knowledge to create a better, more sustainable tomorrow.

UWM Strategic World Class Resources

- Evaluate and cross-reference additional UWM resources
 - Agronomy, Community + Environmental Sociology, Forest + Wildlife Ecology
 - Landscape Architecture ,Molecular + Environmental Toxicology Center, Real Estate + Urban land economics, Urban + Regional Planning
- Gaylord Nelson Institute-Environmental Studies

UWM Soil Science + Biological Systems Engineering School

- Globally known institution regarding environmental remediation and management program
- “Front door for local governments to tap into resources of UWM”;
 - UWM Department of Soil Science Foundation
 - Discretionary Funds
 - Field Expeditions + Projects;
 - Undergraduate, Graduate, PHD,
 - Research Support
 - Student Support

NEXT STEPS;

- Memorandum of Understanding regarding Hillmoor;
 - General over-all Hillmoor project,
 - Specific collaboration re property conversion to World Class Organic Golf-Park .

**HILLMOOR RECAP
CALENDAR YEAR 2008**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Revenues													
Golf fees			\$4,000.00	\$25,000.00	\$60,000.00	\$90,000.00	\$105,000.00	\$105,000.00	\$75,000.00	\$20,000.00			\$474,000.00
Cart fees			\$1,400.00	\$7,000.00	\$14,000.00	\$21,000.00	\$24,500.00	\$24,500.00	\$17,500.00	\$7,000.00			\$116,900.00
Membership	\$9,375.00	\$9,375.00	\$9,375.00	\$9,375.00	\$9,375.00	\$9,375.00	\$9,375.00	\$9,375.00	\$9,375.00	\$9,375.00	\$9,375.00	\$9,375.00	\$112,500.00
Handicap fees				\$1,500.00				\$1,500.00					\$3,000.00
Driving-range			\$500.00	\$2,500.00	\$5,000.00	\$7,500.00	\$8,750.00	\$8,750.00	\$6,250.00	\$2,500.00			\$41,750.00
Restaurant lease			\$1,000.00	\$6,000.00	\$6,000.00	\$7,000.00	\$7,000.00	\$7,000.00	\$7,000.00	\$6,000.00	\$1,000.00	\$2,000.00	\$50,000.00
Total Revenue	\$9,375.00	\$9,375.00	\$16,275.00	\$51,375.00	\$84,375.00	\$134,875.00	\$164,625.00	\$156,125.00	\$115,125.00	\$44,875.00	\$10,375.00	\$11,375.00	\$798,150.00
Expenses													
Maintenance	\$7,250.00	\$7,850.00	\$13,300.00	\$19,500.00	\$21,375.00	\$24,975.00	\$31,675.00	\$30,525.00	\$36,775.00	\$20,750.00	\$14,360.00	\$20,200.00	\$248,525.00
Golf Shop	\$6,940.00	\$6,940.00	\$11,285.00	\$22,765.00	\$27,365.00	\$27,715.00	\$33,765.00	\$32,265.00	\$37,810.00	\$22,815.00	\$12,290.00	\$10,090.00	\$251,745.00
Administrative	\$1,235.00	\$1,235.00	\$2,135.00	\$3,585.00	\$2,835.00	\$5,735.00	\$3,835.00	\$3,535.00	\$3,085.00	\$1,735.00	\$1,235.00	\$1,535.00	\$31,720.00
Total Expenses	\$15,425.00	\$16,025.00	\$26,720.00	\$45,850.00	\$51,575.00	\$58,425.00	\$69,275.00	\$66,325.00	\$77,670.00	\$45,000.00	\$27,875.00	\$31,825.00	\$531,990.00
Net Profit	(\$6,050.00)	(\$6,650.00)	(\$10,445.00)	\$5,525.00	\$32,800.00	\$76,450.00	\$85,350.00	\$89,800.00	\$37,455.00	(\$125.00)	(\$17,500.00)	(\$20,450.00)	\$266,160.00
ROUNDS PLAYED = 200/MARCH, 1000/APRIL, 2000/MAY, 3000/JUNE, 3500/JULY-AUGUST, 2500/SEPT, 1000/OCTOBER GOLF = \$20 PER ROUND IN MARCH, \$25 PER ROUND IN APRIL AND MAY, \$30 PER ROUND JUNE-SEPT, \$20 PER ROUND IN OCT CART = \$14 PER ROUND PLAYED, 50% TAKE CARTS MEMBERSHIPS = 150 @ \$750 100 PLAYERS AT \$30 PER PLAYER -- HANDICAP RANGE = 50% OF PLAYERS HIT 1 BUCKET AT \$5 PER BUCKET													

