



# City of Waupun

201 E. Main Street  
Waupun, WI 53963  
Phone: 920-324-7900  
Fax: 920-324-7939

*“Wild Goose Center of Wisconsin”*

A regular monthly meeting of the Waupun **Community Development Authority** will be called to order at **4:00 P.M. on Tuesday, June 21, 2016** at the Waupun City Hall Council Room.

## AGENDA

1. Call to Order – Mayor Kyle Clark, Chairperson
2. Roll Call of All Members
3. Discussion and Possible Action on Grant Applications
  - a. C.VerHage Photo, 426 E. Main
4. Consider for Approval May 17, 2016 Minutes
5. Consider for Approval Financial Reports-May 2016
6. Discuss First Impressions Program Report and Next Steps
7. Discuss Connect Communities Award and Next Steps
8. Other Business
9. Set Agenda Items for Next Meeting
10. Next Meeting Date: Tuesday, July 19, 2016 at 4:00pm
11. Adjourn

It is possible that members of, and possibly a quorum of members of other government bodies of the municipality, may be in attendance at the above-mentioned meeting to gather information. No action will be taken by any governmental body at the above-mentioned meeting other than the governmental body specifically referred to in this notice.

Please note that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, call the City Clerk's office at (920) 324-7900.

CC:

Community Development Authority  
City Council  
Department Heads  
City Attorney

News Media  
**C.VerHage Photo**

I am applying for:

BID ONLY

CDA ONLY

BOTH

**COMMUNITY DEVELOPMENT AUTHORITY (CDA)**

**Waupun Business Improvement District (BID)**

~ **Façade Improvement Program – Grant Application** ~

*Applications missing any materials will be returned for completion.*

Date: 5/20/16

Applicant Name: Cassandra VerHage

Applicant Address: 426 E. Main Street

Phone: 920-210-6973 Fax: \_\_\_\_\_ Email: cassandra@cverhagephoto.com

Name of Business/Property: C.verhage.photo

Property Address: 426 E. Main Street

Property Use: Photography Studio

Property owner, if different than applicant: \_\_\_\_\_

Owner address: \_\_\_\_\_ Owner Phone: \_\_\_\_\_

**Project Summary:**

Brief Project Summary: fix peeling paint in front, repaint back entrance doors, paint/seal brick wall with waterproof paint or sealer, fix brick wall by roof to fix leaks, redo roof on back half of building.

Total Estimated Cost: \$ 9855.00

Total Grant Request: \$ 9855.00

Projected Start Date: ASAP

Projected Completion Date: 8/15/16

Name of Contractor: \_\_\_\_\_

Approval of City Building Inspector: SKL (Inspector's initials)

**Required attachments:**

Project plan(s) to 1/4" scale, if applicable

Current photo(s) of property

Release of Information Letter (attached)

Paint color(s) or material sample(s), if applicable

Quotes/Estimates

**Submit application form and attachments to:**

Waupun Business Improvement District – City Clerk, Waupun City Hall  
201 E. Main Street, Waupun WI 53963  
920-324-7915 ext. 5

**To be completed by City staff only:**

Date application received: \_\_\_\_\_

Application reviewed for completeness by \_\_\_\_\_ (initials). Date: \_\_\_\_\_

Applicant notified of scheduled BID meeting by \_\_\_\_\_ (initials). Date: \_\_\_\_\_

**Waupun Business Improvement District (BID)**  
**~ Façade Improvement Program - Release of Information Letter ~**

Date: 5/20/16

To: Waupun Business Improvement District – Clerk’s Office, Waupun City Hall  
201 E. Main Street, Waupun WI 53963

To Whom It May Concern:

I hereby authorize the Waupun Business Improvement District (BID) permission to share all application materials with BID board members who will be reviewing my application. I acknowledge that information provided to the BID may be released upon request in compliance with the open record requirements and in accordance with the freedom of information act. I acknowledge that I am to attend the BID board meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Signed,

Name (print): Cassandra VerHage

Signature: 

Date: 5/20/16

exterior

Sign \$300

Brick repair \$1695 (COWS)

Tear off ~~ce~~<sup>awning</sup> \$250 (COWS)

power wash + paint \$1840.<sup>00</sup>  
(HARR)

paint + repair front  
panel, back door + \$800.<sup>00</sup>

apartment door  
(TOGNOTCH)

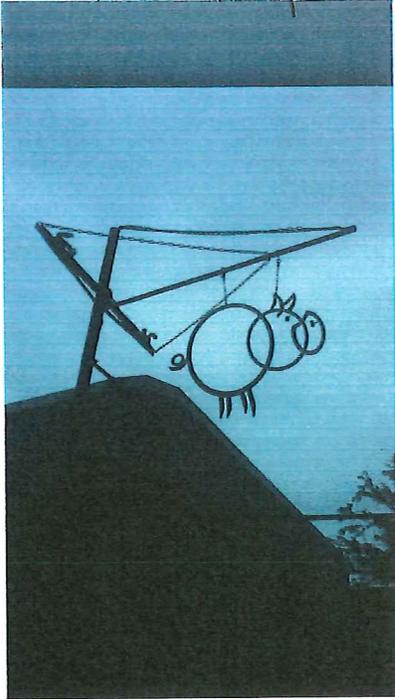
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\$4885-

~~00000~~

repair <sup>back</sup> roof \$4970-

example of sign  
that inspired me

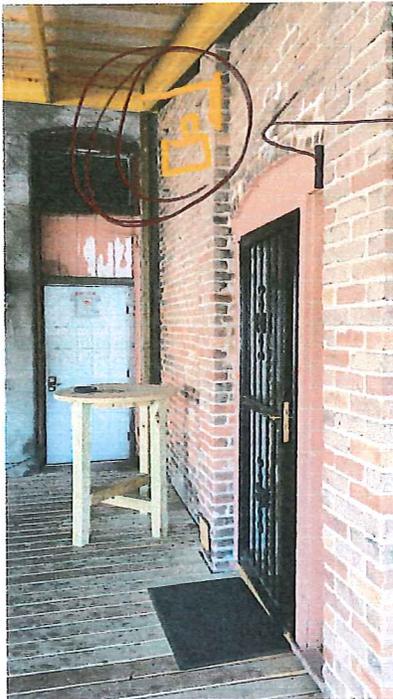


(instead  
of pig  
use  
camera)



IMG\_1283

IMG\_1284



IMG\_1293

hanging placement  
(will make my  
back entrance more  
noticeable for clients  
coming in ~~area~~ that  
park in back.)

