

## **HIGHWAY INFRASTRUCTURE & RECREATION COMMITTEE MEETING AGENDA**

**DAY & DATE:** May 21, 2019  
**TIME:** 9:15 AM  
**PLACE:** Wood County Courthouse, Room 114  
400 Market St,  
WI Rapids, WI 54495

1. Call meeting to order.
2. Declaration of Quorum.
3. Public comments.
4. Discuss MSA Professional Services proposal.
5. Next HIRC meeting scheduled for June 6, 2019 at the Wood County Highway Dept.,  
555 17<sup>th</sup> Ave. North, WI Rapids, WI 54495
6. Motion to adjourn.



May 10, 2019

Chad Schooley, Director  
Wood County Parks and Forestry  
111 West Jackson Street  
Wisconsin Rapids WI 54495

Re: Powers Bluff Development Project

Dear Mr. Schooley:

Wood County Parks and Forestry is a forward-thinking agency that carefully manages its resources for the benefit of its residents. As the County prepares to complete the Powers Bluff development project, you must keep the best interests of your residents in mind and partner with a consultant who is committed to doing the same. MSA Professional Services, Inc. (MSA) is ready to serve as that partner. Our experts have proven themselves to be leaders in providing innovative, cost-effective design services for similar projects, and we look forward to working alongside you to complete this important project. MSA's mission is "to enable people to positively impact the lives of others." This is exactly the reason we want to work with the County to help make this project a reality.

## WHY MSA?

The team we've assembled for this project has the technical expertise and the local knowledge required to help your community complete the Powers Bluff development project in accordance with the expectations you've defined. Past success tells you that we will effectively manage our resources, formulate innovative yet practical solutions, and maintain consistent communication throughout the project. However, it is MSA's flexible approach that sets us apart from our competitors. We understand that this project presents different challenges, and we will collaborate with you and your staff to ensure that our service model reflects your requirements for this project.

## BACKGROUND

In 2003, Wood County completed a Long Range Master Plan (LRMP) for Powers Bluff County Park that was finalized in 2005. That plan focused on the existing conditions, and provided recommendations for park expansion and facility development on what has become an enlargement of park property, including the 225 acres to the north. The planning considerations for the northern acreage now includes a new lodge and snowmaking pond to support the winter ski and tubing operations; a shelter further north with a fishing pond, ice skating rink, associated parking; and an access road entering the property from the north off of County Highway N. Both of the shelter areas will also serve as trailhead facilities.

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In May of 2018, the International Mountain Bicycling Association (IMBA) – Trail Solutions Program completed a concept plan. The project has been broken into four (4) phases. Refinement of the site plan for the elements identified in Phase 1 as well as overall plan graphics will be the basis for our consideration.

In order to complete the development, officials from Wood County Park & Forestry wish to supplement public funds with a private fundraising campaign and have completed an initial campaign readiness assessment. Private sources of funds include foundations, large and medium sized business and individuals. While a formal fundraising feasibility study is not part of this proposal, we do recognize fundraising for Powers Bluff will face some serious challenges including a) several competing capital campaigns already underway competing for a limited pool of funds. b) The rural orientation of Powers Bluff creates a challenge to get surrounding communities to fully invest in the project.

The challenge is to plan a campaign that projects a bold vision for a better future and invites potential supporters to get caught up in the vision.

MSA understands that Wood County's decision to move forward with the Powers Bluff development is not entirely contingent on private fundraising however private funds could help expedite the timeline. While it could take years to raise the desired funds, it is a good time to build the foundation for a successful campaign including grass roots support. The department has already taken a phased approach by dividing the project into four distinct phases. Recognizing the phased approach, officials from Wood County Park and Forestry have asked MSA Professional Services, Inc. to provide the following scope of services as follows - "Phase 1" including a Multi-Use Shelter Trailhead Building, Fishing Pond, Ice Skating Rink and Playground, Benches, Tables & Grills and listed below:

## SCOPE OF WORK

### SCOPE OF SERVICES

MSA will provide services as set forth below.

#### **1. Discovery**

The purpose of the Discovery Phase is to identify key factors critical to a successful funding campaign. MSA's approach involves research and fact-finding, confidential interviews. Additionally, the Discovery Phase will be used to develop consensus as to the status of existing site inventory and analysis.

