



## Parks Amenities Matching Fund Program Application Form

*Please print to complete or enter the information and save the document.* Please provide all information requested. You may attach additional sheets and/or materials to support your request.

### 1. Grantee Information

Name of Individual or Organization: Park People of Milwaukee County, Inc.

Contact Name: Dawn St George

Mailing Address: Street 1845 N. Farwell Suite 100  
City Milwaukee State WI Zip 53202

Phone: 414-273-7275

Fax:

Email: Dawn@parkpeoplemke.org

2. Project Title: Renovation of Brown Deer Clubhouse Players Lounge

3. Funding Requested: \$

*(Funding matches are granted up to a dollar-for-dollar match.)*

\$48,820



## Parks Amenities Matching Fund Program Application Form

### 4. Project Description:

Provide a detailed description of your project. Provide as much detail as possible to assist evaluators in clearly understanding the proposal. You may attach drawings or specifications of materials. If educational or marketing materials are proposed, provide a mock up or example of how the product will look, how it will be posted or distributed, and an example of the content. Other acceptable attachments include detailed map and other visual materials, site plans, drawings, photos, cross sections or mock ups of your project and what the finished product will look like.

This project involves the remodeling of the current three-seasons room area of the Brown Deer Park Clubhouse. The Parks Department, through the Park People, have engaged Flux Design, a design/build company, to provide conceptual design features, construction drawings and final build out of the proposed "Players Lounge" in the porch area of the clubhouse. Conceptual drawings attached.



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### 5. Public Benefits

Explain why your project is important and why it is needed. Who are the intended users? How will the public benefit? How many and what different types of users do you expect? How does this project provide new recreational opportunities for the intended users? Does your project solve a problem or provide important missing services? If your project provides for people with disabilities, in what way?

The Players Lounge will benefit the golfers at Brown Deer Golf both before and after their round by providing an inviting area to relax, enjoy beverage and food offerings by the Parks Department and partake in conversation and camaraderie.

Currently, the golfers and general public use the main pavilion area and bar for these purposes. This same area has been experiencing greater demand for banquet use, a revenue source for the Parks beyond golf. The main pavilion is regarded as having greater revenue potential through banquet use but that use is hindered due to the current need for a players area. Thus, a conflict occurs.

Making better use of the three seasons room area, which experiences little current use, by the creation of a new Players Lounge would free up the main pavilion for exclusive banquet use and increased access to the public thereby increasing the revenue potential from the clubhouse as a whole.

It should be noted that the Parks Department recently upgraded the equipment and capacity of their kitchen area (\$500,000) in the clubhouse to better serve banquets and golfer food and beverage needs. Banquets would not only use Parks Catering but would also be required to purchase a facility rental permit for use of the banquet hall.



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### 6. Sponsor Commitment

What experience do you or the organization have in accomplishing similar projects? Who will be responsible for organizing and assigning the work to insure successful project completion? You will need to document all project expenditures. What is your plan for documenting the work (photos, video, written?) What is your plan, if any, for long term maintenance of your project after it is completed?

The Park People have been long partners of the Parks Department. We have funded numerous park facility upgrades through the years.

Joe Mrozinski, Assistant Chief of Recreation & Business Development, would be the lead on the project. Joe has been working with the Parks Planning Dept. through Sarah Toomsen to make sure the planning is in line with County standards.

We will document all expenses through our financial management software, Quickbooks.

It is anticipated that long term maintenance would be accomplished through the Parks Department as this is an upgrade to their facility meant to assist in revenue creation.



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### 7. Return on Investment

How will this project maintain or enhance core services provided by the Parks Department? Is there a budgetary savings or increased revenue potential as a result of this project? Will there be long term operating, capital, maintenance, or replacement expenses with this project and what is that estimated cost?

As mentioned above this project will result in a much better Players Lounge and free up the main pavilion for rental and catering revenue.

There should be little long term expenses, if any.



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### 8. Proposed Budget

Provide a detailed and complete budget with enough detail for evaluators to understand exactly what grant funds will be used for, how you arrived at the prices for services, labor, materials, equipment, etc. and the same level of detail about the amount and source of matching funds. If matching funding is already in place, provide necessary documentation to show balance in designated account. Please check one of the following:

The PAMF will need to allocate \$48,820 of the \$97,640 total budget for this project.

Matching funding already in place:

The Park People are holding three contributions that would equal the match.

Contribution 1. \$32,000 from 2017 Sprecher Brewery Traveling Beer Garden Donation

Contribution 2. \$11,820 from 2016 Sprecher Brewing Donation for keg usage

Contribution 3. \$5,000 from Beechwood Distributors Donation



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The Parks Department prefers to reimburse grantees after the work is completed. (Please note that projects that were begun or completed prior to Parks approval are ineligible for funding. All third party funding must be present in a designated account prior to grant award)

- ☑ We understand payment by the Parks will occur after project completion.
☐ We must have Parks Amenities Matching Funds prior to start of the project.
☐ Please include W-9 for requesting agency/group.

Handwritten signature: Dawn St George
Printed Name
Date: July 10, 2017
Title/Position: Exec. Dir. The Park People

For Office Use Only:

Date received \_\_\_\_\_

☐ Copy distribution \_\_\_\_\_

☐ Approval \_\_\_\_\_ Date \_\_\_\_\_

☐ FT Cycle \_\_\_\_\_

☐ Check Request

## Mrozinski, Joe

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**From:** Mrozinski, Joe  
**Sent:** Tuesday, May 23, 2017 11:40 AM  
**To:** 'Jim Goulee'  
**Cc:** Burseth, Jay  
**Subject:** Parks Matching Amenities Fund Request  
**Attachments:** 201705231120.pdf

Hello Jim,

Per our conversation Park People is going to request Parks matching funds to match the \$32,000 Sprecher Brewery Traveling Beer Garden donation for 2017, The \$5,000 Beechwood distributing donation and the \$11,820 Sprecher Brewing donation for the 2016 keg usage per the Traveling Beer Garden contract. Total match request of \$48,820. The funds we have along with the match would allow us to remodel the 3 Seasons Room at Brown Deer Clubhouse to allow us to use it for the everyday player's lounge. Along with the new deck installed last year, this will tie in the players experience with the pro shop, deck and player's lounge all on the golf course side of the clubhouse. Please let me know if you have any questions, comments or concerns, thank you in advance.

Joe Mrozinski  
Assistant Chief of Recreation & Business Development  
(414) 257-5180 Direct  
(414) 254-9450 Mobile  
(414) 257-6466 Fax

Milwaukee County Department of Parks, Recreation & Culture  
9480 Watertown Plank Road  
Wauwatosa, WI 53226  
(414) 257-PARK  
countyparks.com

Please consider the environment before printing this email.

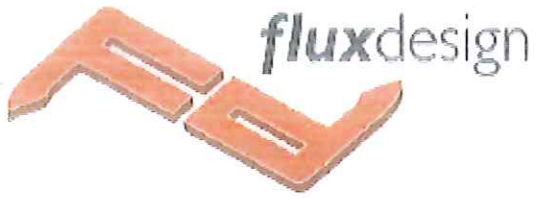
-----Original Message-----

**From:** noreply@milwaukeecountywi.gov [mailto:noreply@milwaukeecountywi.gov]  
**Sent:** Tuesday, May 23, 2017 11:21 AM  
**To:** Mrozinski, Joe <Joseph.Mrozinski@milwaukeecountywi.gov>  
**Subject:** Milwaukee CO. Parks Dept.

This E-mail was sent from "PRPARK70050" (Aficio MP C5502).