Sign estimate  
\$300  
to be <sup>hand</sup>made by  
Jesse Buteyn

# Proposal

**D.W.S. Construction**  
**David W. Schmucker**  
 W3414 Cty. Rd. X  
 Markesan, WI 53946

Proposal Submitted To: <i>Cassandra Verhage</i>	Phone:	Date: <i>5-23-16</i>
Street: <i>Main St.</i>	Job Name/Client:	
City, State & Zip Code: <i>Waupar, Wi</i>	Job Location:	
Architect:	Date of Plans:	Job Phone:

**WE HEREBY SUBMIT SPECIFICATIONS AND ESTIMATES OR BID FOR:**

*Low roof on Building  
 Verhage Photo*

*Using Contlin roofing system's*  
 Power wash roof and parapit walls  
 Prime surface with tack coat  
 Reinforce seams with spunflex  
 Embedded in Rapid roof III base coat  
 Seal entire roof with Rapid roof III Top Coat!  
 Labor and Materials (*\$4970.00*)

*North wall going up to Top Roof*  
 $22'$   
  
 Seal all cracks with *twik kaultk*  
 2 coats *Showcoat* over entire wall  
 Labor and Materials (*\$1695.00*)

*Tearoff low porch roof*  
 Labor (*\$250.00*)

**We Propose** hereby to furnish materials and labor - complete in accordance with the above specifications, for the sum of:

*\$4970.00 - \$1695.00 - (\$250.00)* dollars (\$ \_\_\_\_\_).

Payment to be made as follows:

*Payment in full upon completion.*

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from the above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. Clerical errors are subject to correction. All agreements contingent upon strikes, accidents or delays beyond our control.

**Authorized Signature** *David W. Schmucker*

Note: This proposal may be withdrawn by us if not accepted within 30 days

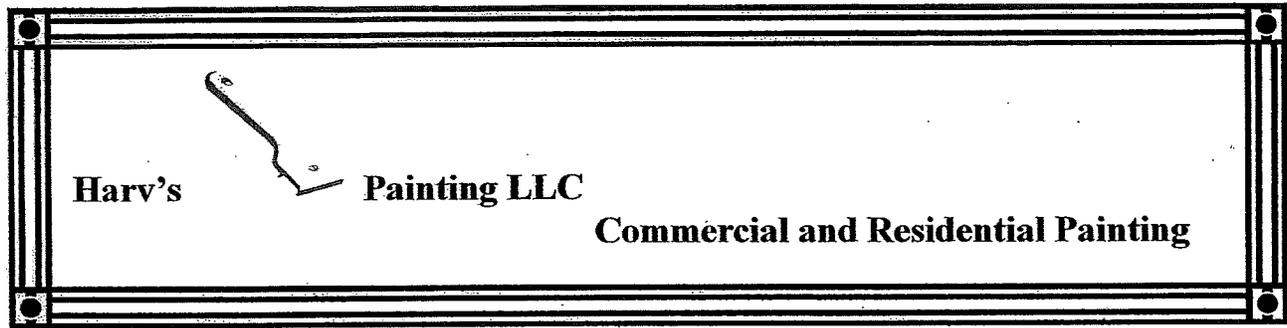
**Acceptance of Proposal** - The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Signature \_\_\_\_\_

Date of Acceptance \_\_\_\_\_

Signature \_\_\_\_\_

2002



Harvey K. Schaub  
 N3387 Lori Lane  
 Waupun, WI 53963

Federal Identification Number: 27-0420280  
 WI Identification Number: 036102702126702

Cell: 920.948.3818  
 Fax: 920.324.2596

Wisconsin Business Certificate ID: 1118750  
 Office phone: 920.324.5718

Verhage Studio  
 E. Main St.

5-23-16

Power Wash, three sides of block wall.  
 clean block. - Caulk cracks

Coat. Walls. elastomeric - colored  
 clear - Acra New.

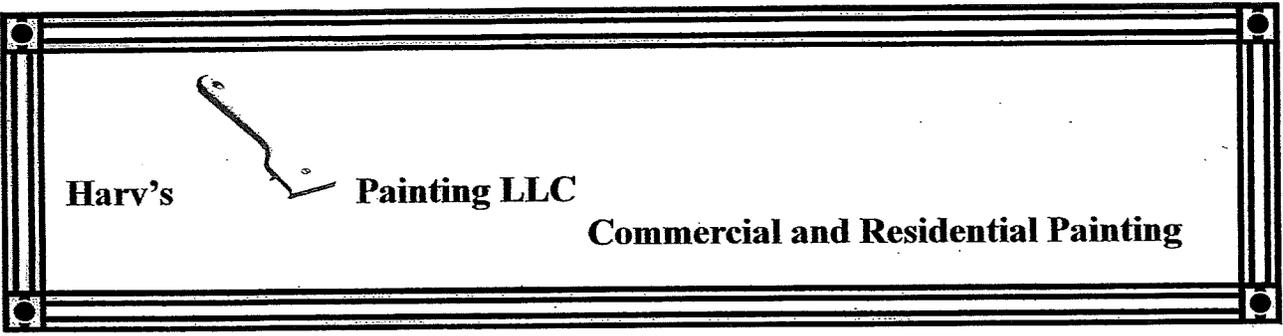
Labor & Materials.

\$ 1840.<sup>00</sup>/<sub>-</sub>

Harvey K. Schaub member

Pt Front Wood Panels - \$ 40.<sup>00</sup>/<sub>-</sub> mat,  
 lower area.

242



Harvey K. Schaub  
N3387 Lori Lane  
Waupun, WI 53963

Federal Identification Number: 27-0420280  
WI Identification Number: 036102702126702

Cell: 920.948.3818  
Fax: 920.324.2596

Wisconsin Business Certificate ID: 1118750  
Office phone: 920.324.5718

Verhage Studio  
E. Main.

5-23-16

Prep & Paint Back Door & Fr.  
Wood Panel & Window,  
Lob + mat.  
\$ 250.<sup>00</sup>

Harvey Schaub  
member

Back surround + Door to  
Studio  
\$ 175.<sup>00</sup>

102 for painting

# TOP NOTCH PAINTING AND HANDYMAN SERVICES

## PROPOSAL



Prepared For:  
c.verhage.photo  
426 E. Main St.  
Waupun, WI 53963

Description	
<b>Quote 1: Exterior Back Entrance to Apartments above Studio</b>	
Repair/replace any weather checked wood, caulk, prime and paint areas with colors (paint colors by customer). *Steel door: sand, prime and paint with exterior metal bonding enamel	\$ 350.00
<b>Quote 2: Front decorative wood and studio back door</b>	
1. Panels that are weather checked need to be sanded and scraped. Peel stop primer is recommended to act as a sealer	\$ 450.00
2. Back door entrance to studio: fill holes in door jam, caulk, prime as needed and repaint	
<b>Quote 3: Cinder block exterior walls (not previously painted)</b>	
Pressure wash, caulk holes and cracks in block, apply two coats exterior concrete sealer(color TBD at time of commencement if possible.	\$ 1,650.00
<b>Quote 4: Replace light fixture</b>	
Customer will chose style and Top Notch will pick up	\$ 125.00
<b>Total</b>	<b>\$ 2,575.00</b>

\*All prices include material costs unless noted, some material provided by customer.

