



# Common Council

## Special Meeting

335 South Broadway  
De Pere, WI 54115  
<http://www.de-pere.org>

### **Revised** Agenda

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**Tuesday, February 28, 2017**

**5:00 PM**

**De Pere City Hall Council Chambers**

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Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a meeting of the **Common Council** of the City of De Pere will be held on **February 28, 2017** at **5:00 PM** in the **De Pere City Hall Council Chambers**, 335 S. Broadway Street, De Pere, WI 54115.

*This meeting can be viewed LIVE on TW Cable Channel 4; AT&T U-verse Channel 99; [www.depere.tv](http://www.depere.tv). This meeting is also rebroadcast on TV throughout the week and available on demand at [www.depere.tv](http://www.depere.tv).*

#### Agenda for Said Meeting

1. Roll Call
2. Pledge of Allegiance
3. Discussion and Possible Action on Proposed Projects for Use of Stadium Tax Surplus
4. Adjournment

## City of De Pere, Wisconsin

**Request For Common Council Action**

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**MEETING DATE:** February 28, 2017

**DEPARTMENT:** Common Council

**FROM:** Lawrence Delo

**SUBJECT:** Discussion and Possible Action on Proposed Projects for Use of Stadium Tax Surplus

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## MEMORANDUM

**TO:** City Council

**FROM:** Larry Delo, City Administrator

**DATE:** February 1, 2017

**SUBJECT:** Stadium Tax Rebate

The City of De Pere has received a total of \$1,287,474 in 2015 and 2016 as our community's share of the excess stadium sales tax rebate. The funds were distributed to all Brown County municipalities as part of a State law that requires municipalities to utilize the funds for one or more of the following purposes: 1) debt payments; 2) property tax relief; or 3) to promote economic development.

The City solicited citizen responses to an online survey in early 2016 asking respondents to identify whether they preferred the funds be used for debt payments, property tax relief, economic development or some combination of all three and to include any specific suggestions they had on how the funds should be utilized. The City received 308 completed survey responses. A summary of those responses indicates approximately 16% wanted the sales tax rebate utilized for debt payment, 20% for economic development, 23% for other purposes, 26% for property tax relief, and 27% felt it should be collectively used for debt payments, property tax relief and economic development.

The City Council discussed the results of the survey during regularly scheduled City Council meetings in March and again in May, 2016. The City Council also asked the City's administrative staff to develop a table that identified the estimated property tax impact associated with applying varying percentages of the sales tax rebate funds to pay for City debt. The table identified the estimated impacts to property tax mill rates for the years 2021 through 2025 if varying amounts of the stadium tax rebate were applied toward debt payments for those years. The years 2021-2025 were selected since those years represented the time period, based on existing and proposed debt schedules, which may require a significant increase in property tax rates to fund. The table also provided the estimated mill rate for each year and also included the corresponding percentage the mill rate changes from year to year throughout the analysis period. This item was discussed at a City Council meeting in May, 2016.

The City Council then asked the Mayor to work with City staff to develop a list of project recommendations for the City Council to consider as part of the 2017 proposed budget. A project list was provided to the City Council in October, 2016 and discussed as part of the draft 2016 Executive Budget study session.

The City Council then requested the Mayor and City staff revise the proposed list by soliciting additional ideas from all City departments and to provide that list in a detailed format for consideration. The Administration has solicited additional ideas and project details from all of the City departments. A complete list of the recommended projects from all solicited sources throughout 2016 and 2017 are attached with the level of project detail that was provided by each recommending source. Some of the listed proposals do not include any project details and are simply proposed project concepts while other recommended projects include significant levels of project detail.

None of the stadium tax rebate has been designated by the City Council for expenditure to date. The enabling legislation to distribute the rebate to Brown County municipalities did not include a deadline for use of the funds.

**ATTACHMENTS:**

- Suggestions for Utilizing Stadium Tax Refund for Packet Updated Current (PDF)
- Copy of Stadium tax proposed project list 02-28-17 (XLSX)

## SUGGESTIONS FOR UTILIZING STADIUM TAX REFUND

| Department                    | Proposed Project                                                                                  | Page  |
|-------------------------------|---------------------------------------------------------------------------------------------------|-------|
|                               | Index                                                                                             | 1-3   |
| Citizens of De Pere           | Citizens Survey summary of results                                                                | 4     |
| Citizens of De Pere           | Individual citizen suggestions                                                                    | 5-6   |
| Building Inspection           | Former Claude-Allouez Bridge approach project                                                     | 7-12  |
| City Administrator            | City Hall space utilization analysis/report                                                       | 13    |
| City Administrator            | Remodel City Hall 2 <sup>nd</sup> floor office area to add an office for part-time staff attorney | 14    |
| City Administrator            | OpenGov financial software                                                                        | 15-28 |
| City Administrator            | Security cameras installed on exterior of municipal buildings                                     | 29-41 |
| City Attorney                 | Re-write of City zoning code                                                                      | 42    |
| City Attorney                 | City-wide document management system                                                              | 43    |
| City Council                  | Fund City debt payments. Sliding scale options.                                                   | 44-45 |
| City Council - Ald. Carpenter | Any project that can increase City revenues                                                       | 46    |
| City Council - Ald. Carpenter | Pay down debt                                                                                     | 47    |
| City Council - Ald. Carpenter | Return funds to tax payers                                                                        | 48    |
| City Council – Ald. Crevier   | Mulva Center project/downtown improvements                                                        | 49    |
| City Council – Ald. Donovan   | Annuity                                                                                           | 50    |
| City Council – Ald. Jennings  | Debt relief – capital project/equipment funding                                                   | 51    |
| City Council – Ald. Jennings  | Economic development project funding                                                              | 52    |
| Definitely De Pere            | Establish City vision/brand                                                                       | 53-55 |
| Definitely De Pere            | De Pere public art initiative                                                                     | 56-58 |
| Definitely De Pere            | De Pere streetscape project                                                                       | 59-60 |

Attachment: Suggestions for Utilizing Stadium Tax Refund for Packet Updated Current (5528 : Discussion regarding Stadium Tax Surplus.)