Scan Date: 05.23.2017 11:20:55 (-0500)  
Queries to: noreply@milwaukeecountywi.gov





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811 e. vienna ave. milwaukee. wi 53212

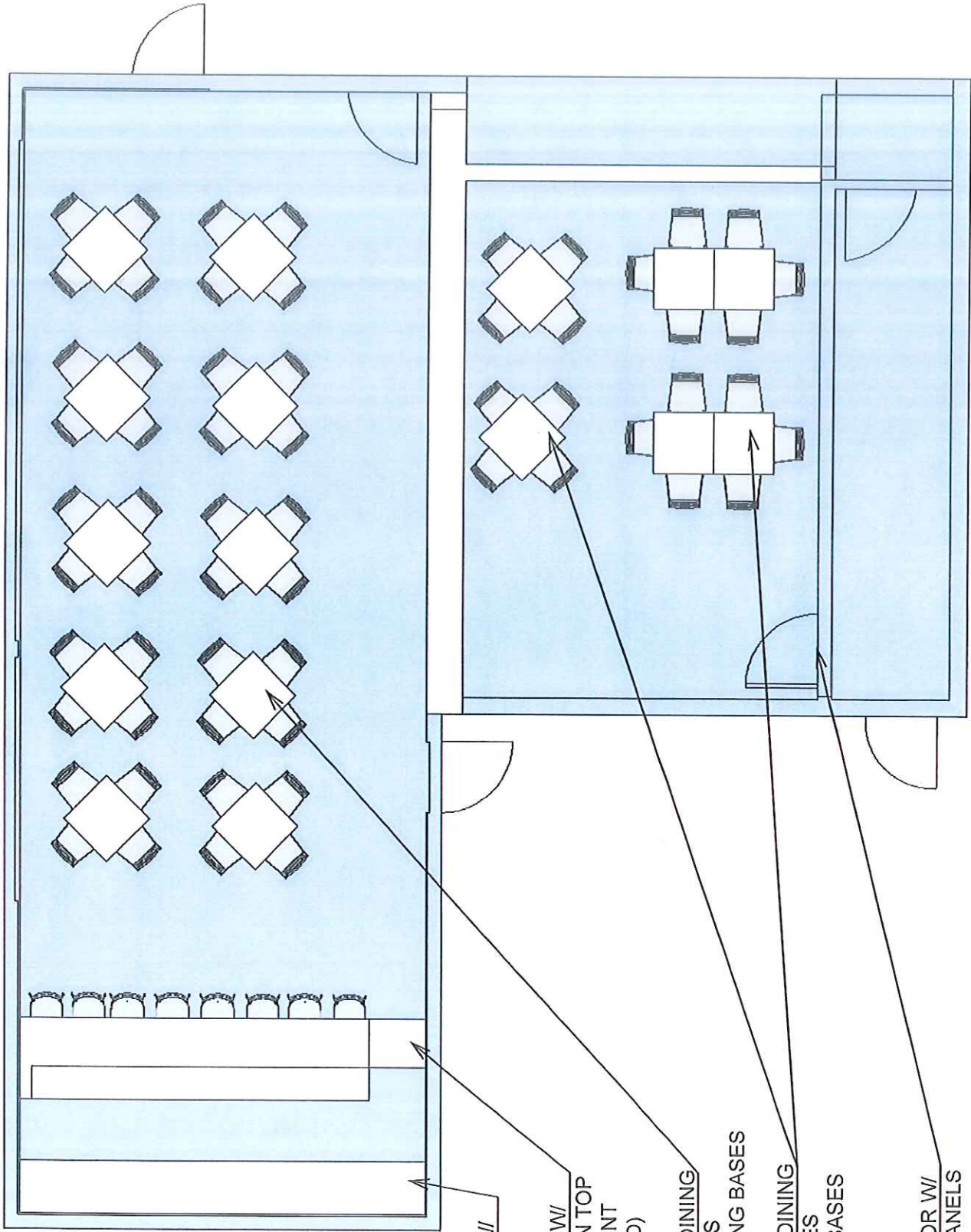
phone (414) 906.1990

fax (414) 906.1912

03/29/2017

Brown Deer Golf Course  
Sunroom Remodel Project  
Cost Estimate

Item	Estimate
Electrical	\$8000
Bar/Back Bar	\$20,000
Bar Equipment	\$10,000
Flooring	\$15,000
Lighting	\$6,000
Paint	\$2,000
Furniture	\$15,000
Trophy Case/ Entry Door	\$7,500
POS System	\$7,000
Televisions	\$5,000
Wall Decorations and Artwork	\$2,140
Total Project	\$97,640



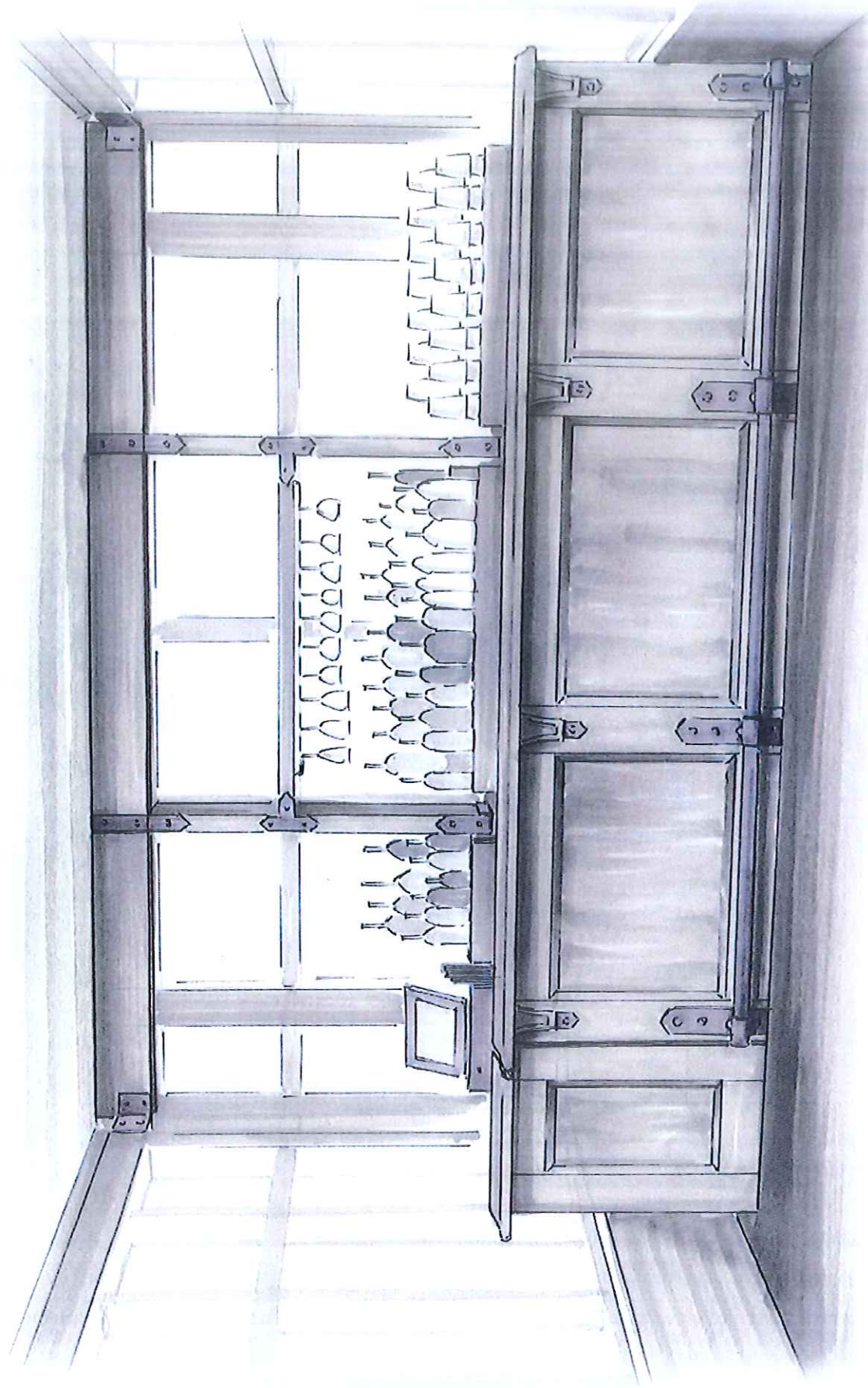
BACK BAR W/  
COOLERS

NEW BAR W/  
FLIPDOWN TOP  
(EQUIPMENT  
INDICATED)

30" X 30" DINING  
HT. TABLES  
W/ EXISTING BASES

30" X 30" DINING  
HT. TABLES  
W/ NEW BASES

NEW DOOR W/  
GLASS PANELS



BROWN DEER G.C.