Estimated Commencement Date: June 27, 2016

Estimated Completion Date: August 15, 2016

Payment terms: 30% deposit, balance due upon job completion

Any changes to the specifications or scope of work to be performed after the execution of this Proposal/Contract must be requested by the Owner and agreed to by the Contractor, in writing, before the changes are executed. Additional charges may apply and will be added to the Proposal/Contract amount, payable as agreed when added. Oral agreements with the Contractor shall not be binding. All oral agreements or understandings must be set forth in writing in this Proposal/Contract. Oral agreements or understandings made after the execution of this Proposal/Contract shall be reduced to writing and shall be additions to this Proposal/ Contract.

The Owner accepts the Proposal/Contract as stated above and authorizes the Contractor to commence work. Both the Contractor and Owner hereby signify their agreement to all terms, conditions and specifications stated in the above Proposal/Contract by their signatures affixed below:

Owner or Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Contractor's Signature \_\_\_\_\_ Date \_\_\_\_\_

# Daizy Sweeps Work Proposal

W2604 County Rd. K

Columbus, WI 53925

Business Contractors License #11198688

(920)386-9563 Office (920)318-6518 Rodney

[daizysweeps@gmail.com](mailto:daizysweeps@gmail.com)

[www.daizysweeps.com](http://www.daizysweeps.com)

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Cassandra E. Verhage

426 East Main St

Waupun WI 53963

920-210-6973

Cassandra@cverhagephoto.com

6-11-16

This is a proposal for the repair of the chimney servicing the boiler in basement and the brick wall in the back of building. This is what propose to do:

## Chimney Servicing Boiler

- Tear chimney down to top of wall
- Install a chimney cover (Galvanized-Painted)
- Sweep chimney from top to bottom
- Install a stainless steel liner from the appliance in basement to the top of the chimney
- Connect a B-Vent chimney to correct height. B-Vent comes with top flashing, storm collar and rain cap.
- Seal top plate

Liner for Boiler:	\$2,450.00
Tear Chimney Down:	\$ 425.00
Top Plate:	<u>\$ 125.00</u>
<b>Total for Chimney</b>	<b>\$3,000.00</b>

## Tuck Point Back Upper Wall

- Set up roof protection and scaffolding -Set up Charge for Scaffolding:\$485.00
- Grind out wall from top to bottom
- Tuck point wall from top to bottom

Total for Tuck Pointing Back Wall: **\$2,200.00 (Starting Point, price may go higher depending on time it takes to tuck point)(Covers 2 days)**

We agree to furnish all material, labor and equipment to complete proposed. **Daizy Sweeps requires 1/2 deposit with acceptance of proposal.** Balance due at completion of work. Material will be ordered and work scheduled upon acceptance.

Respectfully Submitted:

## Daizy Sweeps

Rodney Stanton

Thank you for choosing Daizy Sweeps as your chimney provider!

**Proposal good for 30 days**

X \_\_\_\_\_

**Daizy Sweeps has a price guaranty. We guaranty that we will beat any quote by any company as long as quote is apples to apples. We will also guaranty that will be lower by \$200.00.**

*Daizy Sweeps is a full chimney restoration company that is family owned and operated. We take all measures to make sure that the home owners are fully satisfied with work knowing they will be safe for years to come. We've been around the industry since 1979. Daizy Sweeps is fully insured. We will warranty our work as long work is done to our standards.*

*Due to any unseen circumstances in masonry construction there may be additional charges. This is only a proposal. (Due to the length of time for grinding out mortar joints, tuck pointing, crown removal, prepping firebox for insert installs and all other masonry repairs)*

### Price Guaranty

Daizy Sweeps has a price guaranty. We guaranty that we will beat any quote by any company as long as quote is apples to apples. We will also guaranty that will be lower by \$200.00. If you choose Daizy Sweeps we will come up and look at quote and discuss quote against quote to make sure that we (YOU) the customer is in full understanding of our company and what we will do.

### Guaranty of Work by Daizy Sweeps

Daizy Sweep's guaranty's that all work performed is according to all city and NFPA 211 codes. For any reason if you the customer is not satisfied with our work, we will come back at our expense and make work to code.

### Chimney Inspections

#### Level I (NFPA-211)

A Level I inspection is recommended level when an evaluation of the chimney system for continued service is needed and the conditions of use are not changing. This would include:

- Routine or annual evaluations of the venting system
- An appliance connected to the system is being replaced with a similar appliance
- During chimney cleaning or sweeping

A level I inspection is limited to readily accessible portions of the venting system, an accessible portions of the connected appliance(s) and the chimney connection. The inspector will check the readily accessible portions of the chimney, its enclosing structure, and the flue. A Level I inspection includes verification that the flue is not blocked or significantly restricted.

### Warranty

All materials are guaranteed to be as specified. All work to be completed in a substantial workmanlike manner according the specifications submitted per standard practices. An alteration or deviation from specifications on the other sheet involving extra costs will be executed only upon written orders and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, weather or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Contractor's agreement covers defects in installation. Consequential damage from water leakage, wind, hail, ice or other adverse weather conditions is not covered under our agreement. Our workers are fully covered by Workman's Compensations Insurance.

"CUSTOMER'S RIGHT TO CANCEL" You may cancel this agreement by mailing a written notice to Daizy Sweeps, W2604 County Road K, Columbus, WI 53925 before midnight of the third business day after you sign this agreement. If you wish, you may use this proposal as that notice by writing, "I hereby cancel" and adding your name and address. A duplicate of this page is provided by the seller for your records. It is agreed that this 3-day cancellation right is waived for any additional work beyond the original contract where extra costs are involved. A 50% cancellation charge will apply to all orders cancelled after the 3 day period as provided above.

ACCEPTANCE OF CONTACT: The prices, specifications and conditions listed on the other page of this agreement are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined. All stated warranties are null and void if payment is not made as agreed. You are further notified that persons or companies furnishing labor or materials for constrictions purposes may have lien rights on the land and building if not paid. Those entitled to lien rights in addition to us, are those who contracted directly with you or who gave notice within 60 days after the first furnished labor or materials for the constructions. Therefore, you may receive notices from those who furnish labor or materials, and you should give a copy of each notice received to your mortgage lender, if there is one. 18% APR Interest charged on all accounts past due.

### **PRICES**

Prices estimated are based on the assumption that the chimney/fireplace was constructed to applicable building codes. Interior structures not built to code may require additional labor/materials and may as a result, require a modification to the original quoted price to complete the work, Examples are: no airspace surrounding flue tiles, no wythe between flue tiles, inadequate supporting masonry of flue tiles, etc.