City of Lake Geneva Survey Summary – All Responses

This survey was mailed to 5,428 households and businesses in the City of Lake Geneva with 404 surveys returned as “undeliverable.” A total of 835 completed surveys were completed for a response rate of 16.6 percent. Of these, 664 were completed by City of Lake Geneva residents; 105 were completed by non-residents; 33 were completed by those who chose “other” as their residency status; and 33 chose not to answer the residency question. The following is a summary for all responses.

1. Did you receive this survey at your home or business? **A 93.4% Ho**
2. How important are each of the following reasons you or your family choose to live in Lak

		Very Important	Somewhat Important	No Im
A	Access to medical care	51.6%	35.2%	
B	Cost of living	53.6%	35.0%	
C	Crime rate/safety	75.5%	20.2%	
D	Emergency services (police, fire, ambulance)	65.7%	27.1%	
E	Employment opportunities	30.8%	35.1%	
F	Government services	28.9%	44.6%	
G	Housing choices	34.2%	45.2%	
H	Lake access/quality	49.7%	36.4%	
I	Level of property taxes	58.5%	26.9%	
J	Natural environment and open space	61.8%	29.7%	
K	Proximity to work	28.3%	33.8%	
L	Quality of neighborhoods	70.6%	25.3%	
M	Quality of schools	53.3%	25.0%	
N	Recreation opportunities	39.5%	45.0%	
O	Road/traffic conditions	51.1%	39.0%	
P	Rural or small town character	57.7%	26.6%	
Q	Other	65.5%	4.3%	

3. How would you rate the following facilities and services in the community? Please put a (excellent, good, fair, poor, or no opinion) for each of the services listed below.

		Excellent	Good	Fair
A	Ambulance service	33.3%	36.7%	5.5%
B	Fire protection	40.0%	37.1%	4.6%
C	Police protection	38.3%	42.9%	9.2%
D	Code enforcement/property maintenance	14.5%	39.5%	23.5%
E	Library services	36.6%	42.6%	10.1%
F	Health services	23.3%	48.8%	15.9%
G	Snow removal	25.7%	39.3%	21.2%
H	Street maintenance	25.3%	44.3%	23.6%
I	Trash collection	43.9%	42.9%	6.8%
J	Yard waste collection	30.7%	40.3%	12.7%
K	Recycling services	35.0%	43.5%	10.7%
L	Sanitary sewer service	28.4%	46.0%	7.9%
M	Park and recreation facilities	28.3%	50.6%	12.7%
N	Recreational programs for adults	10.1%	29.0%	27.6%
O	Recreational programs for children	13.4%	32.8%	17.3%
P	Community events	19.9%	48.0%	18.4%
Q	Older adult activities and services	7.5%	26.3%	22.2%
R	Planning and zoning	5.8%	26.4%	33.4%

of Lake Geneva Survey Summary – All Responses

		Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
K	Traffic on Highway 50 should be encouraged to bypass the city to reduce downtown traffic.	50.6%	32.5%	8.9%	3.7%	4.4%
L	The City should encourage a diversity of transportation options (e.g. park & ride, rideshare, neighborhood electric vehicles, biking, walking).	43.5%	41.8%	5.1%	1.8%	7.9%
M	A parking ramp is needed in Lake Geneva.	33.4%	28.6%	16.3%	9.4%	12.3%
N	Existing bus and cab services meet the needs of all citizens, including the transit-dependent and disabled.	3.8%	14.4%	33.9%	23.0%	24.9%
O	The City should purchase Hillmoor and operate it as a municipal golf course.	41.2%	25.2%	7.8%	13.4%	12.5%
P	The City should actively preserve downtown character.	64.6%	28.7%	2.7%	1.1%	2.9%

17. How important do you think the following are when developing and implementing projects and programs to improve the City?