CLUBHOUSE LOUNGE

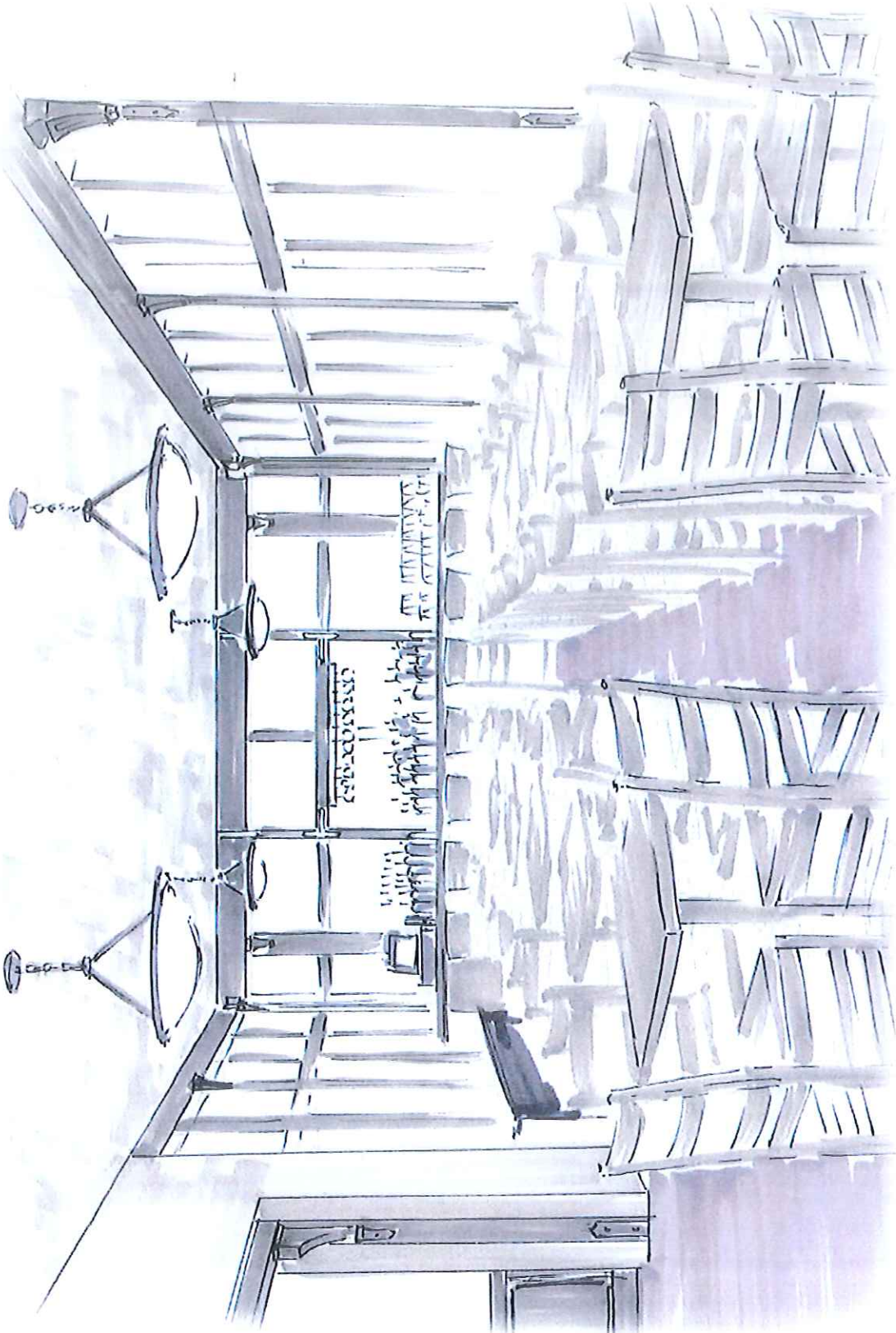
BAR/BACK BAR CONCEPT

2017.2.23



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414.906.1990 www.thinkflux.com



BROWN DEER G.C.

