

WISCONSIN COMMON GRANT APPLICATION FORM

PART ONE: GRANT AND ORGANIZATION INFORMATION

Grant Request

Total Amount Requested: \$39,000

Funder applying to: The Wagner Foundation Date Submitted: August 7, 2019

Name of Project: Beach Cleaning Equipment for The Town of Delavan Community Parks

Duration of Project: from September 7, 2019 to November 7, 2019 When are funds needed? September 7, 2019

Nature of Request: ☒ capital ☐ project ☐ operating ☐ program ☐ endowment ☐ other _____
list please

In what geographical location will the funds be used? Town of Delavan, Wisconsin

Organization Information

Name: Town of Delavan, WI – Community Parks Department

Address: 5621 Town Hall Road

City: Delavan State: WI ZIP: 53115

Phone number: 262-728-3471 TTY: N/A FAX Number: 262-728-3473

Email: kkiexhafer@townofdelavan.com Federal ID #: 39-0000001 Date of Incorporation: 1838

Chief Staff Officer (Name & Title): John Olson, Administrator Phone number: 262-728-3471

Contact Person (Name & Title): Nanette Prendergast, Grant Writer/Student Phone number: 414-507-4372

Board Chairperson (Name & Title): Larry Malsch, Town Chair Phone Number: 262-728-9555

Dates of organization's fiscal year: January 1-December 31

Organization's total operating budget for past year \$4,707,257 and current year \$5,000,000

Please list the organization's staff composition in numbers:

Paid full time 10; Paid part-time 2; Volunteers 3; Interns 1; Other _____

Total staff (both professional and volunteer) 16

Organization Information (cont.)

Has the governing board approved a policy which states that the organization does not discriminate as to age, race, religion, disability, sexual orientation, sex or national origin? Yes ☒ No ☐

If yes, when was the policy approved? 1965

Does the organization have federal tax-exempt status? Yes ☒ No ☐ If no, please explain on separate sheet.

Population Served

Please check the **primary** service category of organization (check only one):

☐ Arts/Culture ☐ Health ☐ Human Services ☐ Civil/Economic Development ☐ Education ☐ Environment

☒ Other (specify): Community Improvement

Provide percentages and/or descriptions of the populations the organization serves:

1.0 African American 66.0 Caucasian 1.0 Native American 1.0 Asian American 30.0 Hispanic/Latino

1.0 Other _____ please list

Authorization

Has the organization's chief executive officer authorized this request? Yes ☒ No ☐

An officer of the organization's governing body (such as a board member) must sign this application:

****You will have to print out this form and sign the application for submission.**

The undersigned, an authorized officer of the organization, does hereby certify that the information set forth in this grant application is true and correct, that the Federal tax exemption determination letter attached hereto has not been revoked and the present operation of the organization and its current sources of support are not inconsistent with the organization's continuing tax exempt classification as set forth in such determination letter.

Nanette Prendergast
Signature

Nanette Prendergast, Grant Writer
Print Name/Title

6/19/2019
Date

PART TWO:

GRANT PROPOSAL NARRATIVE

Organization Information and Background

Mission

The mission of the Town of Delavan-Park and Tourism is to ensure that Town residents and tourists have adequate facilities available to them to satisfy their recreational needs.

Goals

The goals of the Town of Delavan-Park and Tourism are to follow the current Park and Recreation Comprehensive Plan, enhance existing parks, prepare for new parks as population and new developments warrant, and promote tourism throughout the Town of Delavan.

History

The Town of Delavan was created on January 2, 1838 by act of the Territorial Legislature. The City of Delavan was part of the Town of Delavan until 1897 when it became its own city. In 1904, the first manufacturing company in town was Bradley Knitting Company. A building and baby boom were introduced to Delavan in the 40s and 50s. In the 1960's, The Lange Memorial Arboretum opened. The 70s and 90s had more growth in industry and residential building. Today, Delavan is a manufacturing and industrial hub in Walworth County and home to over 230 businesses, and a population of over 8,000 people. Today, the Town has five park systems, with one being Community Park which is located at 1220 South Shore Drive, at the Intersection of Hwy 50 and South Shore Drive. The park is approximately 16.4 acres.