		Very Important	Somewhat Important	Not at all Important	No Opinion
A	Citizen participation	75.5%	21.5%	1.5%	1.5%
B	Communication from public officials to citizens	85.8%	12.9%	0.3%	1.0%
C	Dialog between citizens and public officials	83.8%	14.5%	0.6%	1.0%
D	Input from interest groups (e.g. school board, land conservancies, business development centers)	61.2%	31.5%	5.0%	2.3%

18. Please feel free to write any additional comments you may have regarding your impressions of the City of Lake Geneva as it currently exists and/or how you would like to see the community develop in the future. (Please attach a separate sheet if you need more space.)

▪ Summary to be completed

PART 3: DEMOGRAPHIC INFORMATION

19. Please describe your City of Lake Geneva residency status. (please select only ONE option)

A 77.1%	I live in the City of Lake Geneva year-round.	C 13.1%	I am not a resident of the City of Lake Geneva.
B 5.7%	I live in the City of Lake Geneva part of the year (e.g., snowbird or seasonal worker).	D 4.1%	Other

20. Where in the Lake Geneva area do you live? (please select only ONE option)

A 30.1%	North of Main St. & West of Broad/Williams St.	F 4.2%	In the Town of Linn
B 14.5%	North of Main St. & East of Board/Williams St.	G 6.7%	In the Town of Geneva
C 17.9%	South of Main St. & West of Wells St.	H 4.4%	In the Town of Lyons
D 14.4%	South of Main St. & East of Wells St.	I 3.0%	Other
E 4.9%	In the Town of Bloomfield		

21. Do you own or rent your residence in Lake Geneva? (If you answered “C” to question #19, please skip to question #24.)

A 78.5% Own B 21.5% Rent

22. What best describes your place of residence? Check only ONE response. (If you answered “C” to question #19, please skip to question #24.)

A 63.4%	Single Family	C 16.2%	Townhouse/condo	E 4.8%	Senior Housing
B 9.3%	Apartment	D 5.6%	Duplex	F 0.6%	Farm

Hillmoor Organic Golf-Park

“Meeting Communities Needs”

- Look where we are, look where we are going,
- We agree with the AdHoc Committee input,
- And we feel an organic multi-use “hybrid” Golf-Park format fosters change, and grows meaningful community interaction resources,
- We look to the past in appreciation,
- And look forward to “upp-ing”our game, and bringing local community opportunities, and traditions, to the next generation.

Testimonial from Dr. Nick Veith

- I moved to Lake Geneva in 1973 to start the first surgical eye practice in Walworth County. The beautiful Hillmoor golf course welcomed me as I drove into the city. For 38 years it was the view from my clinic next to the bowling alley. It must be realized that the Hillmoor golf course is not just a green expanse. Hillmoor golf course “is” Lake Geneva as much as the Horticultural Hall is or the Riviera is or the Library Park or Buttons Bay, etc. are. These are the basic building blocks of the foundation that makes Lake Geneva the proud little gem of a “town” that it is. I strongly believe this character is vulnerable but can and must be preserved.
- Doctor Nick Veith



Hillmoor
Community Park

Unique Mixed-Use Outdoor Recreation

"The Organic Golf-Park Proposal"



Hillmoor History, Lake Geneva, Wisconsin

- Opened in 1924, Hillmoor Golf Course was developed because the city founders and early residents realized that tourism was a main component of the economy,
- The group felt the emerging game of golf in the United States would attract visitors as well as provide locals a community recreational and gathering place.

“Over-promotion” Of Lake Geneva

100 Years Later the Founders dream to “promote” Lake Geneva has come true

- Lake Geneva is seasonal playground for 7.5 million people from Metro Chicago
 - “Over –Promotion”
 - Commercial interests;
 - Tourist/event focused
 - “Room-tax fueled”
 - Over saturated with vacation rentals

“Over
Promotion”
∨
Building
Community?”

INHERENT NEEDS:

There is a population of 8200 actual residents..

Residents are forced to “sit by”; parks, lakefront, beaches, and downtown cater exclusively to tourists

Time has come to focus on “building a new source of community”

Hillmoor-

The Solution;

Unique "Multi-use" Community Park..

**Vision Statement;*

"We envision Hillmoor as a cherished place, where we enrich our lives, by connecting with Nature, ourselves, and others, in an open, natural setting.."