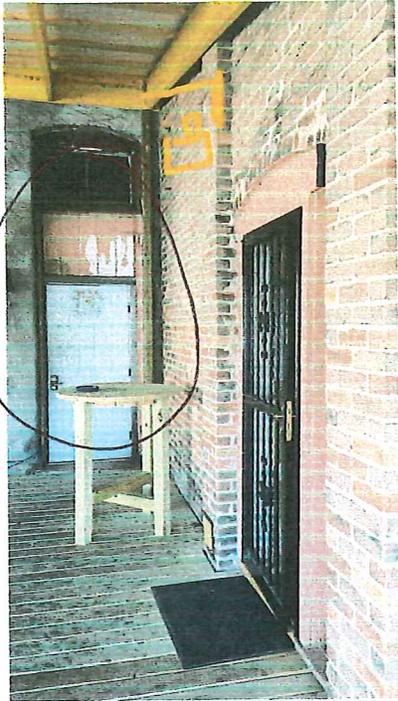
### **A Handling Charge Will Be Made For All Goods Returned**

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

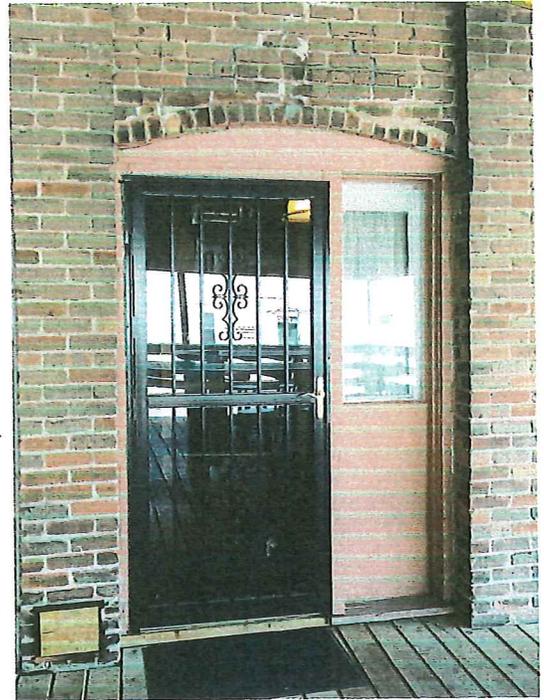
Technician Signature: \_\_\_\_\_ Date: \_\_\_\_\_

As required by the Wisconsin Construction Lien Law, Daizy Sweeps hereby notifies owner that persons or companies furnishing labor or materiels on the improvements on owner's land may have lien rights on owner's land and buildings, if not paid. Those entitled to lien rights, in addition to Daizy Sweeps, are those who contact directly with the owner or those who give the owner

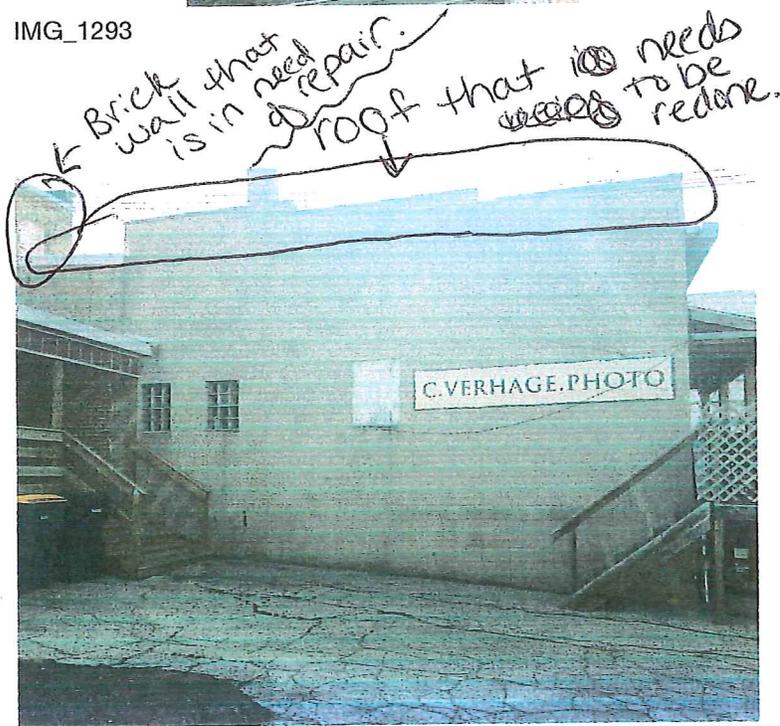
notice within 60 days after they finish labor or materials for the improvement. Accordingly, owner probably will receive notices from those who furnish labor and materials for the improvement, and should give copy of each notice received to his mortgage lender if any. Daizy Sweeps agrees to cooperate with the owner and his lender, if any, to see that all potential lien claimants are duly paid.