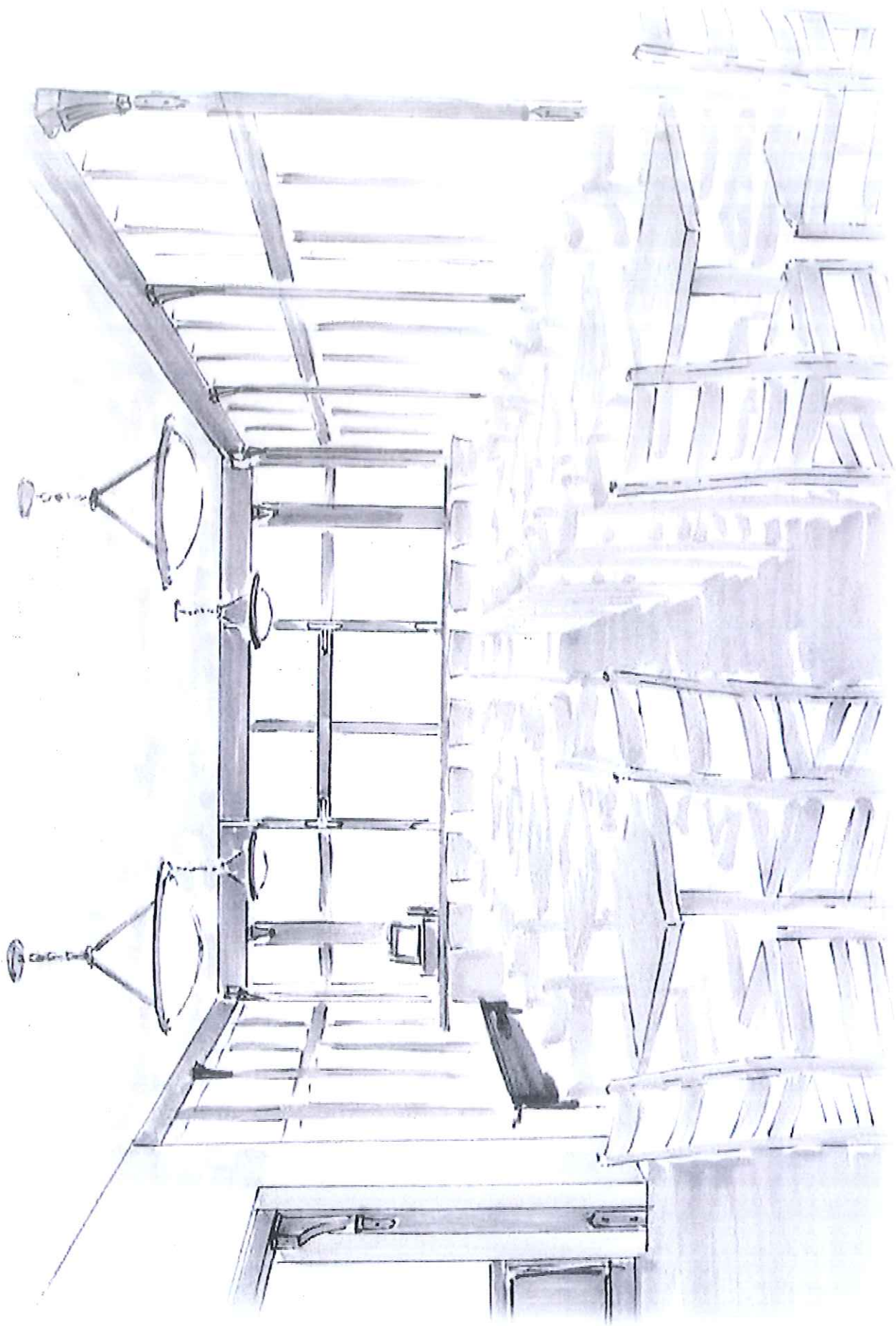
CLUBHOUSE LOUNGE

THREE SEASON ROOM CONCEPT | 2017.2.23



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BROWN DEER G.C.

CLUBHOUSE LOUNGE

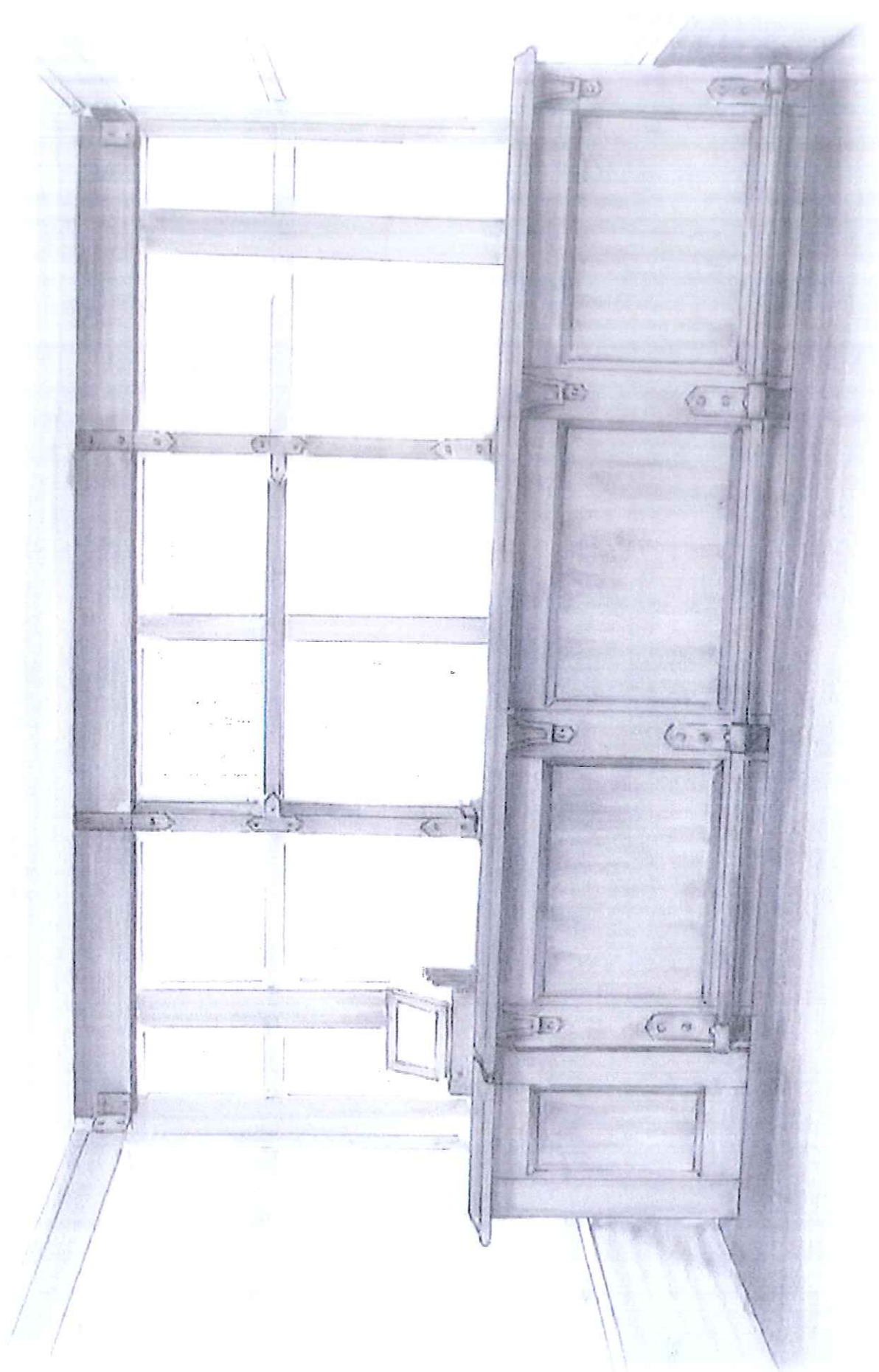
3 SEASON ROOM CONCEPT

2017.4.26



fluxdesign

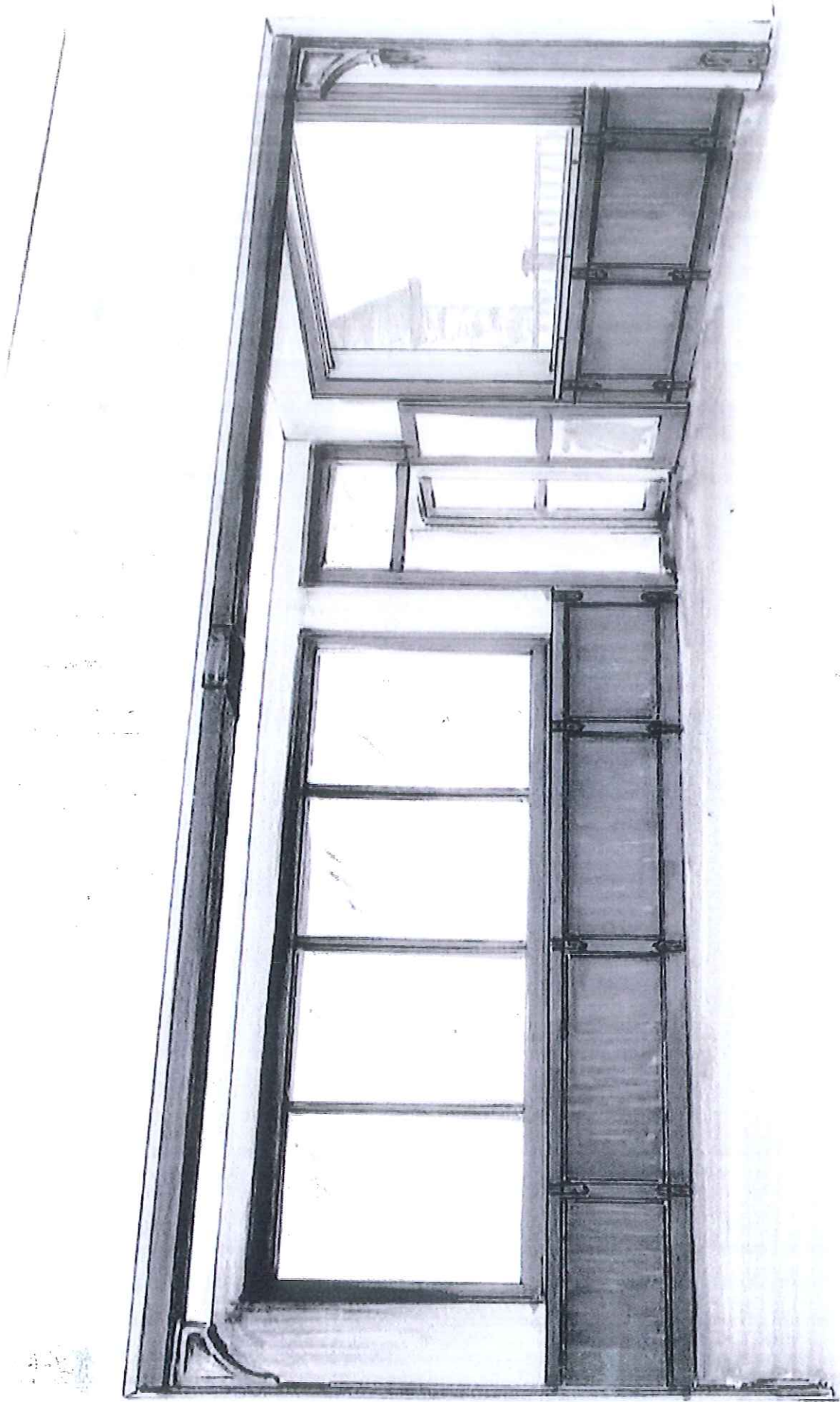
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BROWN DEER G.C.  
BAR CONCEPT