**Proposed by Ad Hoc Committee, approved by City Council*

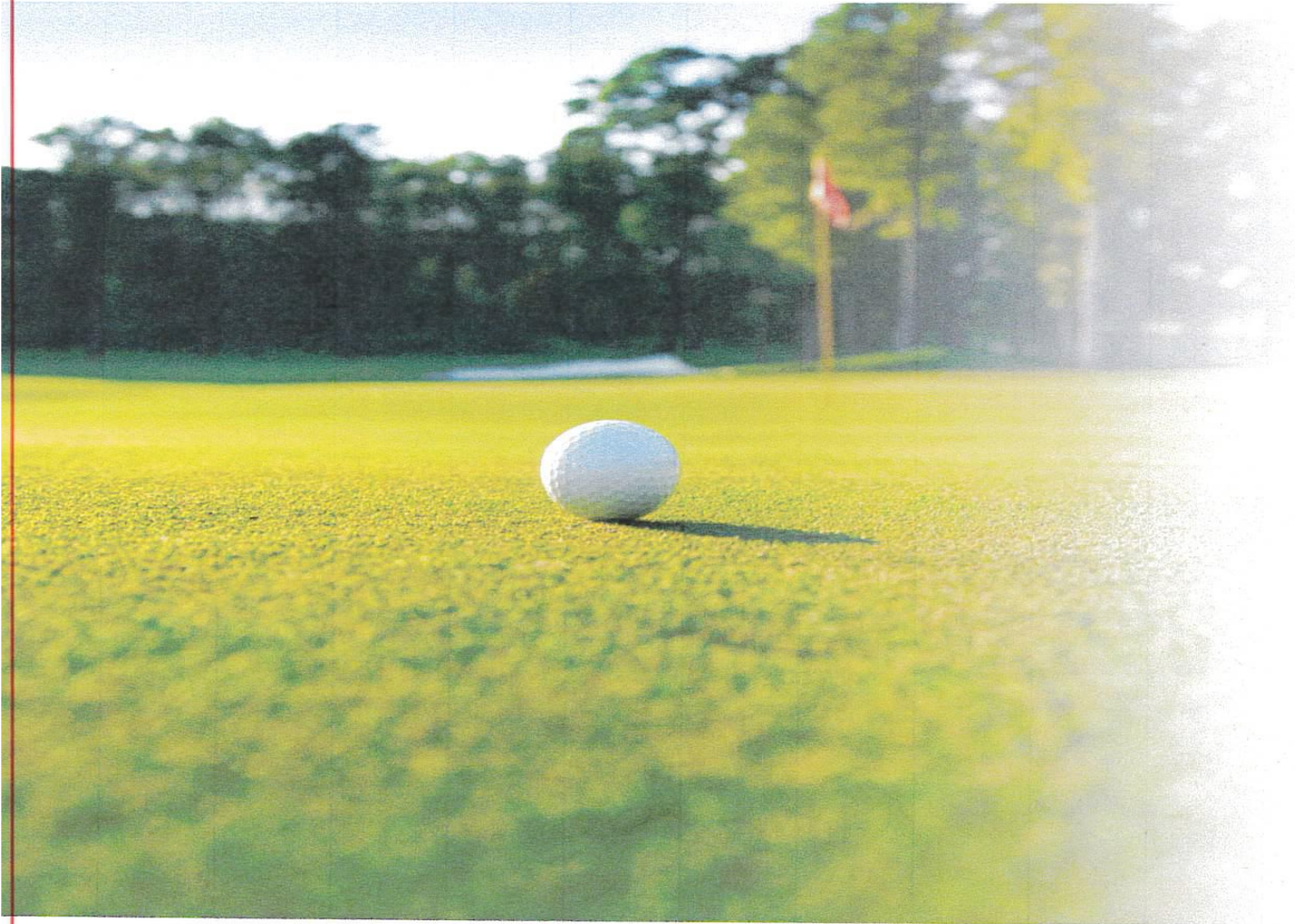
Grow direction of "community-building",

- Introduce valued amenities,
- Create community interaction,
- Amongst all ages and groups,
- Provide capacity for current and future interests.

Provide thoughtful balance with natural environment;

Unrivalled opportunity;

- Positive ecology,
- Open lands,
- Nature preserve,
- Birds + wildlife.