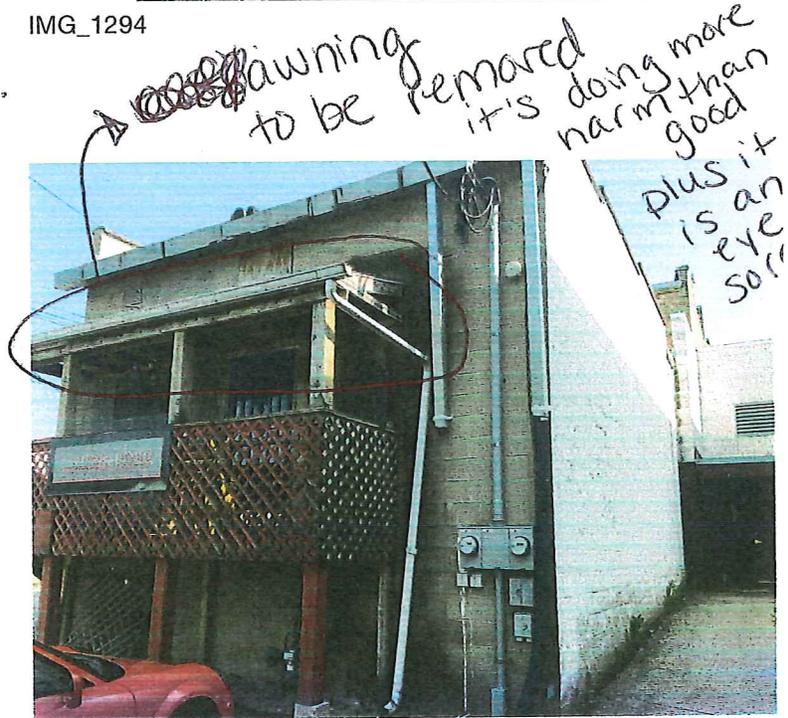
IMG\_1293



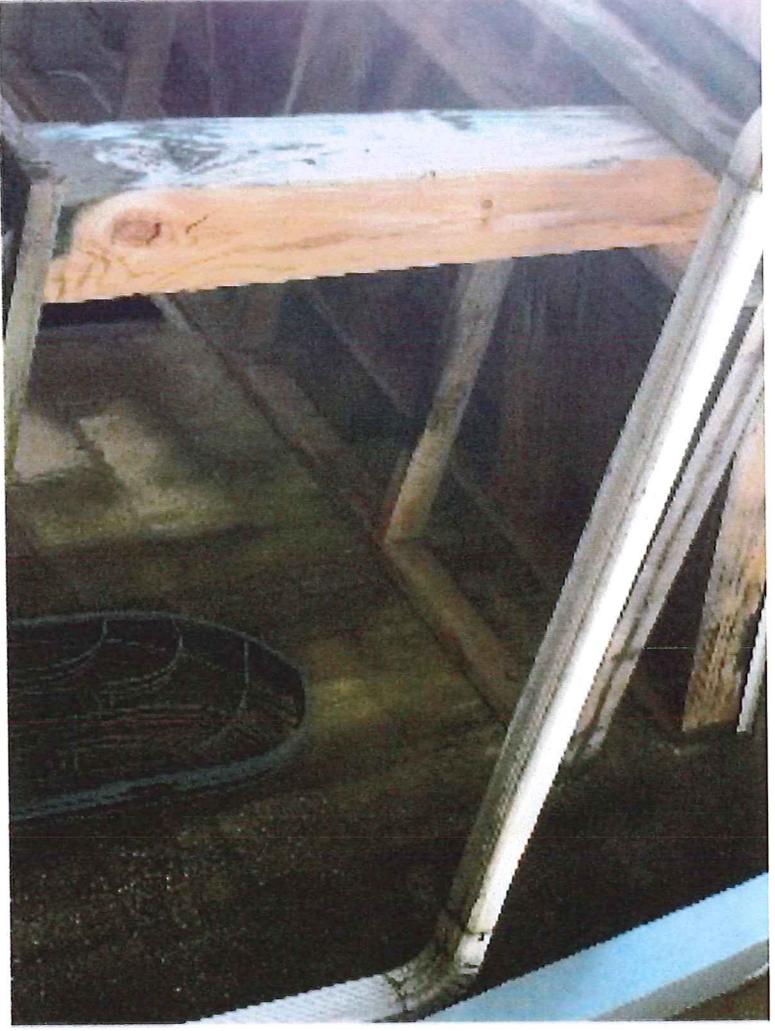
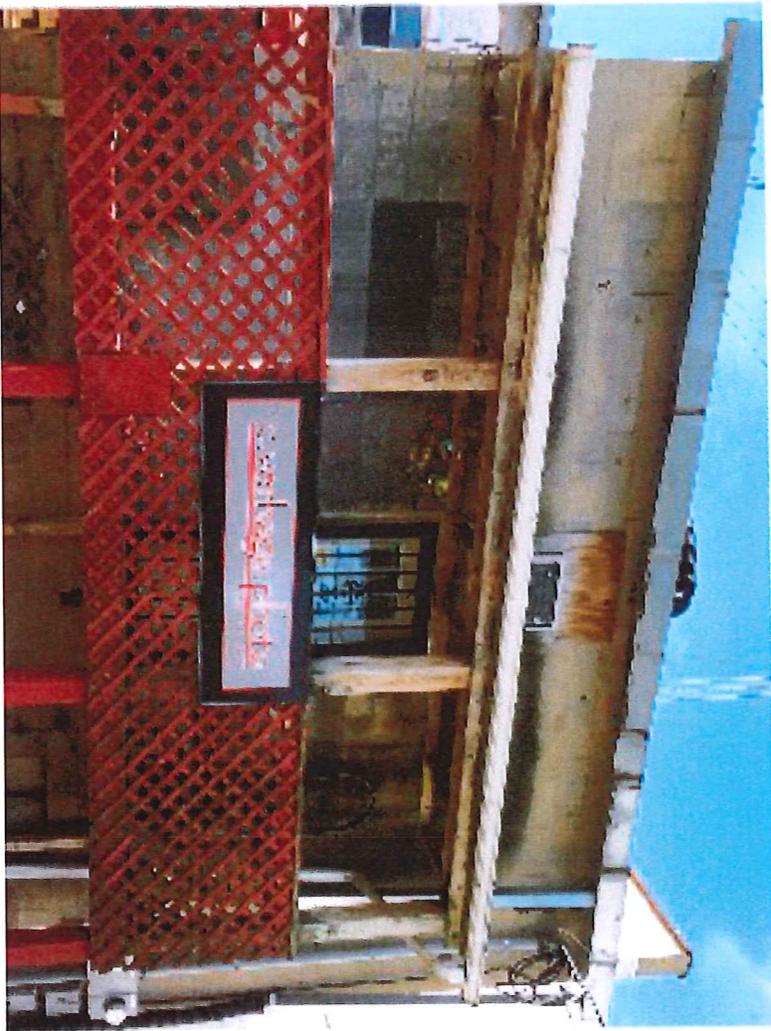
IMG\_1294



IMG\_1295



3 walls to be painted with ~~IMG\_1296~~ waterproof sealer to prevent water inside building + basement paint color; clear sealer or grey or brown





# City of Waupun

201 E. Main Street  
Waupun, WI 53963  
Phone: 920-324-7900  
Fax: 920-324-7939

*"Wild Goose Center of Wisconsin"*

Community Development Authority  
Minutes of Working Meeting on May 17, 2016  
**DRAFT**

The Waupun Community Development Authority met May 17, 2016 at 4:00pm in the City Hall Council Chambers.

Mayor Clark called the meeting to order at 4:01 PM.

Members present on roll call are John Karsten, Nancy Vanderkin, Jill Vanderkin, Mayor Kyle Clark, Sue VandeBerg, and Cassandra VerHage. Derek Drews is excused.

City Attorney Dan VandeZande and Economic Development Planner Kathy Schlieve are also in attendance.

Due to business commitments Schlieve provided overview of business needs/plan for Excel 2B Well Wellness Solutions and Green Collar Grooming.

Reviewed Mike White's grant application for Excel 2B Well Wellness Solutions, 2 E. Franklin Street. The project includes development and installation of signs. Total project costs are estimated at \$1,276.57. This property is not located within the Business Improvement District.

Motion J. Vanderkin, second N. Vanderkin to approve Excel 2B Well's grant application in full, not to exceed \$1,276.57, for completion of the project. Grant approval is subject to project approval by the Building Inspector. Motion carried 6-0 on roll call.

Reviewed Amber Lackey's grant application for Green Collar Grooming, 23 S. Madison Street. The project includes repairing imperfections on building's exterior, painting, parking lot improvements, and landscaping. Total project costs are estimated at \$27,747.98. Grant funding will also be requested from the BID Board. Local painter recommended.

Motion N. Vanderkin, second VerHage to approve \$7,500 in grant funding for Green Collar Grooming, for completion of the project. Motion carried 6-0 on roll call.

Motion J. Vanderkin, second Mayor Clark to approve the minutes of the April 26, 2016 CDA meeting. Motion carried unanimously.

Mayor Clark presented the April 2016 financial reports.

Motion VandeBerg, second Karsten to approve the financial reports. Motion carried unanimously.

Authority members recognized community member at large Jill Vanderkin's re-appointment as approved by the Common Council.

Motion Karsten, second by J. Vanderkin to appoint Nancy Vanderkin as the Vice Chairperson. Motion carried unanimously.

Other Business: Schlieve reported on an anticipated June announcement for the Connect Communities program. Overview provided on the First Impressions community assessment program.

Next meeting date: Tuesday, June 21, 2016 at 4:00pm

Motion J. Vanderkin, second by VerHage to call the meeting adjourned at 4:40pm. Motion carried unanimously.