|                            |                                                                |       |
|----------------------------|----------------------------------------------------------------|-------|
| Finance Department         | Fund future City debt payments                                 | 61    |
| Fire Department            | Purchase new ambulance                                         | 62-64 |
| Fire Department            | Purchase message center reader board/sign                      | 65-69 |
| Fire Department            | Vehicle stabilization kit for extrication                      | 70    |
| Fire Department            | High-rise standpipe packs                                      | 71    |
| Fire Department            | Finish out items at Station 2                                  | 72    |
| Fire Department            | Detached garage for Station 2                                  | 73    |
| Fire Department            | Purchase second set of turnout gear for every firefighter      | 74    |
| Fire Department            | Community CPR initiative                                       | 75-77 |
| Information Technology     | Interactive digital wayfinding signs for Downtown/Mulva Center | 78    |
| Information Technology     | Digital signs for City Hall and Community Center               | 79-81 |
| Parks, Rec. and Forestry   | Bomier boat launch expansion                                   | 82    |
| Parks, Rec. and Forestry   | Community Center expansion and upgrade                         | 83    |
| Parks, Rec. and Forestry   | James street parkway boat dock extension                       | 84    |
| Parks, Rec. and Forestry   | Kelly Danen Park lighting                                      | 85    |
| Parks, Rec. and Forestry   | Kiwanis Park shelter                                           | 86    |
| Parks, Rec. and Forestry   | Pool design                                                    | 87    |
| Parks, Rec. and Forestry   | Riverwalk webcam                                               | 88    |
| Parks, Rec. and Forestry   | Southwest Park playground equipment                            | 89    |
| Parks, Rec. and Forestry   | Southwest Park soccer field                                    | 90    |
| Parks, Rec. and Forestry   | Splashpad                                                      | 91    |
| Parks, Rec. and Forestry   | Voyageur Park amphitheater/stage                               | 92    |
| Parks, Rec. and Forestry   | Voyageur Park playground equipment                             | 93    |
| Planning and Economic Dev. | Downtown pedestrian and place making improvements              | 94    |

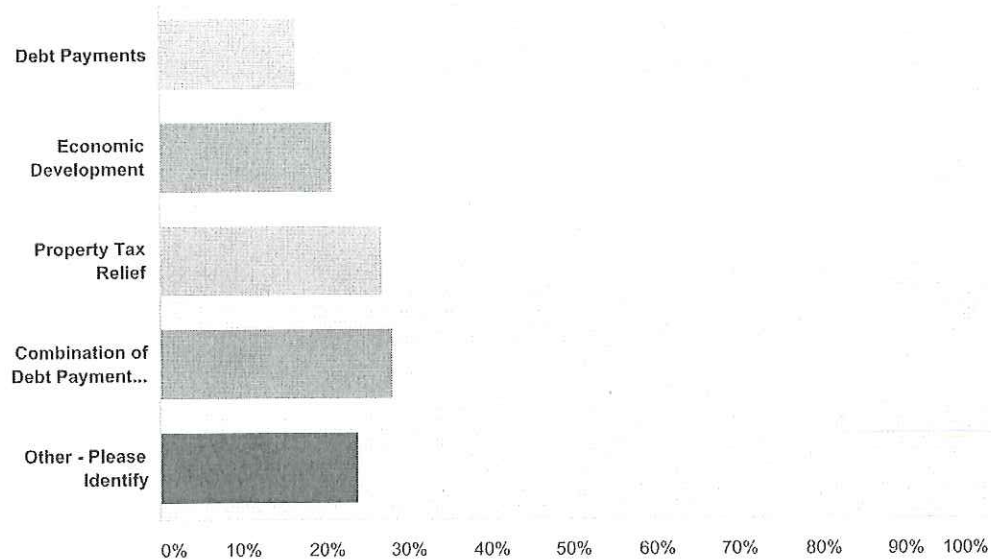
|                            |                                           |        |
|----------------------------|-------------------------------------------|--------|
| Planning and Economic Dev. | Redevelopment of Front Street parking lot | 95     |
| Planning and Economic Dev. | Art initiatives                           | 96     |
| Planning and Economic Dev. | City of De Pere strategic plan or vision  | 97-98  |
| Planning and Economic Dev. | Micro or revolving loan fund              | 99-100 |
| Police Department          | Police Department garage addition         | 101    |
| Public Works               | Downtown dumpster enclosures              | 102    |
| Public Works               | Southern Bridge                           | 103    |
| Public Works               | Nicolet Square improvements               | 104    |

Attachment: Suggestions for Utilizing Stadium Tax Refund for Packet Updated Current (5528 : Discussion regarding Stadium Tax Surplus.)

## City of De Pere Utilization of Stadium Tax Rebate

### Q1 How would you like the City of De Pere to use the excess Stadium Tax Funds?

Answered: 319 Skipped: 0



| Answer Choices                                                             | Responses |    |
|----------------------------------------------------------------------------|-----------|----|
| Debt Payments                                                              | 16.30%    | 52 |
| Economic Development                                                       | 20.69%    | 66 |
| Property Tax Relief                                                        | 26.65%    | 85 |
| Combination of Debt Payments, Economic Development and Property Tax Relief | 27.90%    | 89 |
| Other - Please Identify                                                    | 23.82%    | 76 |
| Total Respondents: 319                                                     |           |    |

### **OTHER SUGGESTIONS OFFERED FOR STADIUM TAX REFUND**

Updated city hall and police department

Utility and Infrastructure Repair/Replace

Portion should be used for a new police dog(s)

Don't use it just to put things back into the budget like Ashwaubenon.

Pay for a new police dog and training

Remove the trees and brush from the river bank between the bridge and the bonnier boat launch

ReBuild Legion & VFW Pools

Parks

Combination of Debt Payments, Economic Development and Property Tax Relief

Towards maintaining all the parks for the kids or the forestry department (trees are not being trimmed like they used to be).

Maintenance and development of the city pools. They are a wonderful asset that many residents use and will eventually need updating or replacement.

Downtown beautification and incentives

Toward bridge #2

Additional Staffing for the Fire Department

Making De Pere more environmentally sustainable

I would love to see the city continue developing downtown. De Pere has the nicest downtown in this area.

Build another bridge connecting the East and West sides further South. Find a more permanent solution to the constant damage of Scheuring Rd where the train tracks cross.

Parks and swimming pool upgrade

I would like to see some public docks put in where residents could rent space every summer to keep their boats instead of putting their boats in and out of the water. The fees charged would pay more than the \$5 launch fee.

Legalizing Marijuana

Center for children, toddler thru teenage years, to safely play. Indoors.

Building another bridge across the Fox- there is too much congestion

New Police Dog

Get rid of some of the bars, way to many. Get some mom and pop stores in.

Pool

Give it to the schools

Upgrade E and W De Pere swimming pools

Food pantries and homeless shelters.