World-Class Organic Golf-Park

-University Wisconsin Madison-
Strategic Partnership

UWM Soil Science + Biological Systems Engineering School

-Valued Collaboration To Develop Organic Golf-Park-

- ***“The Wisconsin Idea”***
- The University of Wisconsin-Madison is a World-Class research university.
- Biological Systems Engineering School embodies this ideal through extensive research and extension programs.
 - These programs touch the lives of Wisconsin residents by bringing the University’s research directly to the people.
- “Wisconsin Idea”: the principle that education should influence people’s lives beyond the boundaries of classroom, and impact communities in every corner of the state.
- Labs, research centers, and extension programs explore new possibilities in agriculture and production.
- Through these faculty, staff, and students engage with people across the state, both learning from them and spreading knowledge to create a better, more sustainable tomorrow.

UWM Strategic World Class Resources

- Evaluate and cross-reference additional UWM resources
 - Agronomy, Community + Environmental Sociology, Forest + Wildlife Ecology
 - Landscape Architecture ,Molecular + Environmental Toxicology Center, Real Estate + Urban land economics, Urban + Regional Planning
- Gaylord Nelson Institute-Environmental Studies

UWM Soil Science + Biological Systems Engineering School

- Globally known institution regarding environmental remediation and management program
- “Front door for local governments to tap into resources of UWM”;
 - UWM Department of Soil Science Foundation
 - Discretionary Funds
 - Field Expeditions + Projects;
 - Undergraduate, Graduate, PHD,
 - Research Support
 - Student Support

NEXT STEPS;

- Memorandum of Understanding regarding Hillmoor;
 - General over-all Hillmoor project,
 - Specific collaboration re property conversion to World Class Organic Golf-Park .

Organic 9-Hole
Golf-Park..

*“Unique walk through the
park experience..”*

*History + Community
Coming Together*



Organic 9-Hole Golf-Park

“Land for everything, land for all”

- Inviting part of blended amenities, and activities, offered to the community at Hillmoor,
 - *“Land For ALL..”*
 - Suitable for first-timers and long-time golfers alike
 - Playability-unique golf experience!
 - Ecology –to be billed, and promoted, as leading organic Golf-Park_in the United States. *
 - Goal- incorporate golf course property into diverse community use, not just golf.
- *University Of Wisconsin Soil Science + Biological Systems Engineering School



Golf Existing With Other Community Activities

- **Common Ground**
- **-Golf + Other Activities Together**

Art / Antique Fairs

Before Play-

Dog-walking/Strolling

After Play-

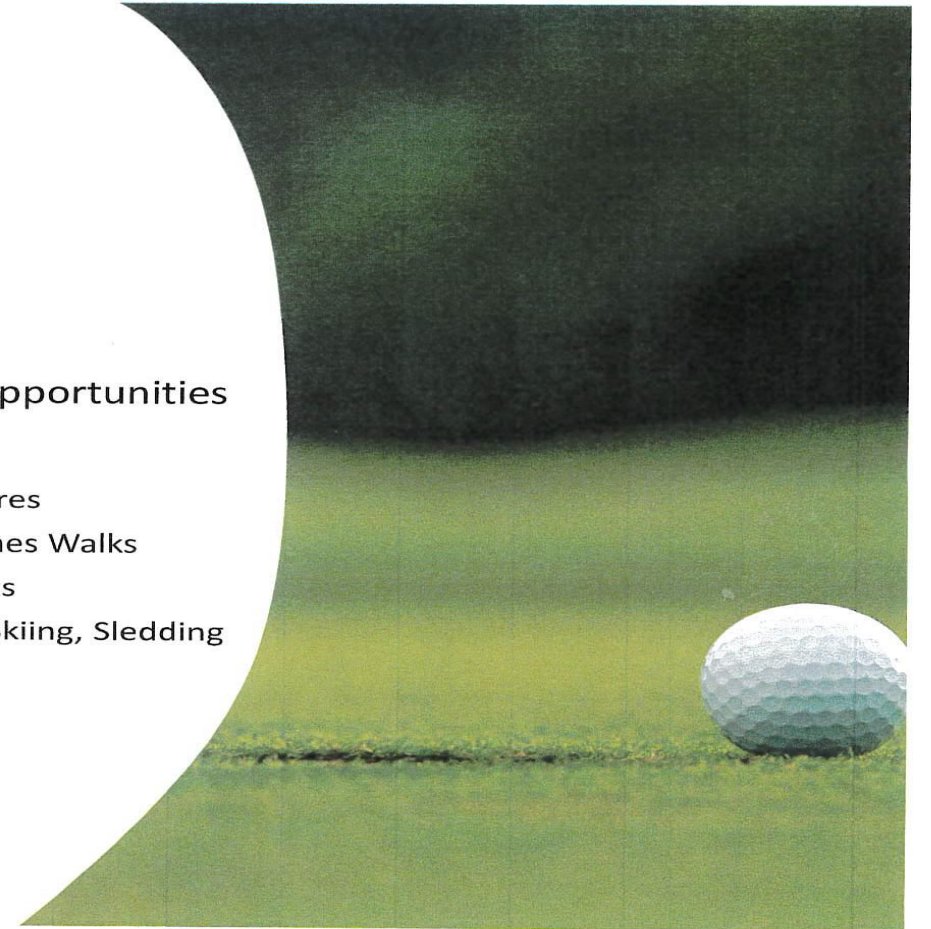
Late in day On Summer Sundays;