##### ***Task 1.1 Interviews and Funding Research (Meeting #1)***

MSA will begin this process by interviewing Wood County staff to identify individuals and groups who would be either a potential supporter or a source of information leading to potential supporters. In addition, MSA will research potential supporters through the "Foundation Directory" and internet to identify medium and large employers in Marshfield, Stevens Point and Wisconsin Rapids. Once identified, MSA will set up interviews either in person or by phone to seek input about the potential project. It is important that a third party rather than the project owner/organization perform these tasks to determine perceptions of the organization and the proposed project.

Chad Schooley, Director  
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May 10, 2019

**Task 1.2 Review and Analyze Existing Site Information (Meeting #1)**

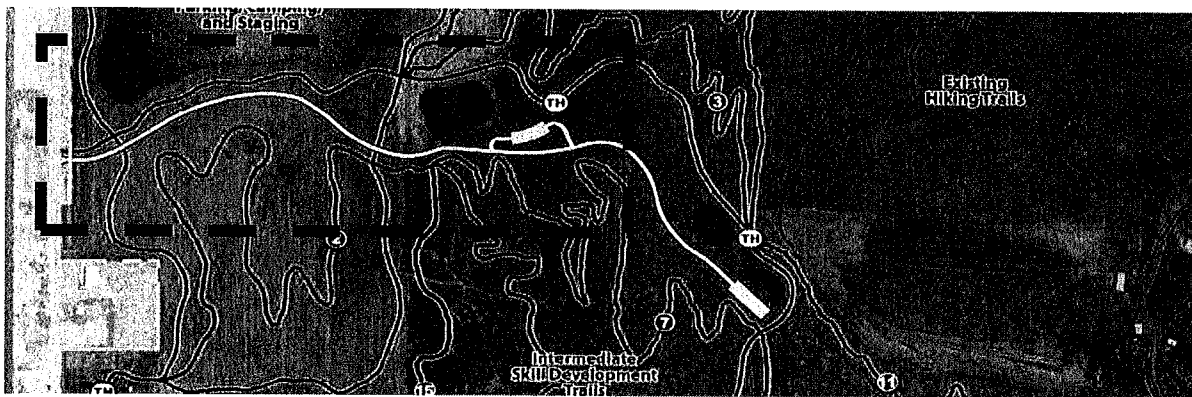
MSA will meet with Wood County staff to review current reports, maps, or other documents the Parks and Forestry currently holds for Powers Bluff County Park. The purpose of this meeting is to determine if additional site inventory or analysis is required before updating the Concept Plan. *Site Inventory or Analysis beyond review of existing plan documents would be considered an Additional Service.*

Known Documents:

2018 Wood County Parks, Recreation and Open Spaces Plan  
2018 IMBA Powers Bluff County Park Trails Concept Plan  
2005 SAA Powers Bluff County Park Long Range Master Plan  
Preliminary Multiuse Shelter and Trailhead Sketches

## 2. Concept Development

An important part of developing support for a project is being able to effectively share the vision for the project. A Creative Brief including concept design images can help communicate the vision, tell the story, and promote a positive emotional response for support and advocacy. Design concepts and other support images are ultimately used in the case for support document and marketing tools. Concept designs will be developed for the elements listed in Phase 1 including: Entrance Road and Parking Lot, Multi-Use Shelter Trailhead Building, Fishing Pond, Ice Skating Rink and Playground, Benches, Tables & Grills.



**Task 2.1 Master Plan (Concept Plan Refinement) and Phasing**

MSA will prepare an update to the overall Concept Plan graphic. The Concept Plan prepared by IMBA Trail Solutions (2018) will serve as the basis for the Master Plan. Master Plan will include phases of implementation for a long-term plan of improvements (as outlined above). The phasing will include Opinion of Probable Construction Cost (OPCC) to guide budget discussion as improvements occur. The finished Master Plan and Cost Estimate (OPCC) can be used to help the County plan for and be used in grant applications.

The Master Plan will include an enlargement that shows a site design for the elements identified for development in Phase 1:

- a. Entrance Road and Parking Lot
- b. Multi-Use Shelter Trailhead Building
- c. Fishing Pond
- d. Ice Skating Rink
- e. Playground, Benches, Tables & Grills

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*\*Wood County to provide CADD or Shapefiles for proposed trails and improvements as recommended by IMBA.*

### **Task 2.2 Multi-Use Shelter Conceptual Design**

Based on the sketches (floor plan and elevations) provided by Wood County, MSA will:

- Review the proposed design with the Owner and confirm the configuration, scale, function and aesthetic desires for the building via video conference.
- Develop a conceptual exterior design with a 3-D computer building model.
- Review with Owner via video conference and make refinements.
- Generate multiple exterior colored images of the building design as needed for promotional purposes.