Improvements of Parks and other community amenities

Put it into the parks and the new pool project

Give it back to the residents

Park pool repairs, fund George Street Landing Design Plan, provide low-interest loan program to low-income residential property owners for house maintenance and repair, 10% property tax relief

Development of downtown businesses

Park and open space development

Get rid of the lazy officer who is assigned by Ridgeway and Broadway, hire and train new officers who do their job without harassing honest people with disabilities

Remove the unhelpful police officer who is in the "historical" district by West end of Ridgeway Blvd and get the children trying to get to school protected by an officer who will care as well as pass the physical test.

Developing the riverfront on the east side of De Pere in the downtown area, we need a better downtown like GB is moving toward. I'm happy with whatever happens, but like that you have asked for input from residents. Although unlikely, I'd like to see it go toward something that could be enjoyed by the community that would improve quality of life. Improvement on city pools, create new or extend/update bike trails... Add more family active options to Voyager park? It's so cool down there with the river walk in the summer, and with the library there, it could become an even greater focal point and attraction for non residents to visit.

Renewable energy generation

Pay down debt and economic development

Parks, city beautification, recreation

Downtown parking

Public education/salaries

Splash pad and/or indoor public pool/recreation center (ping pong, basketball) since De Pere will never get a YMCA. :( :(

Beautification - plant trees - keep our city appealing

Give it back to the residents directly to spend how they'd like; barring that, then property tax relief

K-9 replacement and also crossing guard pay adjustment (has not been changed since 2008)

New park with pool near Briarwood Ct.

Two new swimming pools on each side of the river 1842

Replace our Elsie

Fix both pools that we have. Keep them outside and in the neighborhoods on each side of river.

Riverfront development

Recreation / Park - water pad and community garden

New water park

Save it for future "needed" expense instead of raising taxes to cover the expense. don't spend it on some type of want vs a need

ROAD WORK AND SIDEWALKS

Replace De Pere's current ugly street lights (sodium vapor?) with technology that is more efficient and more flattering to our city, such as modern LED units as Boston is doing. <http://www.cityofboston.gov/publicworks/lighting/led.asp>

New aquatic center

New pool

Debt payments and roadway maintenance

Expand on the De Pere Riverwalk

Police Dog and Trainer

Use it for the social good of the city.

Increase services (police, fire, municipal) to meet needs of city growth over the past several years

Parks and Recreation programs

Parks and rec.

Road or Sidewalk repair

Water park

Let's see some money allocated towards fixing our streets. They make a big impact as people enter our community.

Parking issues on lone oak, highview, and Merrill street surrounding the high school

aquatic center or east De Pere YMCA with an indoor pool

Parks and recreation

Further development of the park system

Reopen the compost facility so residents can get compost again



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Building Inspection

**DATE PROPOSED:** October 19, 2016

**PROPOSED PROJECT TITLE:**

Former Claude-Allouez Bridge approach project.

**PROJECTED COST:** None

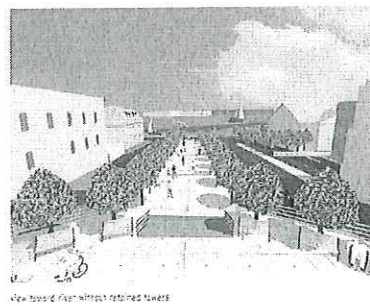
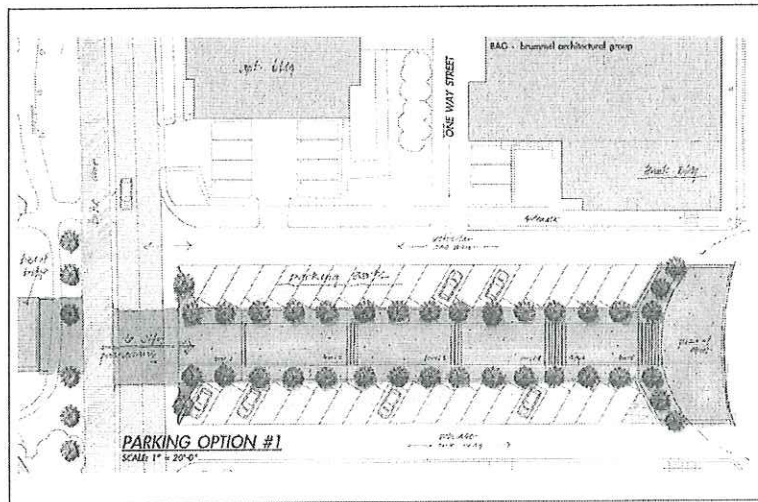
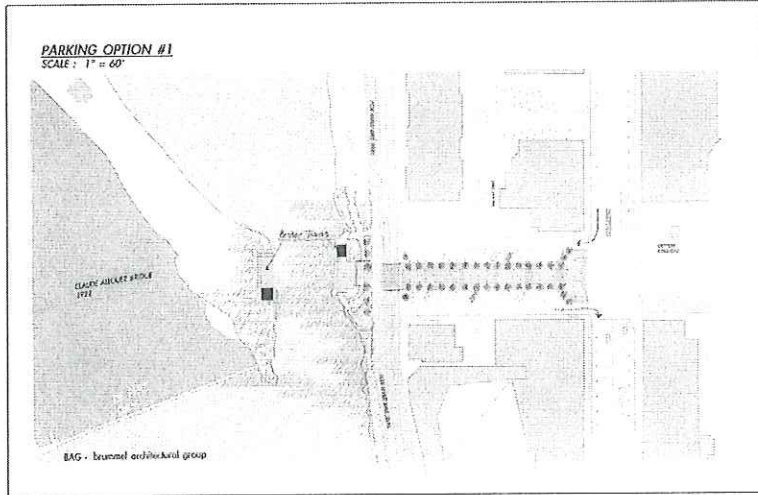
**PROJECT DESCRIPTION:**

You will recall a few years back architect Marc Brummel drew some conceptual drawings for the old Claude Allouez bridge approach. I know that at the time there were issues with the DOT and the use of the property. The property now is basically mowed and underutilized. I believe the plans should be seriously considered and that it would be a drawing point to the downtown.