CLUBHOUSE LOUNGE

2017.4.26



BROWN DEER G.C.

CLUBHOUSE LOUNGE

SIDE ROOM CONCEPT

2017.4.26



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BROWN DEER GOLF COURSE CLUBHOUSE

EXTERIOR FOLDING WINDOW-LOCATION

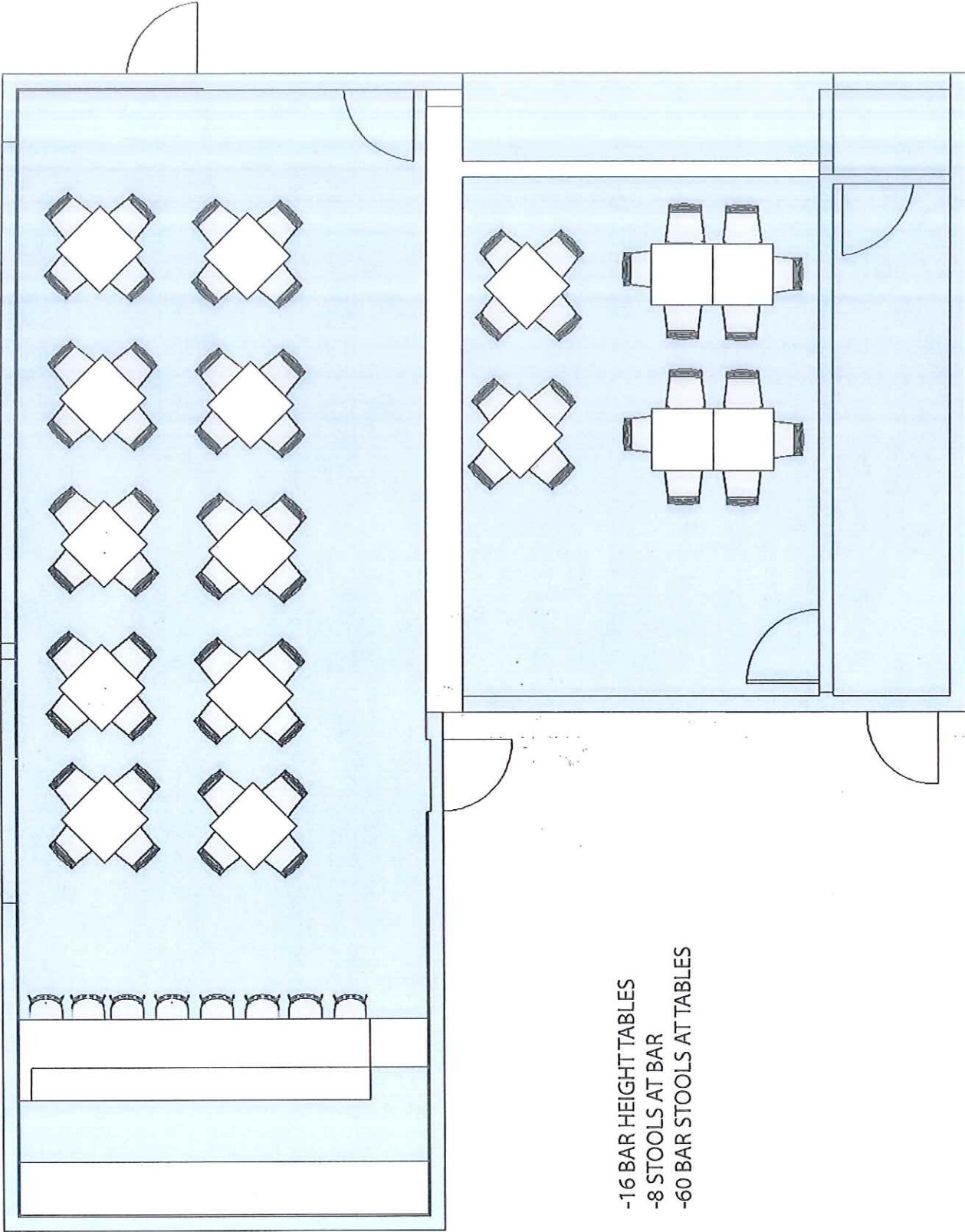
2017.3.24



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- 16 BAR HEIGHT TABLES
- 8 STOOLS AT BAR
- 60 BAR STOOLS AT TABLES

BROWN DEER G.C.