Submitted by Kathy Schlieve

DRAFT

6/15/2016

**CITY OF WAUPUN  
BALANCE SHEET  
5/31/16**

**CAPITAL PROJECTS FUND-TIF #3**

**ASSETS**

405-10001	Cash	266,454.86
405-12100	Property Taxes Receivable	2,687.02
405-13810	Accounts Receivable	-
	Total Assets	<b><u>269,141.88</u></b>

**LIABILITIES AND EQUITY**

405-21100	Accounts Payable	-
405-25100	Advance from General Fund	890,817.23
405-26110	Deferred (Taxes) Receivable	2,687.02
	Total Liabilities	893,504.25

**FUND EQUITY**

405-31111	City Equity	(890,817.23)
	Revenue over Expenditures-YTD	266,454.86
	Total Fund Equity	(624,362.37)
	Total Liabilities and Equity	<b><u>269,141.88</u></b>

6/15/2016

**CITY OF WAUPUN  
INCOME STATEMENT  
5/31/16**

**CAPITAL PROJECTS FUND-TIF #3**

**REVENUE**

405-41-4112-000	TIF Increment	99,060.82
405-41-4115-000	Tax-Exempt Computer Property	-
405-42-4240-000	Developer Income	9,273.32
405-44-4431-000	Building Permits-TIF 3	-
405-43-4355-000	Grant Revenue	160,387.72
405-48-4861-000	Donations	-
	Total Fund Revenue	<b>268,721.86</b>

**EXPENDITURES**

405-70-5436-110	Salaries/Wages	459.79
405-70-5436-111	Overtime	-
405-70-5436-220	Health Insurance	65.29
405-70-5436-221	Life Insurance	1.12
405-70-5436-222	Retirement	30.35
405-70-5436-223	Social Security	34.66
405-70-5436-229	Income Continuation	1.79
405-70-5436-333	Postage	-
405-70-5436-335	Newspaper Publication	-
405-70-5436-337	Travel/Conference	-
405-70-5436-338	Operating Expenses	1,674.00
405-70-5436-800	Capital Outlay	-
	Total Fund Expenditures	<b>2,267.00</b>
	Net Revenues over Expenditures	<b>266,454.86</b>

6/15/2016

## 2016 CDA Expenditures

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	<u>Payee</u>	<u>Description</u>	<u>Amount</u>	<u>Total</u>
<b>January</b>				\$0.00
<b>February</b>	City Staff	Payroll & Benefits		\$447.36
<b>March</b>	City Staff	Payroll & Benefits	\$40.75	
	Baker Tilly Virchow Krause	TIF 3 audit fees	\$287.00	
				\$327.75
<b>April</b>	City Staff	Payroll & Benefits	\$23.31	
	Baker Tilly	TIF 6 30% Audit	\$891.00	
	Register of Deeds	Trail Grant	\$30.00	
	Dept of Revenue	Annual TID Maintenance Fee	\$150.00	
				\$1,094.31
<b>May</b>	City Staff	Payroll & Benefits	\$81.58	
	Baker Tilly	TIF 6 30% Audit	\$316.00	\$397.58
<b>Total Expenditures</b>				<u><u>\$2,267.00</u></u>

# First Impressions Report: Waupun, WI



First Impressions is designed to be a program for community assessment and improvement.

**Visiting Team:** Sauk Prairie, WI April 2016

Prepared by: Jenny Erickson, Sauk County UW-Extension



*This program was first developed by UWEX Specialists, Andrew Lewis and updated by Laura Brown in 2014.*

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## Sauk Prairie First Impression Team

Name	Date of visit	Affiliation
Alan W.	April 11, 2016	Village of Prairie du Sac
Jeff W.	April 11, 2016	Sauk Prairie School District
Tywana G.	April 11, 2016	Sauk Prairie Area Chamber of Commerce
Craig M.	April 11, 2016	First Weber Real Estate
Vicki B.	April 11, 2016	Village of Sauk City
Jessica M.	April 11, 2016	Straight Forward
Jenny E.	April 11, 2016	Sauk County UW-Extension

Websites Used to explore a community:

- Tripadvisor.com
- School district website
- City website
- Chamber website
- Facebook.com

Please share some of what you know or have heard about this community.

We expected to find a prison community with a similar population to Sauk Prairie.

We knew it was located near Horicon Marsh.

Based on the internet searches conducted prior to our visit we expected to see several nice parks including a new ball field complex, an aquatic center, and a number of sculptures.

Search for information on your partner community via websites and social media. How and where did you find information about the community?

cityofwaupun.org

waupunfestivals.com

waupunchamber.com

facebook.com

tripadvisor.com

Twitter @waupunchamber

What are your first impressions of these Waupun websites?

Tripadvisor.com had little information about the city. Most of the information was about local restaurants.

Cityofwaupun.org was the site that appeared first on a Google search. It had a nice and clean feel. There were lots of pictures, a nice layout and the information was very organized. The economic development website had a nice list of site maps. However, the city of Waupun needs an active Facebook page. They were not currently keeping up with page. For example, the last update was by a visitor in 2015.

Waupunchamber.com website was dull. It appeared sixth on Google search. The site needs to be more engaging. It doesn't appear to have much programming for businesses. There was a lack of resources and events. Both the Facebook page and the Twitter accounts were inactive. Waupunfestivals.com appeared eighth on the Google search.

Usefulness and credibility of information obtained through websites and social media:

Grade:

B/C-

Waupunchamber.com received the C- grade. The site was boring and it did not provide good information. They did have Facebook and Twitter accounts. The Twitter account has been inactive since 2011 and the Facebook page needed more activity.

Cityofwaupun.org received the B. Their website was colorful, easy to navigate and well organized, however they need to put more effort into social media.

*“The city of Waupun website had a very nice layout. I loved the colors and it was easy to find what I was looking for.”*

## RECOMMENDATIONS

- The link to Waupun's Comprehensive Plan was broken
- Could not open park maps
- Add new, updated photos on all websites
- Chamber website should be more engaging
- Chamber site should have link to schools
- City of Waupun should make a Facebook page and keep it active

*“Technology was not a main focus.”*

Grade:

### Visual appeal and interactivity of websites:

**B/D**

Cityofwaupun.org had lots of colorful photos. The recreation guide was well put together and well promoted. They received a B.

Waupunchamber.com had no photos and was dull. They received the D grade.

Grade:

### Friendliness and helpfulness of staff at community tourism office or visitor's bureau:

**D**

Prior to our visit we called the Waupun chamber office. Jenny from the tourism office was not available and “tourism” was not an option on the voicemail system. The call was made at 4:32pm.

Prior to our visit we requested a catalog of community events and to date we have not received it.

### Based on your internet research, what factors make this community attractive for you to live and/or work here?

The Folk Fest looks like fun.

The proximity to Horicon Marsh

There appeared to be many recreational opportunities including clean parks.

We learned that Waupun was the city of sculptures.

The city of Waupun appeared active and clean. Pride in the community was very evident.