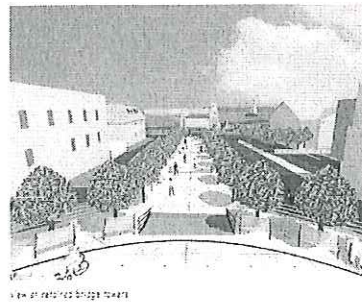
Attached are renderings of proposals designed by Marc Brummel a number of years ago for the former bridge crossing site on the east side of the Fox River. I feel that these concepts and/or other similar type concepts will maximize the use of the property, create an attractive link from the Fox River Trail to Broadway, provide a space for relaxing leisure activity and greatly enhance the aesthetics of the downtown area. A plan would have to be picked out, specifications prepared and the project bid out to determine actual costs. As a result I do not have any cost estimates

See attached pages.

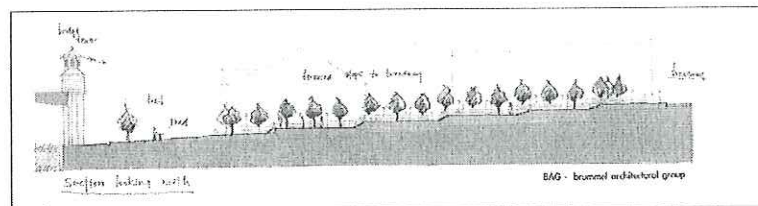
**CITY COUNCIL COMMENTS:**



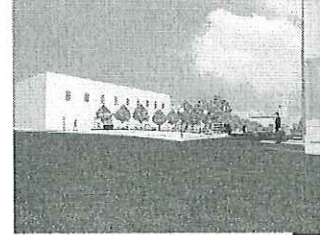
view toward river with return tower



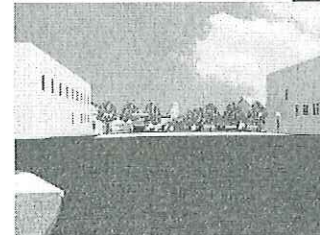
view of return bridge tower



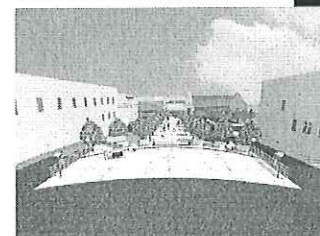
Section looking north



view from Broadway looking west - suggested return tower in background



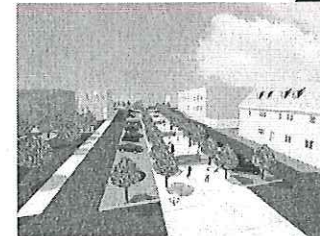
view looking west down George Street to river - suggested return tower in background



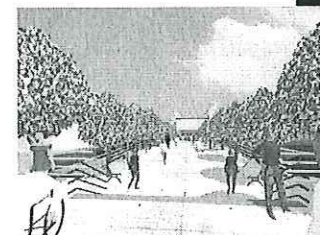
view from Broadway toward river



view from River Street



view from River Street to Broadway



view down corridor looking west from Broadway

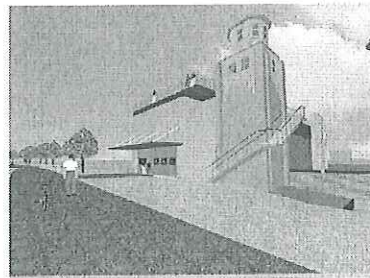
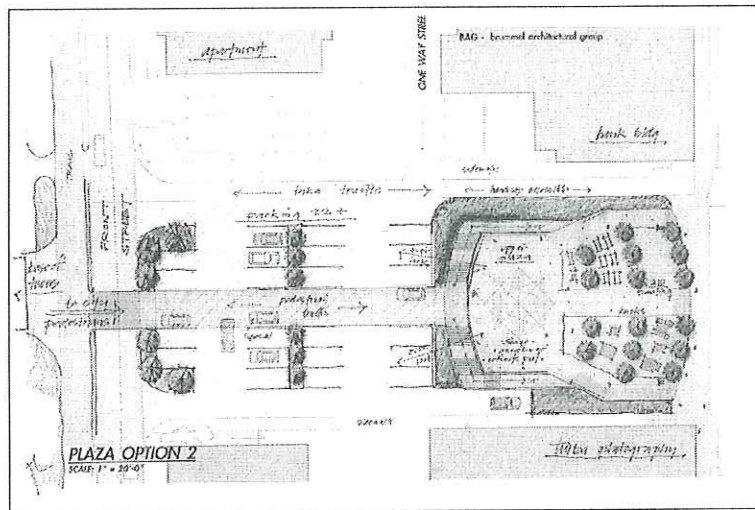
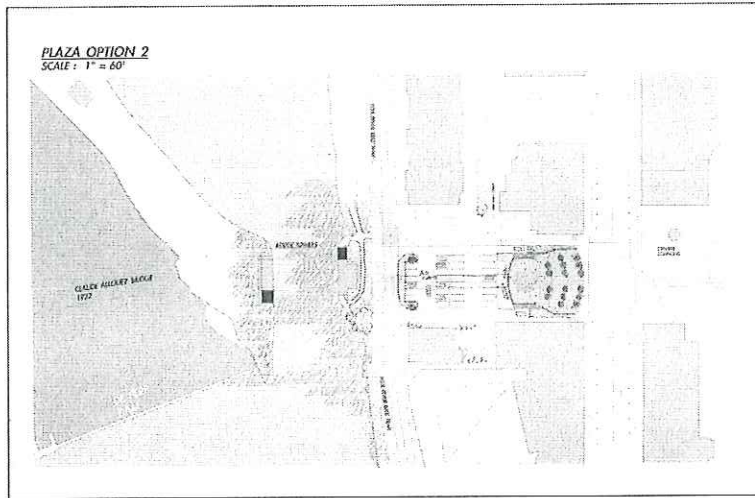


# PEDESTRIAN CORRIDOR

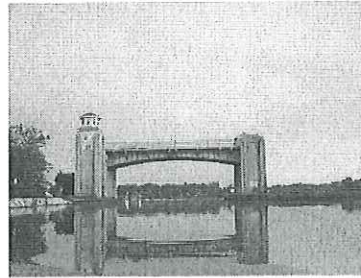
CITY OF DE PERE / BROADWAY & GEORGE STREET

brummel architectural group architects AIA  
107 W. Broadway de pere, WI 54101

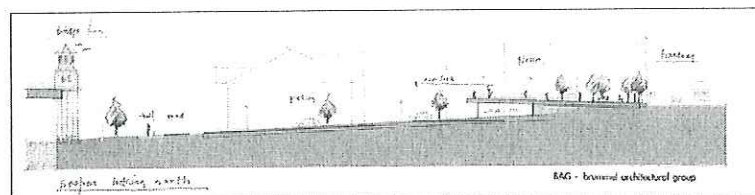




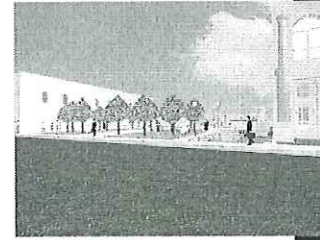
view of restored bridge towers from Fox River Trail - Historic Reception Center?