Walkers, Kite Flying, Yoga Classes, Picnics

Music Events, Movie Nights..

Seasonal Opportunities

- Halloween
 - Bonfires
 - Witches Walks
- Childrens events
- Cross Country Skiing, Sledding



Hillmoor
Organic Golf -
Course
-Financial
Considerations-



Comparable- -Hillmoor 2008-

- Hillmoor 2008* (18-Hole)

Revenue	=	\$798,150
Reported Operating Expenses*	=	\$531,990
Includes Pro shop (-\$251,745)*		
Actual Operating Expenses (\$280,245)	_____	
Net		\$266,160



Hillmoor-2008 (18 Holes)*

Revenue \$798,150.
Operating Expenses \$531,990.

Net \$266,160.

*Includes Golf Shop Expense - \$251,745

Dellbrook Delavan (18 Holes)*

2022 Revenue \$824,727.
Operating Expenses \$736,134.

Net \$88,593.

Comparable Courses Nearby*

18 Holes*

Revenue Assumptions;

Hillmoor
Organic Golf-Park

COST/ROUND=\$26.25
ROUNDS OF GOLF=22,500

-REVENUE-
GREENS FEES=\$590,625

-Revenue- Assumptions

-Rounds Of Golf-

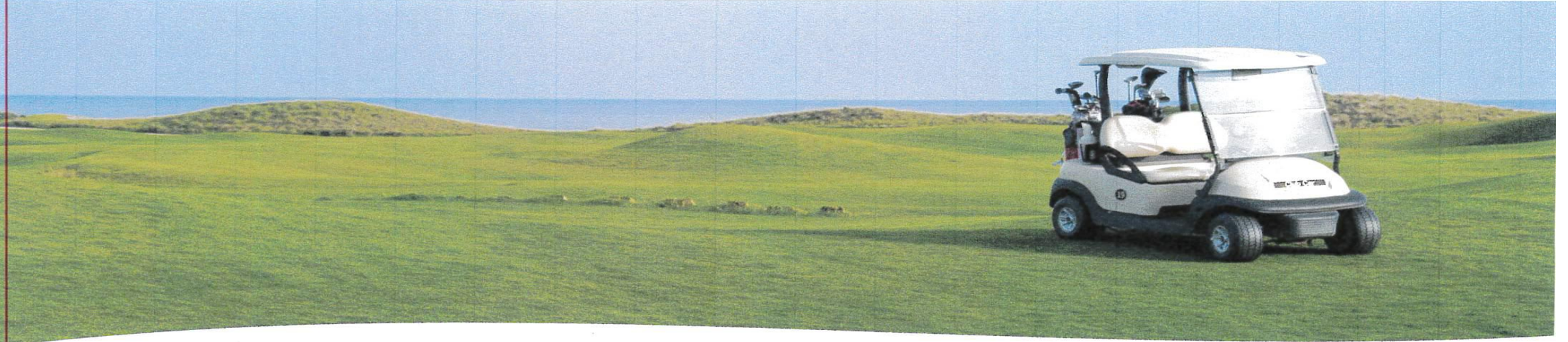
Cost Round	Rounds	Revenue
\$20	20,000	\$400,000
25,000	\$500,000	
\$25	20,000	\$500,000
	25,000	\$625,000
\$30	20,000	\$600,000
	25,000	\$750,000
Assumed Average=		
\$26.25 *	22,500	\$590,625