### What factors make this community unattractive for you to live and/or work here?

The community websites and newsletters needed more photos that engage the viewer. It did not appear that technology was a focus for the community because they were behind the times on social media and reaching out to the next generation.

The visitor information seemed to be geared more for new residents rather than tourists.

There did not seem to be much to see or do in Waupun, and they did not promote any day trips.

Many on our First Impression team would not relocate with website information provided.



### HWY 26 from the South

Grade:

**D**

The highway 26 entrance was a mix of residential and industrial, however the industrial section that included many warehouses was not well kept up. One of the first things we saw was a big junk pile which was not a good first impression.

We did see our first sculpture!



### HWY 49 from the West

Grade:

**B-**

This entrance was much better than the highway 26. We noted many agricultural businesses and efforts underway to improve the roadway.



### County Road M from the North

Grade:

**B**

The Rock River Water Trail was intriguing.

The Fond du Lac County Park is beautiful, but there was no signage to indicate we were so close.

This was a nice entrance that featured nice houses.

This was a more impressive entrance because of the proximity to the park with the waterfall and "End of the Road" sculpture.

The festival sign had nothing listed. This gives the impression that there isn't much going on in the community.

## Downtown or central business district



### Overall appearance of the buildings, displays, signage, and streetscape.

Grade:

**B-**

We noticed the blue wayfaring signage, but it needed to be updated. It did not include many of the sights or landmarks around Waupun, i.e. aquatic center

A typical Wisconsin downtown. Some felt that the buildings looked well-kept and others felt that the community appeared run down.

It was difficult to tell which stores were open when we drove through the downtown. If the stores appeared more open and inviting it may entice more travelers to stop.

We were surprised to see the prison was just a few blocks off of the downtown.

The sidewalks were virtually empty indicating a lack of activity and energy downtown.



### Variety of shopping options

**D**

Most of the stores did not interest the millennial members of our team, however the Roadside Relics and the shoe/boot store were highlights.

There were limited retail stores and restaurants. It seemed that downtown Waupun featured many more service related businesses than retail.

Grade:

**B**

### Customer service served during the visit.



Our group had mixed experiences with the chamber office. For one half of the group the chamber staff person was very accommodating, but the other half of the group found the door locked even though the office was open, etc. Also it was confusing that there was an open and a closed sign in the front window of the chamber office. After we stopped we realized that there were two stores, but it was confusing when we drove by.

We stopped a number of gas stations throughout the community and everyone including the customers were very friendly and willing to recommend restaurants, etc.

While the senior center office and post office were both very welcoming, the boot store sales person wasn't as helpful, nor very welcoming.

Grade:

**C**

### Window displays.



Custom screen print & embroidery and Roadside Relics had the best displays, however there were a number of storefronts that were empty.

When we drove by it was difficult to tell if the stores were open or closed. Perhaps adding small "open" flags would help.

The chamber's window display did not include any upcoming events, etc. This was not a positive impression for the community.



**Variety and quality of merchandise**

Grade:

**D**

Many of the stores looked closed until we got out of the car and walked down the sidewalk.

We walked through a few stores, but there were limited items for sale.

**Mix of facilities and services (housing, professional services, retail, recreation, accommodation and food, industry, parks, etc.)**

Grade:

**B**

Downtown Waupun was focused more on services than retail. We concluded that the community is geared more for residents than tourists.



**Accessibility of downtown merchants during evenings and weekend hours.**

Grade:

**B**

The downtown bars were open.

Many stores were closed on Monday including the bowling alley (see picture).

**Quality, availability or necessity for parking in the downtown.**

Grade:

**A**

There was no shortage of parking, but that may be due to the lack of activity downtown.

**Walkability (presence or absence of footpaths, sidewalks, pedestrian right-of-ways, crossings, building access) of the downtown.**

Grade:

**A**

The "pocket park" that included the path connecting the parking lot to the downtown was a creative use of space. In the summer this could be a wonderful gathering space.

The community's walkability was good, however there was little foot traffic.

The trails between Fond du Lac County Park and the surrounding neighborhoods could be a significant community asset.

*"Not many places to eat around here."  
-Referring to the downtown area*





*“We would miss the best things about this community if we didn’t look for them.”*

<b>Quality (appearance, adequacy, etc.) of lighting</b>	Grade: <b>A</b>
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We noticed the tall, decorative lighting, but additional lighting efforts would be beneficial.

<b>Quality of the natural environment in the downtown (trees, shade trees, flower plantings, pocket parks, green spaces, etc.)</b>	Grade: <b>B</b>
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There were limited street trees.

The planters were great, but they could also feature seasonal decorations throughout the entire year.

The two pocket parks near the downtown could be further developed to be great “third spaces” or outdoor gathering spaces.

**Does the downtown play a role in tourism? Is there potential for it to play a greater role? What evidence leads you to this opinion?**

The downtown played a limited role in tourism. Again the downtown appeared to be geared more toward residents.

The store clerks we spoke to had limited knowledge of any upcoming events or activities in Waupun.

In order to attract more tourists (including millennials) additional restaurants, retail stores, and “hang out” spots would need to be added.

**Retail**

**RECOMMENDATIONS FOR ADDITIONS**

- Gift stores
- Additional grocery store

**Describe and comment on the mix of retail shopping available in the community (malls, specialty shops, strip malls, big box stores, etc.)**

There was an adequate mix of shopping options. We were surprised that there was only one grocery store and not many gift store options.

**What retail stores or services did you find that were unusual or unexpected for a community this size?**

The candy store was delightful! The group agreed that this was the favorite spot and one that we would revisit on a future trip.

**Are there stores or other outlets where residents and visitors can go to reuse, resell, and/or recycle goods (clothing, electronics, and household items)?**

Yes, we found two options: a child consignment shop and Bargains (similar to Goodwill).



*“Candy store was delightful!”*



**Overall condition of the retail sector.**

Grade:

**B**

There were a number of chain restaurants and hotels near Highway 151 that were in great shape and may help attract visitors passing by the community.

**Variety of restaurant, location, cost and types of food available.**

Grade:

**B**

There were a variety of local and chain restaurants located throughout the community.

We felt that Waupun was missing a nice upscale dinner option with good local beer.

Helen’s Kitchen was highly recommended by nearly everyone we spoke with during our visit.

## Tourism

### Identifiable Slogans/ Brands

- City of statues
- Steve Avery and the Waupun Correctional Institution

*“Waupun may be better suited for residents than visitors.”*

**What unique features or populations exist in this community?**

The sculptures and historic features were plentiful, but we needed a brochure to find them all.

It was obvious that Waupun has invested in their recreational facilities. The baseball and softball fields were very impressive as well as the aquatic center.

We were surprised to find the arts gallery and theater that was located above city hall.

**Quality and appearance of existing tourist attractions.**

Grade:

**B**

The waterfall and bridge near the “End of the Trail” statue was beautiful.

The Fond du Lac County Park including the aquatic center and golf course was a great attraction, but difficult to find. For example, we did not find any signage to the aquatic center.

The Rock River Water Trail was a wonderful community asset, but it was not heavily promoted.