CLUBHOUSE

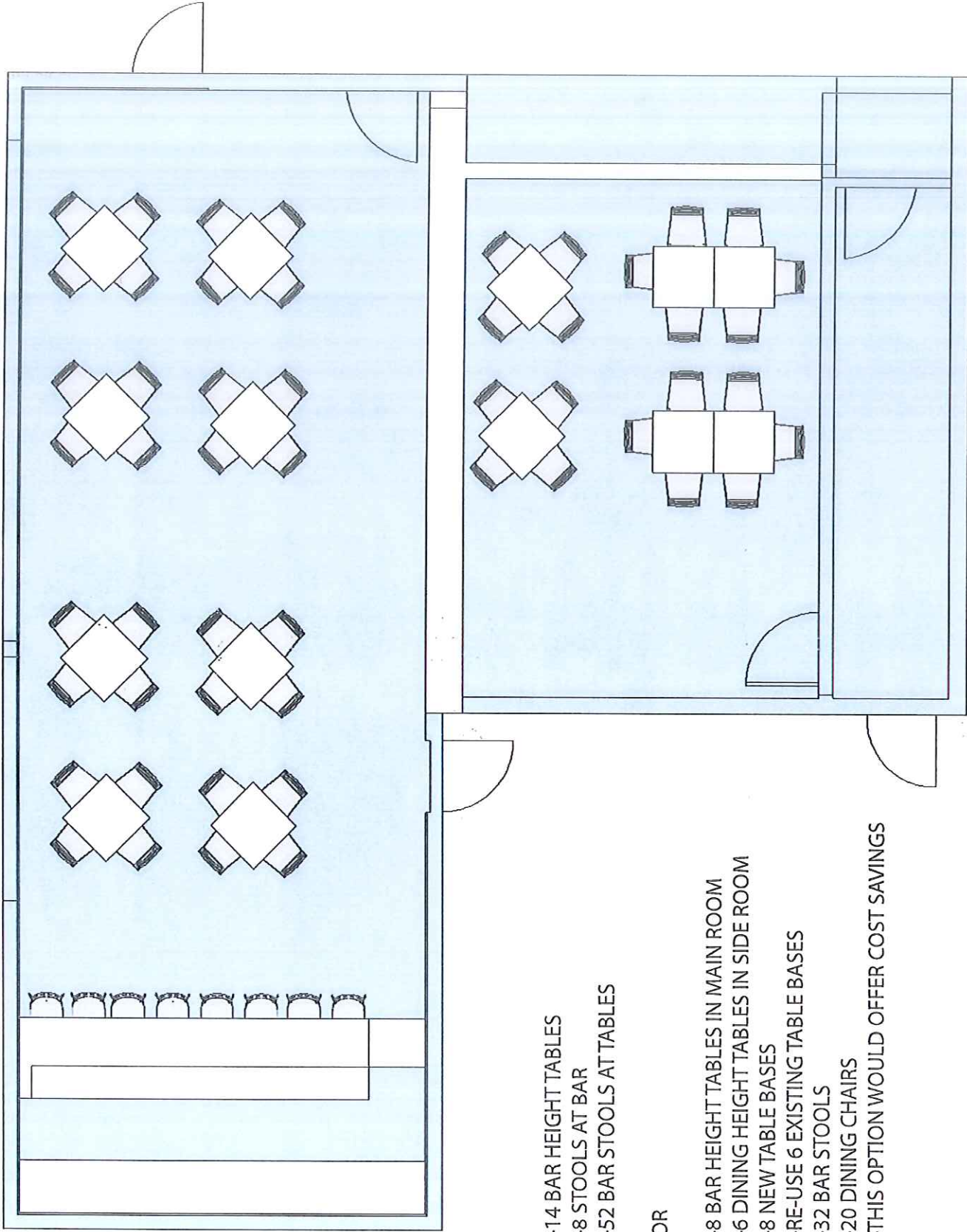
LAYOUT OPTION 1

3.7.2017



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-14 BAR HEIGHT TABLES  
 -8 STOOLS AT BAR  
 -52 BAR STOOLS AT TABLES

OR

-8 BAR HEIGHT TABLES IN MAIN ROOM  
 -6 DINING HEIGHT TABLES IN SIDE ROOM  
 -8 NEW TABLE BASES  
 -RE-USE 6 EXISTING TABLE BASES  
 -32 BAR STOOLS  
 -20 DINING CHAIRS  
 -THIS OPTION WOULD OFFER COST SAVINGS



SW 6149  
**Relaxed Khaki**  
Interior / Exterior  
Locator Number: 207-C2

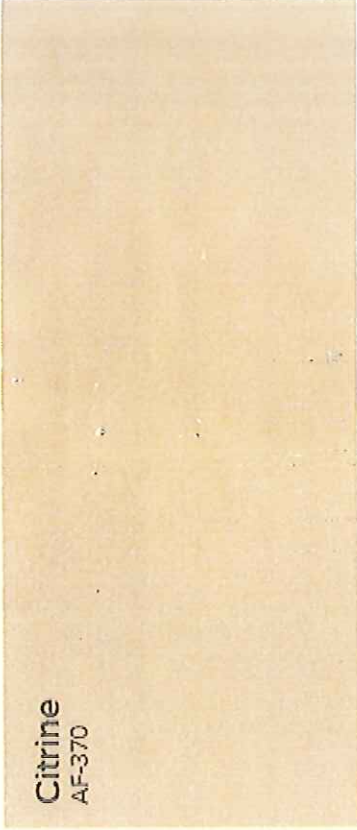
SW 7503  
**Sticks & Stones**  
Interior / Exterior  
Locator Number: 203-C2



BROWN DEER G.C. | CLUBHOUSE

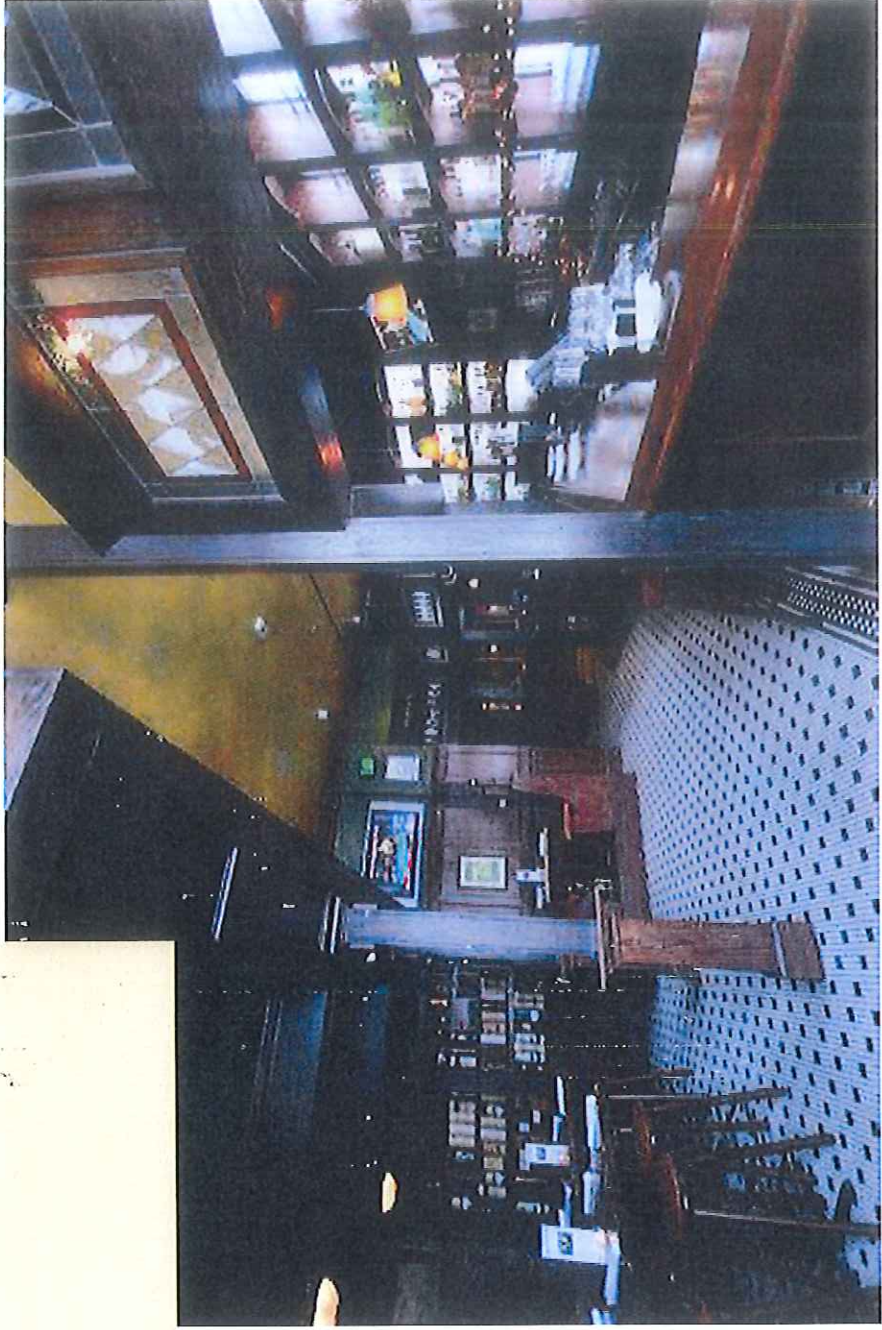
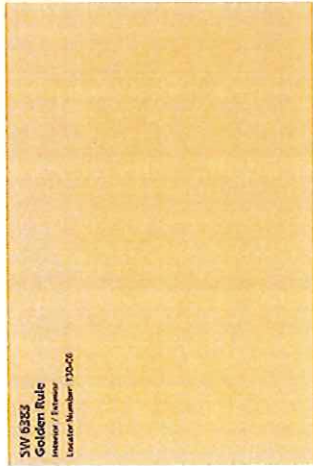
WALL PAINT FINISH EXAMPLE | 3.7.2017