Programs

Community Park hosts community events for its residents and tourists. These events include the fire department's Pork Roast and Dance, a children's Halloween party, Fourth of July fireworks, and an Oktoberfest. The park also provides fishing on Lake Delavan and has a boat launch and piers for fishing the Lake, as well. The park's recreation activities include a beach on Lake Delavan, volleyball nets, a playground for kids to enjoy, and horseshoe pits. There is also a Community Center building located at the Park where many public events are held.

Major Accomplishments

The Town of Delavan has listed the following accomplishments in their 2018 Comprehensive Outdoor Recreation Plan:

- "The Town of Delavan has experienced steady growth over the past several decades. According to the U.S. Census, the Town's population increased by 39 percent between 1970 and 2010."
- "The Wisconsin Department of Administration projects the population to grow to 6,255 residents by the year 2040."
- "In addition to the current 5,225 residents of the Town, tourists and seasonal residents enjoy outdoor recreational opportunities in and adjacent the Town including but not limited to Delavan."

Additional 2018 accomplishment:

- The Town of Delavan website, at townofdelavan.com, received a W3 Silver Award in recognition of digital excellence in the category of general websites – government use.

Success Stories

The Town of Delavan's Community Park surrounds a section of Lake Delavan. Following are recent samples of success stories from users of the Lake:

- Lots of small to midsize crappie and blue Gil. Fun lake to fish.
- *Charles Geldernick from Racine, WI*
- This was my 2nd time on the lake fishing and we did great. 6 walleye and 4 LM Bass. I will be back to try again.
- *Keith Jeremy from Milwaukee, Wisconsin*
- Good pike, walleye, and perch during ice fishing. Great place to take the kids or to catch a good meal. I had a lot of fun fishing here during the winter and look forward to fishing it in the spring and summer.
- *Eric Janes from Janesville, Wisconsin*

Qualifications

The Community Parks Department along with the Park and Tourism Committee from the Town of Delavan have the following qualifications:

John Olson – Administrator for the Town of Delavan. John received a Bachelor of Science in business management and is certified as a Wisconsin public manager. He has over 20 years of experience in public administration at the Village of Coon Valley, Village of Trempealeau, and Town of Delavan, including five years of business ownership experience.

Kevin Kiekhafer – Town Supervisor for the Town of Delavan. Kevin has a Bachelor of Science in business administration.

Larry Malsch – Town Chair for the Town of Delavan. Larry has an associate degree in medical technology and is ASCP certified.

Katherine Gaulke – Town Supervisor for the Town of Delavan. Katherine's education includes a doctorate, Capella University; master's degree, University of Florida-Gainesville; bachelor's degree, Saint Leo University.

Client and Community Support

Community Park receives support from the community via its population of 5,225 people in the Town and City. Tourists and seasonal residents also enjoy the park each summer. Various volunteers support annual activities at the park, as well.

Additionally, there is support from the *Town of Delavan, Friends of the Park, Inc.* This group is focused on promoting tourism, hosting community events, and educating the town on supporting, developing, and enhancing the parks in the Town of Delavan.

Lastly, there is a matching grant funding source for the Town of Delavan that can be utilized when another grant is obtained for the Town.

Project Description

Abstract

Community Park in the Town of Delavan is interested in finding funding for a beach cleaner with water attachment, as well as a tractor to pull the cleaner. The tractor can be used for multiple projects around the park. This revolves around the Town's mission statement to have adequate facilities available to residents and tourists to satisfy their recreational needs. The current maintenance worker(s) for the park would be able to add the beach cleaning duties to their workday. All 5,225 residents, including tourists, will benefit each year from improved beach cleanliness.

Program Significance

In Wisconsin, local beaches are invaluable community assets for residents and tourism. Tourism is an integral part of the economy--it generates millions in revenue and creates jobs that support the state's economic health. Walworth County tourists spent \$569 million in 2018 and the County employed 7,123 people during the tourism months. For residents and returning tourism, clean beaches are essential.