*2008-
Average Hillmoor Rate
March-\$20
April-May-\$25
June-Sep-\$30
Oct-\$20



Peripheral Revenue

Cart Rental
Driving Range
Snack Bar



Hillmoor Organic-Golf Cart Rental Assumptions

Revenue \$225,000/yr

- 60% of golfers use carts
(Carts could also be rented for non-golf?)
- Average 9-hole cart rental fee is \$15,
- Assuming 25,000 rounds played,
- Assuming 60% cart rentals@ \$15,
- (Hillmoor 2008=\$120,000 in cart rentals)

Expense \$20,000/yr

- 20 Club Car electric carts*
- 5 year-Lease \$1,000/yr/cart
=\$20,000/year
- 5-year warranty on batteries
- * Add carts as needed.

Net Revenue=\$205,000

Hillmoor Golf-Park Driving Range

-Assumptions-

- Seasonal-6 months
- -Slots-20
 - *Capacity to increase to 40 slots; cost=\$7500
- -1st year-Cost Bucket-\$8 (Assume rate increase)
 - Year 2=\$9-
 - Year 3=\$10
 - Year 4=\$11
 - Year 5= \$12
 - *Average revenue increases 8.95%/year
- -Average Use-30 min
- Golfers Playing A Round=50% hit bucket before round
 - Assumption 22,500 rounds x .50%=11,250 x \$8/bucket =\$90,000
- *General % Range Capacity-400 customers/day
 - Assumption Year 1=15% of capacity (60 buckets/day)
 - =60 golfers x 1 bucket=\$480/day/150day season=\$72,000

-Assumed-Peripheral Revenue Source-

	<u>Revenue</u>	<u>Labor</u>	Misc	<u>Net</u>
• Rounds	\$90,000.	\$47,300	\$420	
• *Year 1=(15%) Of Capacity				
	<u>\$72,000</u>			
	\$162,000		Net	\$114,280

Hillmoor Golf-Park Driving Range

-Assumptions-

- Seasonal-6 months
- -Slots-20
 - *Capacity to increase to 40 slots; cost=\$7500
- -1st year-Cost Bucket-\$8 (Assume rate increase)
 - Year 2=\$9-
 - Year 3=\$10
 - Year 4=\$11
 - Year 5= \$12
 - *Average revenue increases 8.95%/year
- -Average Use-30 min
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• *Year 1=(15%) Of Capacity				
	<u>\$72,000</u>			
	\$162,000		Net	\$114,280

Hillmoor Golf-Park

-Food+Beverage-Snack Bar
(15-20% of net course revenue)*

- Snack Bar(52%)*+ on-course refreshment golf cart (47%*);
- Menu variety, and quality of service matters most;
 - Mobile App Ordering from course, (ClubGrub App.com)
 - Enhance convenience for golfers,
 - Comfortable outdoor dining patio.

Alcohol Sales-Beer, wine and cocktail significantly contribute to revenue

- Base Sales -Average F+B revenue/round = \$9.85*
- Assume 25,000 rounds =\$246,250 gross F+B sales
- Average cost of goods + labor=70%,*
- F+B profit margin is 30%*

Assume Base Sales \$246,250 x .30% margin

= \$73,875 Net Revenue

(Events, tournaments and leagues boost sales)

*National Golf Foundation, Golf Property Analysts, Lightspeed,



-Expense- Assumptions

- Assumptions:
- -Average 18-Hole Operating expenses=\$621,000*
- -9-Hole Municipal Course (40% less)

=\$372,600. Operating Expense;

- Labor x.57%
=\$212,382
- Fertilizer + Fungicide x .10%
=\$37,260
- Water x .15%
=\$55,890
- Equipment-lease + maintenance x .10%
=\$37,260
- Miscellaneous x .8%
=\$29,808

*Golf Course Superintendent Association Of America

Organic
"9"-Hole
Golf-Park

*"The Hillmoor
Point Of
Difference"*

Hillmoor "9" is unique unrivaled attraction;

- Historic redevelopment,
- Hub of unique mixed-use open lands,
- Promoting community through outdoor use,
- Leading all-organic 9-hole Municipal golf-park in Continental United States*

"Open natural tribute defining history, and tradition of Lake Geneva, now, and for generations to come..."