SW 6127  
Ivoire  
Interior / Exterior  
Locator Number: 140-C1

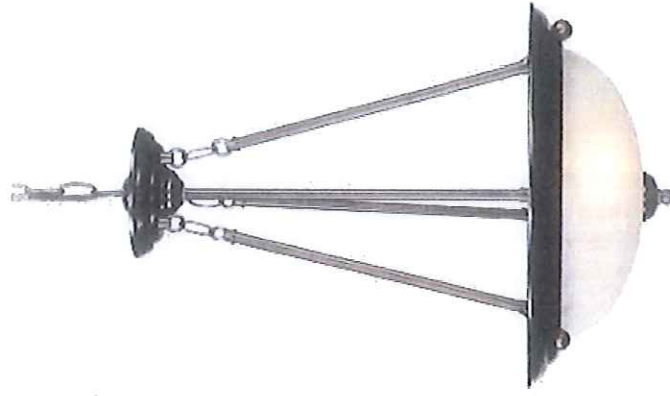
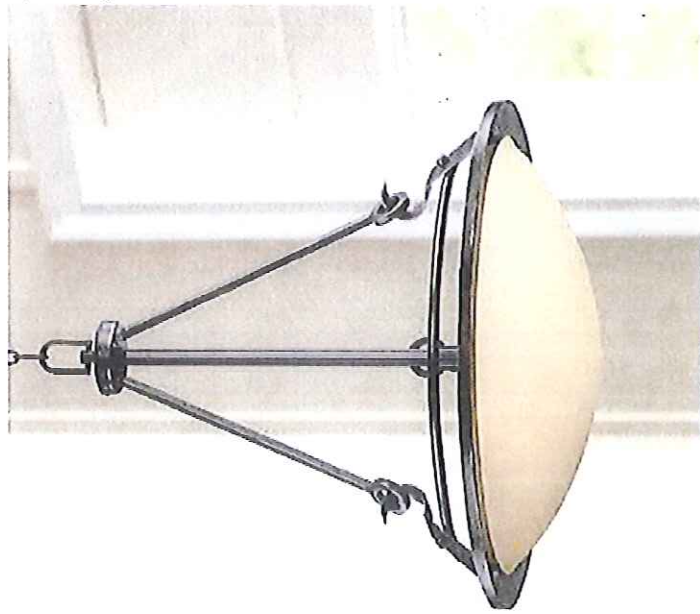


Citrine  
AF-370

SW 6383  
Golden Rule  
Interior / Exterior  
Locator Number: 130-C5



BROWN DEER G.C. | CLUBHOUSE  
CEILING PAINT FINISH EXAMPLE | 3.7.2017



BROWN DEER G.C.

CLUBHOUSE LOUNGE

LIGHTING OPTIONS

2017-4-26



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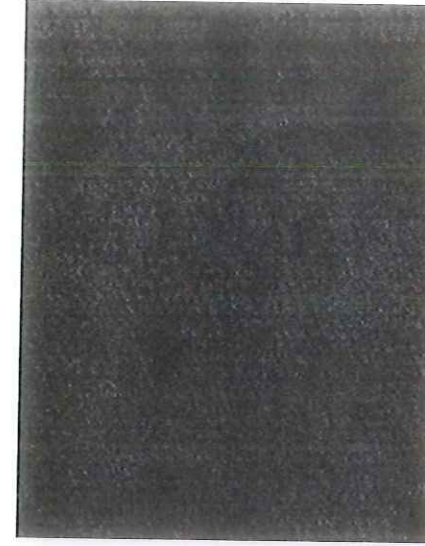
414.906.1990 [www.ithinkflux.com](http://www.ithinkflux.com)



Increment  
2111



Workroom  
2079



Forge  
2077

BROWN DEER G.C.  
FLOORING OPTIONS

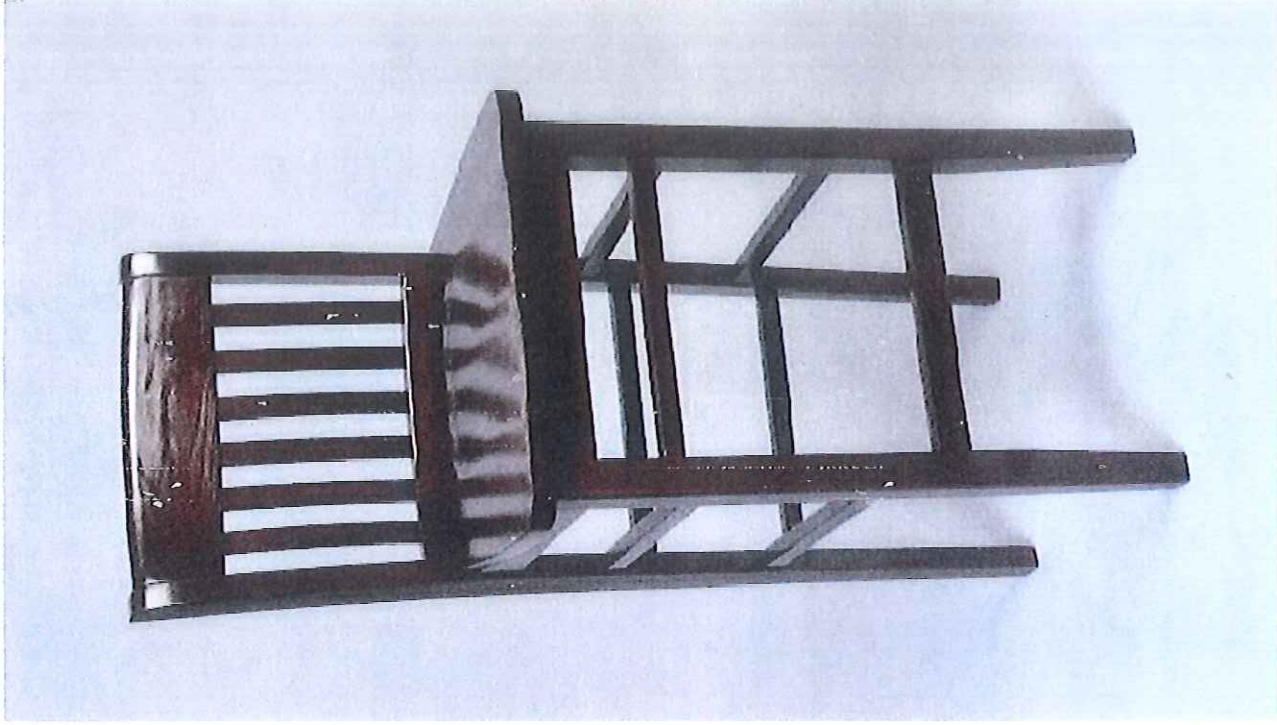
CLUBHOUSE LOUNGE

2017.4.26



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BROWN DEER G.C.