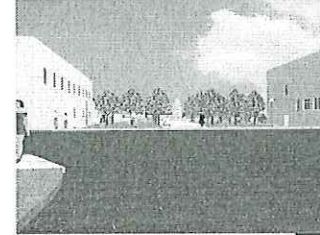
looking south at restored bridge towers from Fox River Trail



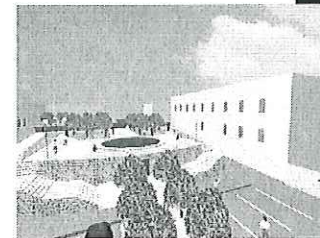
view of restored bridge towers from north



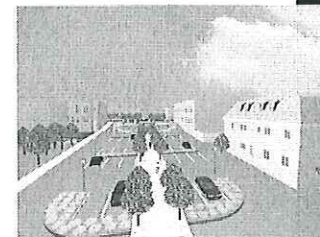
view from Broadway looking west  
- suggested restored towers in background



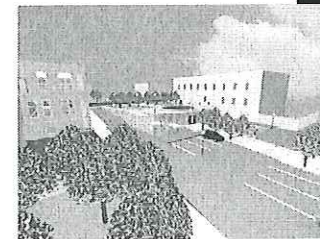
view looking west down George Street to river  
- suggested restored towers in background



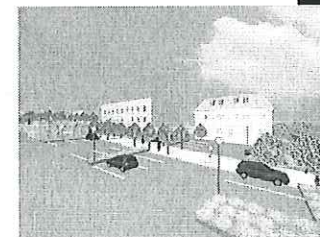
view of plaza from Broadway



view of plaza from river to Broadway



view of plaza from river to Broadway



view of plaza from River Street

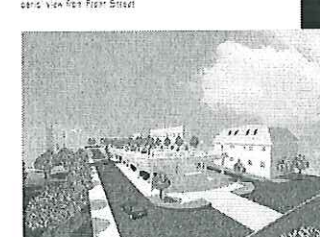
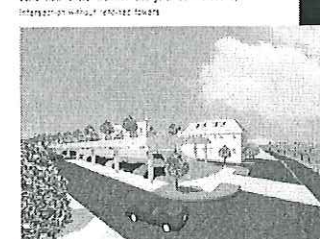
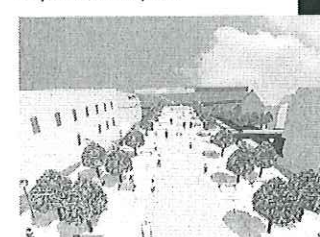
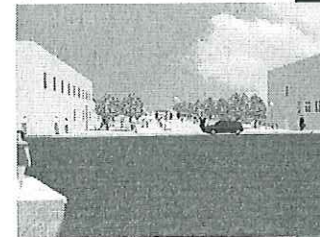
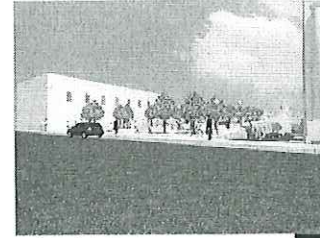
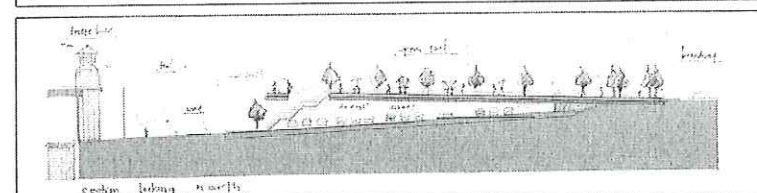
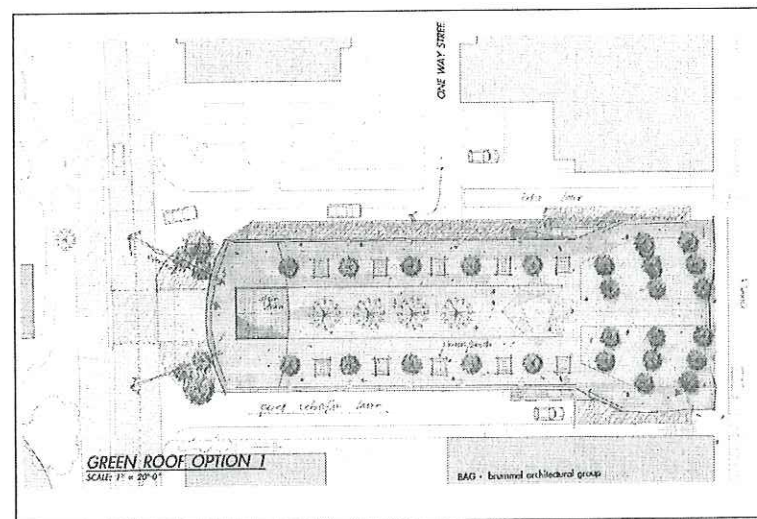
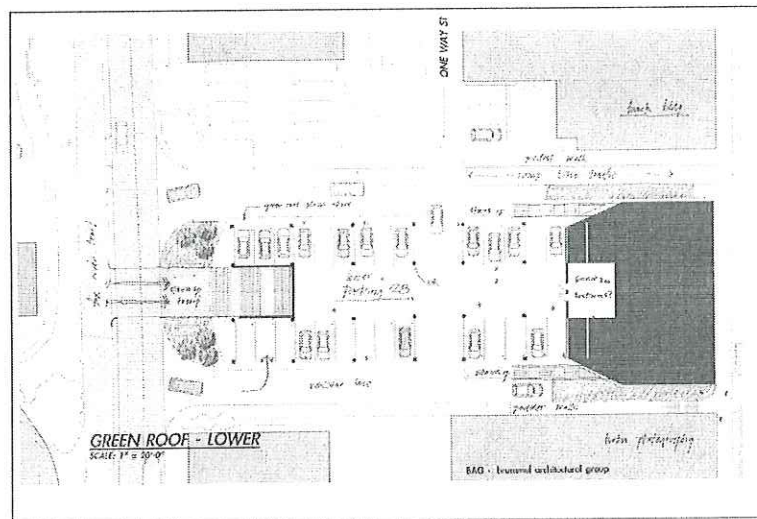
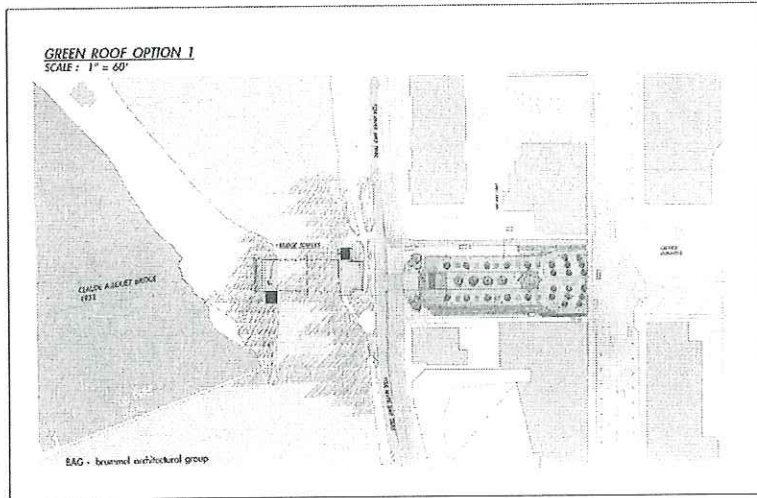