**Availability and selection of overnight accommodations.**

Grade:

**A**

Both the AmericInn and the Borders Inn appeared to be quality accommodations.



**Describe the residential housing mix in the community (apartments, townhouses, single-family, multi-family, etc.).**

The quality of housing for the price was a great asset for the community.

The neighborhoods throughout Waupun were clean and well maintained. We were surprised that even the homes near the prison were very well kept.

Waupun had a good mix of housing including apartments, duplexes, as well as a variety of single family homes at a variety of price points.

<b>Overall quality, affordability and availability of housing.</b>	Grade: <b>A</b>
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Houses were very affordable (prices ranging from \$80,000 to \$150,000) in older neighborhoods, but there were not many homes for sale. Even the newer neighborhoods home prices (under \$300,000) were reasonable for the quality of the home.

<b>Condition of existing/older homes:</b>	Grade: <b>A</b>
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Nearly all the houses were well maintained throughout the community.

Most of the homes in town were older, and it didn't seem like there were many new homes.

<b>Appeal and adequacy of housing for single residents:</b>	Grade: <b>A</b>
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Waupun offered many senior/assisted living options.

There were a number of rental units available. This would be attractive to millennials.

<b>Availability of vacant lots for new construction:</b>	Grade: <b>A</b>
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Fairway Estates had a number of lots available. The golf flag lot numbers were creative.



**What appear to be the major employers in the area?**

- Waupun school system
- Waupun Correctional Institution
- Waupun Memorial Hospital

**Does there appear to be a primary industry? Is the community noticeably dependent on one type of industry?**

Agriculture is large industry, however the community appears to be dependent on the prison.



**Appearance of industrial facilities.**

Grade:

**C**

The industrial parks were not employee friendly. They were not located near food or retail options.

The industrial parks seem to be located throughout the community and their boundaries are not well defined.

The warehouses and industrial facilities were not attractive.

**Adequacy and availability of commercial services (high speed internet providers, print shops, web design, etc.)**

Grade:

**NA**

We were not able to obtain any information on the availability of high speed internet.

Because of the number of TV dishes we assumed that there was a lack of cable TV.

**Education, health, social, & emergency services**



**Visibility and availability of schools.**

Grade:

**A**

When we asked a resident about their experience with the school system they were not happy with the referendum results.

The high school and middle school (pictured on left) was very impressive. It was obvious that the community has invested in their school system.

We could not find any signage to schools from Highway 26.



**Visibility and availability of healthcare facilities and other health services.**

Grade:

**A**

It appeared that Waupun had excellent access to health care. We were able to locate the hospital, clinic, vision and dental facilities.

**Variety & quality of food outlets.**

Grade:

**C**

We were surprised to find that Waupun only had one grocery store.

**Government, infrastructure, and land use**



**Are municipal offices conveniently located?**

Police department, library and utility building were very attractive.

Although the city hall was conveniently located on the main street, there was no sign to identify the building.

**Comment of the availability and quality of community brochures, business directories or community profiles if they are available.**

The Waupun brochures were dated and thin. They needed many more photos especially those that would appeal to millennials. The brochures should focus on families and highlight the quality of life in the region.



**Helpfulness of government employees.**

Grade:

**B**

The recreation representative at the senior center was very helpful, but the staff at city hall were not as accommodating.

**Street signage.**

Grade:

**C**

Although there was blue signage throughout the community with the Waupun logo there was still a lack of signage to schools, the chamber, the library, the aquatic center, etc. Due to a lack of signage, we did not realize how close we were to the aquatic center, golf course and Fond du Lac County Park when we drove in on MM. We would have completely missed some of the best community assets.

Grade:

**Availability of parking:**

**B**

There did not seem to be adequate parking at the aquatic center.  
Ample parking available in the downtown, but the signage for parking was poor.

**Recreation, faith & culture**



**What do people in this community appear to do for recreation/fun?**

The Rock River Water Trail is a largely untapped resource that the community could continue to develop.

Organized recreational opportunities and parks are a major asset for Waupun.

**What recreational activities or facilities seemed to be lacking?**

Volleyball courts

Outdoor “hang out” spots including outdoor seating at restaurants, bars, coffee shops etc.



Grade:

**Availability and appearance of parks:**

**A+**

The community center seemed to be co-located with the hockey rink, but it was not open during our visit.

There were a variety of beautiful parks and green spaces as well as a number of high quality athletic facilities including very impressive ball fields.

The cemetery was very attractive with a beautiful cast iron fence and large trees.

Grade:

**Overall sustainability of recreational facilities/activities for families.**

**A**

Grade:

**Overall sustainability of recreational facilities/activities for young adults/ single adults.**

**C**

**What do young people do for recreation/ fun?**

When we asked what young people do for fun in Waupun we were told they go to the bar.



**Overall sustainability of recreational facilities/activities for young adults/ single adults.**

Grade:

**A**

**What do senior citizens do for recreation/fun?**

We were impressed to find 50+ playing cards at the senior center.

## Using your senses

**What did the community taste like?**

Chocolate from the candy shop!

**What sounds did you hear?**

Quiet – which is an asset.

**How would you describe the overall environmental health of the community?**

Very clean

**Positive impacts on the way the community felt to you.**

Waupun's greatest assets were the recreational facilities (ball fields), the aquatic center and the well maintained neighborhoods.

**Do you think your impression would be different if your visit occurred during a different time of day or time of the year?**

Yes, it seemed that a lot of shops were closed on Mondays. Perhaps there would be more activity if we had visited on a weekend or during a ball game/tournament.



## Wrap-Up & Reflections

**What local restaurant, specialty shop or attraction would bring you back to this community in the future?**

Baseball tournaments

**Would you consider locating a retail, professional, or nonprofit business here?**

Not based on our visit. There was little pedestrian activity and no apparent destination stores.

**Comment on the quality of information and assistance provided by residents and employees of local businesses.**

Nearly everyone we spoke with was very friendly and helpful, and all were willing to recommend restaurants, etc. A few people we met really went out of their way to be accommodating including the staff at the senior center, Citgo, and the library, as well as the bartender from Our Bar.



**List three positive things you observed about this community.**

1. Recreational opportunities
2. Quality of residential properties
3. Commitment to the local school system

**What are three potential opportunities available to this community?**

1. Further promote and market the Rock River Water Trail.
2. Waupun could build on the history of the prison. For example, a store or museum that explains the history of the prison and sells jail related souvenirs. It felt at times that the people of Waupun wanted to brush past the negative connotations associated with the prison instead of embracing as a potential strength.
3. We missed the Fond du Lac County Park because of a lack of signage.

**What are the three biggest obstacle or challenge facing this community?**

1. The community had an older feel. It would be difficult to attract millennials to Waupun.
2. Prison
3. The community had an industrial feel.

**What will you remember about this community six months from now?**

Prison

The very impressive baseball fields at the high school

**What have you learned that has changed your impression of your own community?**

We will reevaluate and continue to strengthen our outdoor recreational opportunities.