CLUBHOUSE LOUNGE

CHAIR OPTIONS

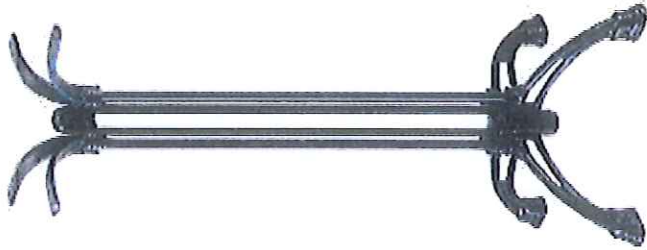
2017.4.26



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BRUNI



BRASSERIE

-14 BASES WOULD BE NEEDED  
PER LAYOUT

BROWN DEER G.C.

CLUBHOUSE

BAR HT. TABLE BASE OPTIONS

3.7.2017



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BROWN DEER G.C.  
SIDE ROOM CONCEPT

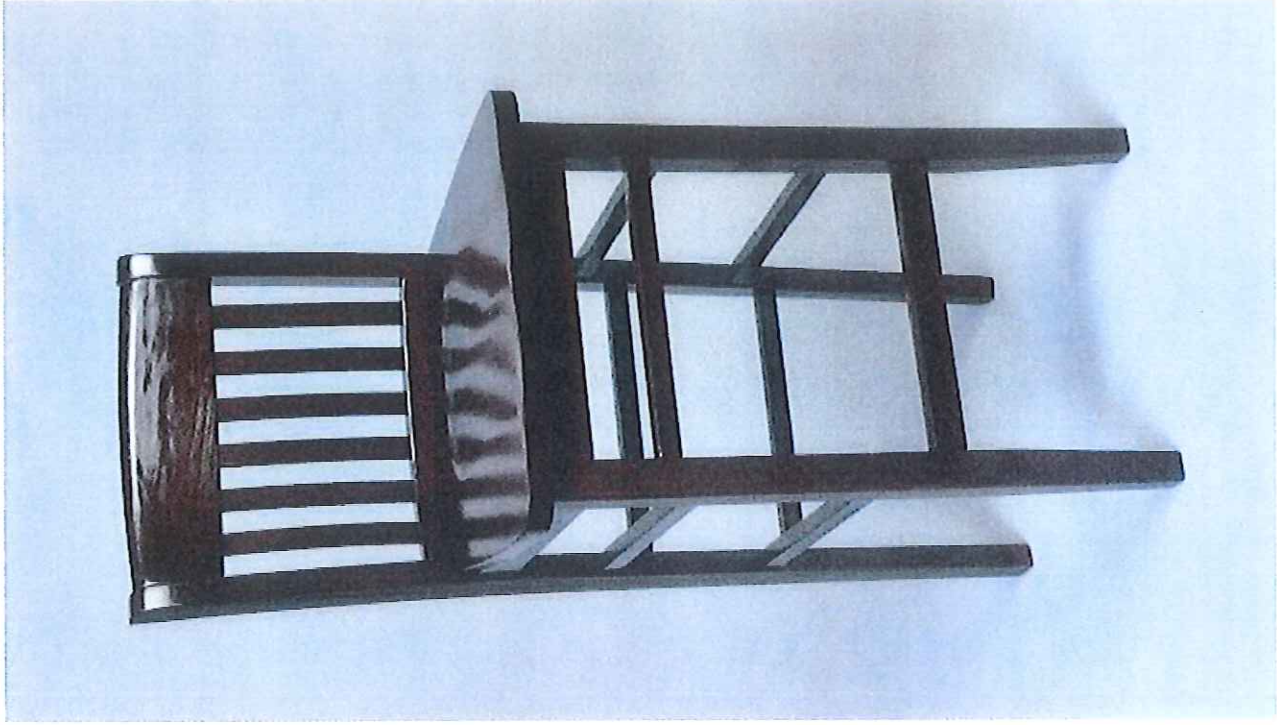
CLUBHOUSE LOUNGE

2017.2.23



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Brown Deer GC

Clubhouse Remodel

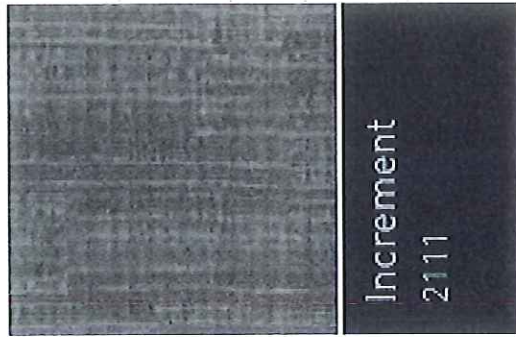
Chair and Bar chair option

2-23-17

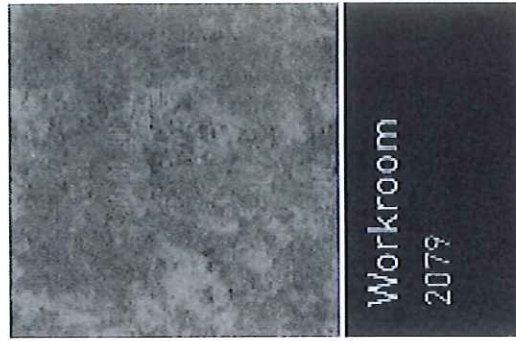


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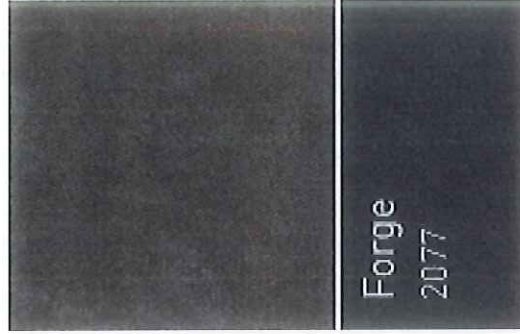
414.906.1990 [www.thinkflux.com](http://www.thinkflux.com)



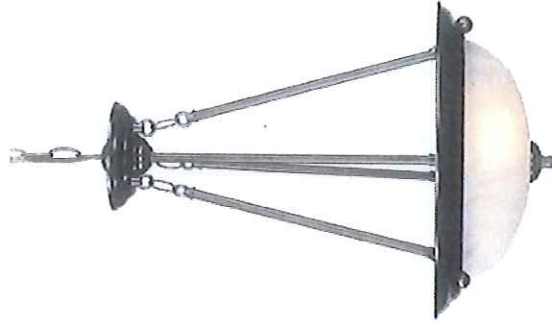
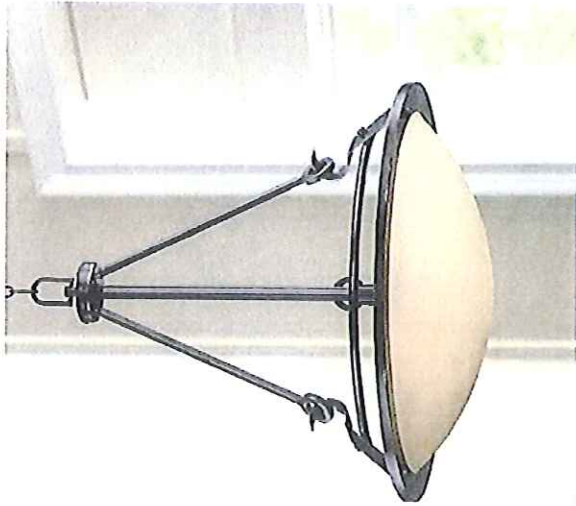
Increment  
2111



Workroom  
2079



Forge  
2077



Brown Deer GC  
Chandelier Options

Clubhouse Remodel  
2-23-17