*Proposed with University Wisconsin Soil Systems + Biological Engineering School.

- **Financial Edge**
- Operational Cost Efficiencies,
- Peripheral Revenue Sources

- **Marketing Edge**
- Well-funded tourism promotion in place supporting Lake Geneva and its amenities to;
 - Powerful "hybrid" audience;
 - 7.5m Metro Chicago
 - + Lake Area

Hillmoor Organic Golf-Park

Point of Difference

Operational Efficiency

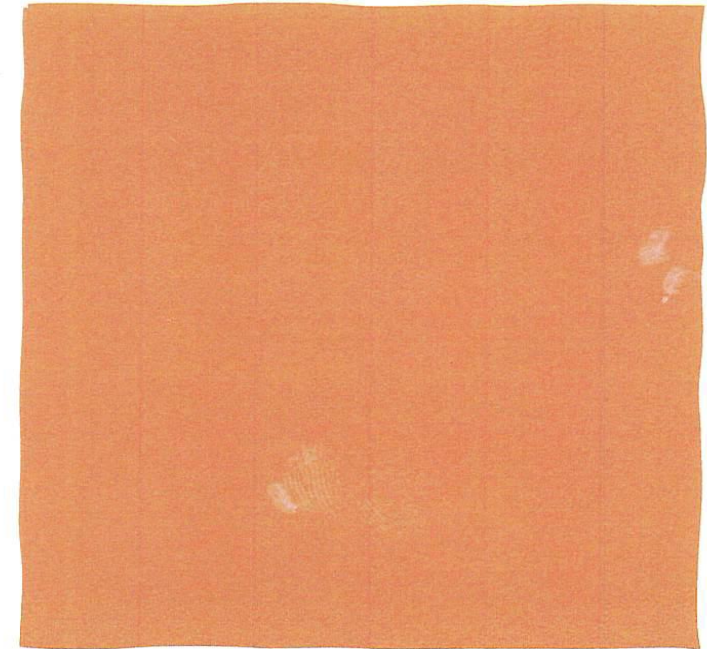
Assumptions-

• <u>Average Course Expenses*</u>	
• 9-Hole Course (18-Hole -40%)	\$372,600
• <u>*Hillmoor Operational Efficiency =50%</u>	
-Labor	\$212,382 = \$106,191
-Equip.+ Maint.	\$ 37,260 =\$ 18,630
-Water-	\$ 55,890 =\$ 30,274
	-\$155,095
Operating Expense	=\$217,505
• <u>Debt Expenses</u>	
• <u>5m loan or Referendum @4%</u>	+ \$360,000
Total Operating Expense Assumption	\$577,505.

* Golf Course Superintendent Association Of America

**Assume employee synergy with Public Works + access to equipment

Hillmoor Organic Golf-Park
Initial
Performa Assumptions



Hillmoor Organic Golf-Park Performa Assumptions

Revenue

• Golf Rounds-	\$590,625
• Memberships *	\$112,000
*2008 Hillmoor 150 x \$750	
• Cart Rental	\$110,250
• Driving Range	\$114,280
• Snack Bar	<u>\$ 66,487</u>
	Gross \$993,642
	Expenses <u>-\$577,505</u>
	Net Revenue \$416,137

-Master Assumption-

- Net Revenue = \$416,137
- Peripheral Revenue = \$200,000
(50%)

\$616,137 REVENUE

Peripheral Net Revenue:

- Events \$50,000
 - Tournaments
 - Fairs
 - Community
- Fund Raising \$50,000
 - Annual Party* (\$200k pledge)
- Grants Available \$300,000+
- (Local, State, Federal) \$400,000

Hillmoor Organic Golf-Park

“Meeting Communities Needs”

- Look where we came from, look where we are, and look where we could be going,
- We agree with the AdHoc Committee input,
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