# OVERLOOK PLAZA

CITY OF DE PERE / BROADWAY & GEORGE STREET

regional architectural group architecture AIA  
107 W. Broadway de pere, WI 54115



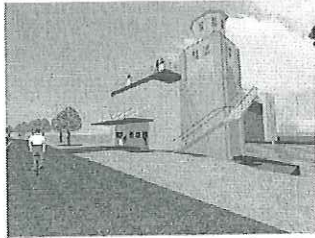


# GREEN ROOF

CITY OF DE PERE / BROADWAY & GEORGE STREET

brunmel architectural group architects P.A.  
107 N. Broadway, De Pere, WI 54115

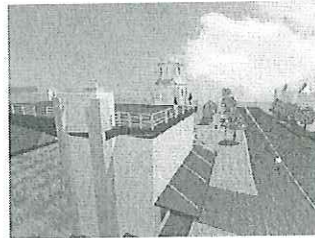




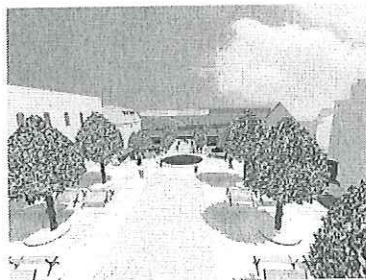
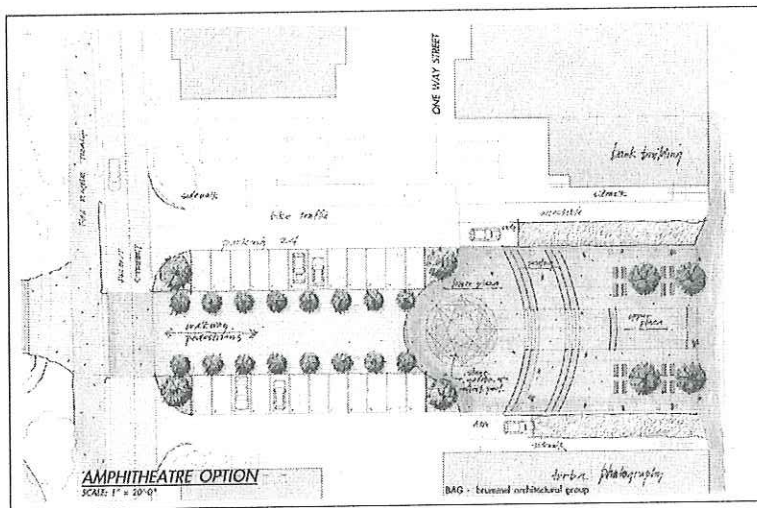
View of retained bridge towers from Fox River Trail - Historic Reception Center?



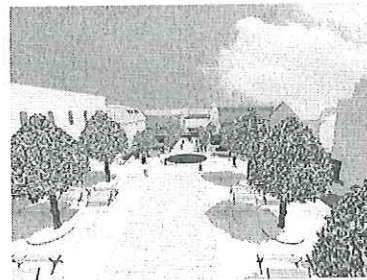
Looking east of retained bridge towers from Fox River Trail



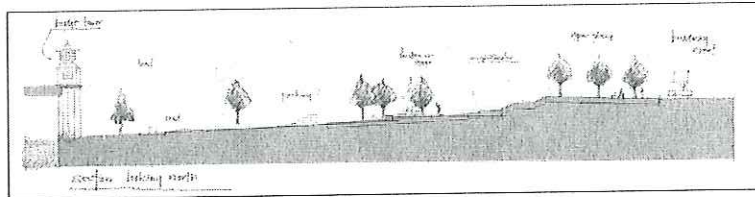
central view looking north at suggested retained bridge towers

Three views of Claude Allouez Bridge  
Retained Towers Concept

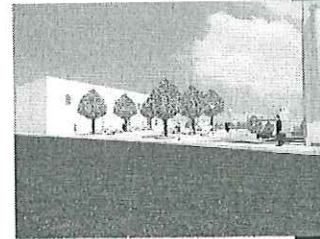
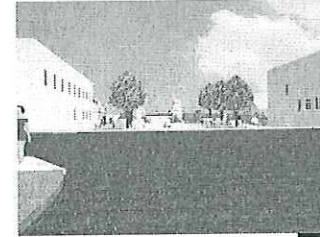
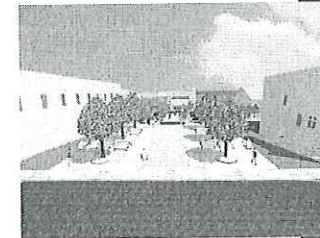
view looking east without retained towers