### **Task 2.3 Present Master Plan to Park and Forestry Board (Meeting #2 & 3)**

MSA will present the draft Master Plan Creative Brief to Parks and Forestry Board for review and comment. The presentation format is a PowerPoint with printed Master Plan and enlargement plans mounted on boards. Prior to meeting with the Board, we will meet with Staff to review the plan and receive feedback to inform the discussion with the Board.

## **SUMMARY OF MEETINGS AND DELIVERABLES**

1. Discovery
  - a. **Meeting #1** – Kick-Off with staff to review existing plan documents
  - b. Six (6) in person prospect interviews in surrounding communities including: Stevens Point, Plover, Wis. Rapids, and Marshfield. (Remaining communities to be negotiated with Wood County.)
  - c. Up to thirty prospective donor phone interviews.
  - d. Summary document of proposed project approach – PDF.
2. Concept Development
  - a. Final Master Plan with “Phase 1” Enlargement
  - b. **Meeting #2 & 3** – Review Master Plan with Staff; Master Plan Presentation to Park and Forestry Board
  - c. Creative Brief – PDF Report
3. Project Management
  - a. Continuous project management and coordination between the project phases. This includes coordination with the County and various prospect meetings throughout the project duration.
  - b. MSA will keep open communication throughout the project with bi-weekly email updates.

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May 10, 2019

## **ADDITIONAL SERVICES**

The following services are not provided in this contract, but can be added as additional services if desired by Wood County:

### **A. *Final Master Plan Report:***

MSA will document analysis and design process for the purposes of developing a Master Plan Report to accompany graphic plans developed.

#### **i. *Draft Master Plan Report***

The Master Plan Report sections are as follows: Existing Conditions and Analysis; Concept Plan, Phasing and Cost Estimate; and the Master Plan, Phasing and Cost Estimate. The Existing Conditions and Analysis section documents the current site conditions, analysis of those conditions, and opportunities and constraints of the site. The Concept Plan, Phasing and Cost Estimates provide a plan of action and steps to implementing the design. The final section on the Master Plan outlines the approved comprehensive design and representative images of the future park improvements with implementation phasing and related cost of improvements.

#### **ii. *Final Master Plan and Report***

We will modify the Master Plan and Report based on feedback from staff, stakeholders, and Parks and Forestry Board. We will submit the plan and report to the Parks and Forestry for one last review prior to final printing. We will provide two (2) hardcopies and a pdf file of the plan and report.

### **B. *Review and Analyze Existing Conditions***

MSA will prepare a Site Analysis diagram illustrating the existing conditions, utilities, opportunities and constraints of the Park. We will provide a scaled plan of the site that will be included as a standalone document or in the Master Plan Report as a section of the document.

### **C. *Public/Stakeholder Engagement***

The work outlined in Master Plan Refinement and Visualization assumes Wood County has conducted all necessary and desired public/stakeholder engagement. If required MSA can assist in or fully provide stakeholder engagement to develop dialog and support for the final Master Plan.

### **D. *Campaign Readiness Assessment***

A coordinated fundraising campaign can turn dreams into reality, but not every community is ready to take on community fundraising. Before you do the harder work of building an effective campaign, it is important to assess your community's readiness for fundraising. MSA can help you determine whether you have any major obstacles for developing a successful campaign.

### **E. *Campaign Feasibility Study***

A fundraising feasibility study is a tool to determine whether a fundraising campaign is viable. Feasibility studies if done correctly can reveal valuable information that can be useful for strategic planning. MSA consultants perform interviews with potential donors to seek input about the potential project. It is important that consultants rather than the organization perform these studies to determine perceptions of the organization and the proposed project.

Chad Schooley, Director  
Wood County Parks and Forestry  
May 10, 2019

## SCHEDULE

**MSA proposes the following schedule:**

- Discovery – June through July 2019
- Concept Development – June 2019 through August 2019
- *Note: This schedule may be adjusted to best meet the County's needs.*

## PROJECT COST

PHASE	FEE
Discovery	\$ 7,500
Concept Development	\$ 7,000
Project Management	\$ 2,000
<b>TOTAL</b>	<b>\$ 16,500 (Lump Sum)</b>

Sincerely,

MSA Professional Services, Inc.



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