Currently, Community Park on Lake Delavan does not have equipment to clean its beach of vegetation and human consumption waste. There are many reasons why the beach should be kept clean. During the summer months, the beach continually shows vegetation "sludge" on its shoreline which is created when vegetation deteriorates within the Lake and is washed ashore by waves. This "sludge" is not pleasant, and it creates a foul odor for beachgoers. Additionally, waste from those who use the beach can be seen in the sand. This waste can include cigarette butts, plastic containers, wrappers, and the like. When waste is left on the beach, animals, such as seagulls, can easily mistake trash for food and can choke when attempting to eat the "food". Similarly, when plastics are left on the beach, they can be washed into the Lake via waves. The toxins from the plastics can affect the fish in the Lake when the fish mistake small plastics for food and ingest them. Those fishing on Lake Delavan would then ingest contaminated fish, which is unhealthy for humans.

Qualifications of Organization

Kevin Keikhafer and Katherine Gaulke will help keep track of the equipment, while a hired groundskeeper will clean the beach as part of the job's weekly duties. Kevin Kiekhafer and Katherine Gaulke are both Town Supervisors for the Town of Delavan. Katherine is currently running for the Board of Directors of the Town.

Outcomes and Indicators

The beach cleaning equipment will produce the following outcomes and indicators:

- The beach and waterline will be 90% cleaner during the summer months for swimming and during the spring and fall for relaxing. This will be indicated by doing a weekly checkup on the beach after the scheduled cleaning is completed.
- Eighty percent of beachgoers will leave positive feedback about having a clean beach to use. This will be indicated by having residents of the Town of Delavan take a survey.
- Tourism will increase by 25% at Community Park. This will be indicated by tourism numbers for the following year vs. the current year.

- The tractor will be used for up to 60% of projects at the park. This will be indicated by keeping a list of jobs the tractor is used for weekly.

Population Size and Characteristics

The project would potentially serve the 5,225 residents of the Town of Delavan, including additional tourists each season. Currently, 22% of the population is over the age of 65. This data shows that retirees are staying in the town. Thirty-seven percent of the population is under the age of 35 and are generally very active. The median age of the Town is 47 years. Owner occupied housing is at 53%. The town consists of white, hispanic, black, asian, and other.

Strategy/Methodology and Timeline

Kevin Keikhafer and Katherine Gaulke would receive the grant from The Wagner Foundation and then a matching grant from a community donor. A Barber High Lift 400HD beach cleaner and water attachment, including a John Deer 4052 tractor to tow the cleaner, will be purchased by the town supervisors. The equipment will be shipped to the town supervisors and stored when not in use. This project would begin in 2020 as follows:

Date	Event
January 2020	Receive funding and purchase equipment
February 2020	Delivery of equipment
March 2020	Training to use equipment
April – October 2020	Use of equipment
November 2020	Evaluation and storage of equipment

Involvement of Population Served

To publicize the new beach cleaning, the Town will include information about this new process on their website. Additionally, they will also post a sign at the beach and have an “opening day” for the newly cleaned beach. Fliers and their website will publicize the opening day. A feedback form will be available on their website, at the park, and at local establishments to gather comments and further market the new cleaning process.

Enhancements to Existing Services

The Town of Delavan, and its community parks system, has many amenities in place for its residents, which include boat launches, fishing, volleyball nets, playgrounds, etc. This additional beach cleaning service will help to maintain a clean and useable beach for everyone to enjoy. Additionally, keeping plastics out of Lake Delavan will keep the fish and humans safe from consuming chemicals. These amenities will bring residents and tourists back to the beach for more enjoyment--and more revenue--within their park system and Town.

Evaluation

Evaluation Process and Use of Results

The success of the Community Park beach cleaning project will be measured in the following ways: The beach and waterline in Community Park will be cleaner during the summer months, beachgoers will have positive feedback about the newly cleaned beach, and tourism will increase at the Community Park. Beginning April 2020, cleanliness of the beach will be evaluated

through park staff viewing the beach before and after a cleaning. Within the same timeline, beachgoers will have an opportunity to leave feedback about the cleanliness of the beach through survey forms left at Community Park and local establishments. Monthly tourism numbers will be compared to the previous year to see if there is an increase. A meeting will then be conducted in December 2020 by the town supervisors to distribute the results to the Board of Directors. In February 2021, an additional evaluation of tourism and revenue numbers for Community Park will be gathered and distributed to the Board of Directors. The town will serve as a resource for other park systems in the area who are interested in beach cleaning equipment and results.