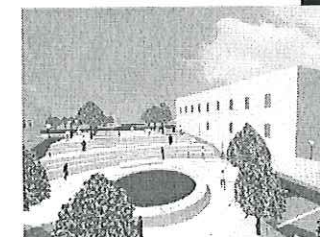
view of retained bridge towers



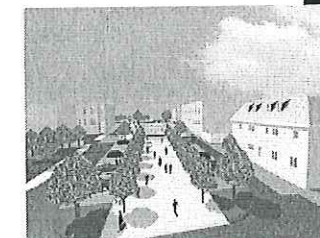
view looking north

view from Broadway looking west -  
suggested retained towers in backgroundview looking west down George Street to river -  
suggested retained towers in background

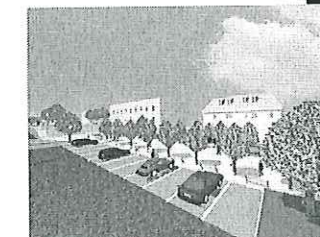
view from Broadway toward river



central view looking east to Broadway



central view from river to Broadway



view of plaza from Front Street



AMPHITHEATRE

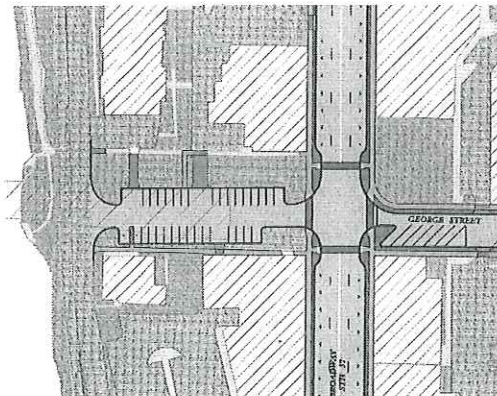
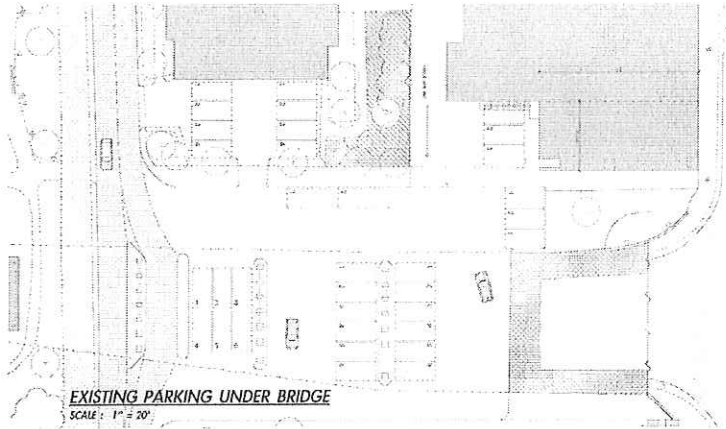
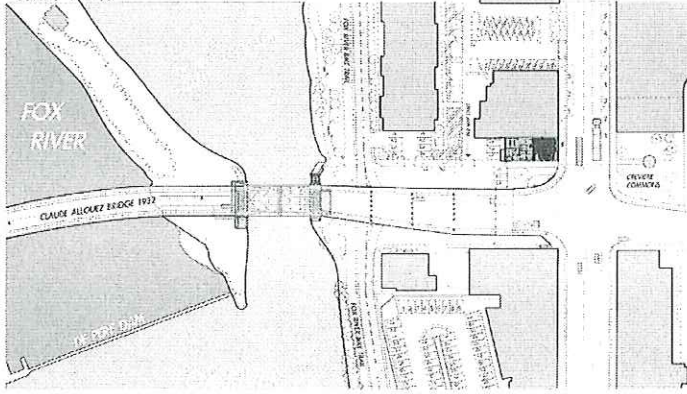
CITY OF DE PERE / BROADWAY &amp; GEORGE STREET

brunel architects group architects AIA  
107 W. Broadway, de pere, WI 54115



EXISTING VIEW OF EAST DE PERE WITH CLAUDE ALLOUEZ BRIDGE

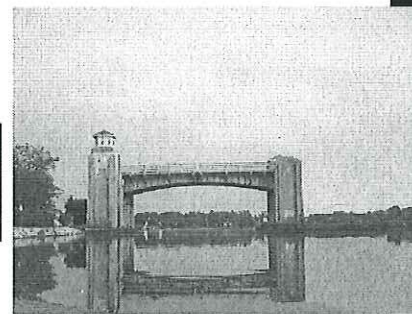
SCALE: 1" = 60'



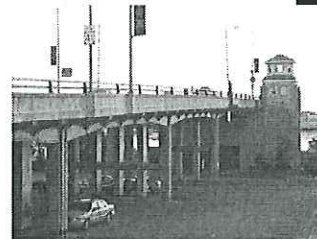
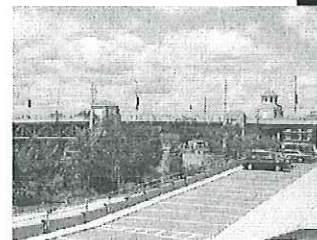
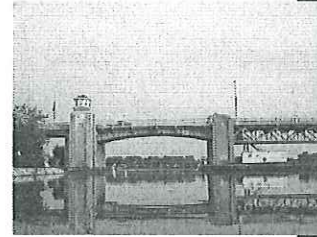
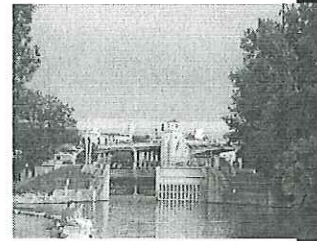
PROPOSED DEPARTMENT OF TRANSPORTATION LAYOUT FOR PARKING AND REMOVED BRIDGE



AERIAL VIEW OF EAST DE PERE - GEORGE STREET



PROPOSED ?



EXISTING CONDITIONS

CITY OF DE PERE / BROADWAY & GEORGE STREET

blumet architectural planning architects AIA  
107 N. Broadway - De Pere, WI 54115

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Administrator

**DATE PROPOSED:** January 31, 2017

**PROPOSED PROJECT TITLE:**

City Hall space utilization analysis / report

**PROJECTED COST:** \$15,000

**PROJECT DESCRIPTION:**

City Hall has a significant amount of under-utilized space such as excessive areas for shared cubicles, unused stairwell, unusually large hallway spaces, etc. Staff has been attempting to identify areas that can potentially be retrofitted or remodeled to improve overall utilization of office space, common areas, conference rooms and shared office space.

I am proposing utilizing a portion of the stadium tax rebate funds to have a space utilization analysis completed by an architectural or engineering firm to identify the best, lowest cost options to retrofit or remodel areas on the first and/or second floor of City Hall to improve the overall utilization of the facility for current and future needs.