Measures of Effectiveness

The effectiveness of the beach cleaning project will be measured by the results of the surveys from patrons and staff regarding beach cleanliness. The staff surveys will consist of the following questions and should be conducted one day a week:

1. How clean was the beach and shoreline **before** the beach cleaning equipment was used: Extremely Dirty 1 2 3 4 5 6 7 8 9 10 Extremely Clean **(Circle One)**
2. How clean was the beach and shoreline **after** the beach cleaning equipment was used: Extremely Dirty 1 2 3 4 5 6 7 8 9 10 Extremely Clean **(Circle One)**

Patron surveys will consist of the following questions and additional space will be available for comments:

1. How happy were you with the cleanliness of the beach today?
Very Happy 1 2 3 4 5 6 7 8 9 10 Very Disappointed **(Circle One)**
2. Would you return to this beach again? **Yes No Comments:** _____

Additionally, we can measure direct visitor spending in Walworth county, per year, by using the *Wisconsin Department of Tourism's Total Tourism Impacts* for Walworth county. This chart is available online and shows spending in the millions per county. While there is no measurement available for only the Town of Delavan, the Walworth county tourism spending numbers might go up if the beach becomes a destination point.

Criteria for Success

The beach and waterline at Community Park will be 90% cleaner, according to staff surveys, throughout the season. Additionally, 80% of beachgoers will have left positive feedback about the beach cleanliness. Lastly, tourism will increase by 25% at Community Park.

Expected Results

It is possible that the beach could be anywhere between 50-90% cleaner than it has been in the past due to wind bringing in debris or a passerby dropping something in the sand before park staff checks on cleanliness. Therefore, beachgoers could leave negative feedback about the beach cleanliness and this could result in positive feedback lower than 80% by beachgoers. Finally, tourism is dependent on good weather and a strong economy, therefore the tourism numbers may drop instead of increase by 25% at Community Park.

Funding Considerations

Other Funding

Expenses for beach cleaning equipment will be covered by this grant and by a matching fund grant available to the Town of Delavan.

Continued Funding

This is a one-time funding project and no future funding will be necessary.

Top Five Funders

Community Park has received funding from their matching grant funding source, property taxes, tourism revenue, licenses, permits, and room tax for their community room.

PART THREE:
REQUIRED ATTACHMENTS

Town of Delavan's Officers, and Directors

Officers

Larry Malsch
Chairman

5621 Town Hall Road, Delavan, WI

Board of Directors

Katherine Gaulke, Ed.D
Town Supervisor
Lake, Park and Tourism, Emergency Government

5621 Town Hall Road, Delavan, WI

Kim Jedlicka
Town Supervisor
Fire and Rescue, Plan Commission, Finance, ETZ

5621 Town Hall Road, Delavan, WI

Kevin Kiekhafer
Town Supervisor
Administrative, Lake, Park and Tourism

5621 Town Hall Road, Delavan, WI

Lynnette Phillips
Town Supervisor
Finance, Fire and Rescue, Public Works

5621 Town Hall Road, Delavan, WI

Actual Income and Expense Statements for 2018

This information is not available since this is not a real grant for the organization.

Projected Income and Expense Budget for 2019

This information is not available since this is not a real grant for the organization.

Organization's Most Recent Audited Financial Statement

This information is not available since this is not a real grant for the organization.

IRS Federal Tax Exemption Determination Letters

This information is not available since this is not a real grant for the organization.

Project Budget

Income	Amount
Grant from The Wagner Foundation	\$39,000
Matching grant from the community	\$39,000
Total	\$78,000

Expenses	Amount
Barber High Lift 400 HD Beach Cleaner	\$45,000
Barber water cleaner attachment	\$ 4,000
Tractor to pull cleaner	\$29,000
Total	\$78,000
Difference	\$0

Grantee Report

This project was not previously funded.