The estimated cost of a complete analysis and report is \$15,000.

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Administrator

**DATE PROPOSED:** January 31, 2017

**PROPOSED PROJECT TITLE:**

Remodel City Hall 2<sup>nd</sup> floor office area to add an office for part-time staff attorney

**PROJECTED COST:** \$40,000 (includes \$5,000 for office furniture)

**PROJECT DESCRIPTION:**

Remodel an existing office or storage area on the 2<sup>nd</sup> floor of City Hall to add an office space for the new position of a part-time staff attorney.

I am proposing to remodel an existing locked storage area into two separate rooms that would continue to provide secure storage space and a secure office space. The position of a part-time staff attorney (20 hours per week) was approved in the 2017 budget to replace the contracted services for prosecutor and to assist with overall City Attorney functions. The position is anticipated to be filled by early to mid-summer and requires an enclosed office area due to the sensitivity of discussions and materials managed by this position.

The 2<sup>nd</sup> floor law library conference room was intended to be utilized as the office for this position. However, this space is currently used numerous times each day for a variety of meetings for the Planning and Economic Development Department, Human Resources Department, Law Department, Information Technology Department, City Administrator's Office and Mayor's Office, and does not have office furniture other than a conference table and chairs and book cases. There are two other significantly larger conference rooms on the 2<sup>nd</sup> floor of City Hall (Riverview conference room and Nicolet conference room). However, those spaces also receive significant use and are often used for training, large departmental meetings, community meetings and as an emergency operations center. The law library conference room works well for smaller meetings and for discussions that require a more confidential space.

The estimated cost to remodel existing City Hall space is approximately \$100 per square foot based on the existing infrastructure in the space that is under consideration. The current locked storage area in the corner of the 2<sup>nd</sup> floor office space is approximately 25' x 14' and could be remodeled to provide a secure office space and a secure storage area. The anticipated cost to remodel this space is approximately \$35,000.

I have included an additional \$5,000 as part of the overall funding request for office furniture for the new office area.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations  
February 7, 2017**

**PROPOSED BY:** City Administrator

**DATE PROPOSED:** January 31, 2017

**PROPOSED PROJECT TITLE:**

OpenGov financial software

**PROJECTED COST:** \$35,475 (Three year agreement – annual cost is \$13,625)

**PROJECT DESCRIPTION:**

Purchase a three year agreement with OpenGov to utilize financial transparency software. The software is an overlay on the City's existing financial software and is intended to provide City staff, elected officials and citizens with limited or full access to financial data in easy to use and read graphs and table formats. The data is as current as the City wants the information to be and is easily accessible (typically within a few seconds) from any computer or mobile device.

This proposal was initially provided to the City Council for consideration as part of the 2017 proposed budget.

See attached proposal.

**CITY COUNCIL COMMENTS:**



# OpenGov Transparency

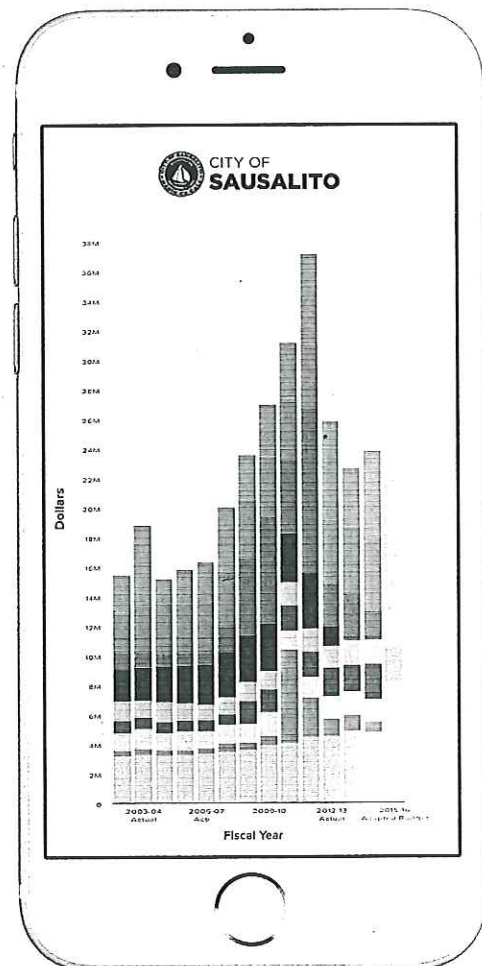
Engage citizens. Build trust.

Engage your citizens and tell your story. Enable internal stakeholders and the public to understand historical and planned spend and show how money is utilized for the community.

## Tell Your Whole Story

Guide your citizens from data to insights with intuitive reports and visualizations complemented with your annotations and narrative. Build immediate trust by allowing them to dive into the details, in seconds, and answer questions on the fly.

- **Inspire trust:** Give your constituents the ability to explore the data underlying your reports down to a specific transaction.
- **Guide exploration:** Provide citizens with saved views and narrative annotations that help them understand reports.
- **Reflect your chart of accounts:** Keep information in context and accurately reflect financial truths.





## 21st Century Transparency

Your constituents have come to expect increased transparency and anytime, anywhere access to information. Turn this desire to engage into a benefit for your organization, drive civic engagement around key issues and align budgeting decisions to citizen priorities. reports

### Answers on-demand

Easily create an online portal where the public can ask their questions in real-time. Reduce freedom of information requests and increase citizen trust.

### Open your checkbook

Surface your check-level expenditures to inform citizens, uncover insights, and drive trust in the information presented.

### Go beyond your PDFs

Information contained in PDFs is not easily analyzed and becomes outdated quickly. Provide your departments and citizens the best information with a modern transparency solution.

*The OpenGov Platform is the best way to publish and share the budget and historical financial information with the community, officials, and staff."*

-Jason Johnson  
Budget and Technology Manager  
City of Rocklin, CA

### Popular Transparency Reports

- Annual revenues & expenses
- Treasurer's report
- Performance data such as 311 requests

See OpenGov in action.

Request your personalized demo today!

[opengov.com/demo](http://opengov.com/demo)

Trusted by



STATE OF  
**OHIO**



CITY OF  
**SAN DIEGO**



**NOBLES COUNTY**  
MINNESOTA



DISTRICT OF  
**COLUMBIA**



CITY OF  
**MCKINNEY**



CITY OF  
**FORT LAUDERDALE**



# OpenGov Intelligence

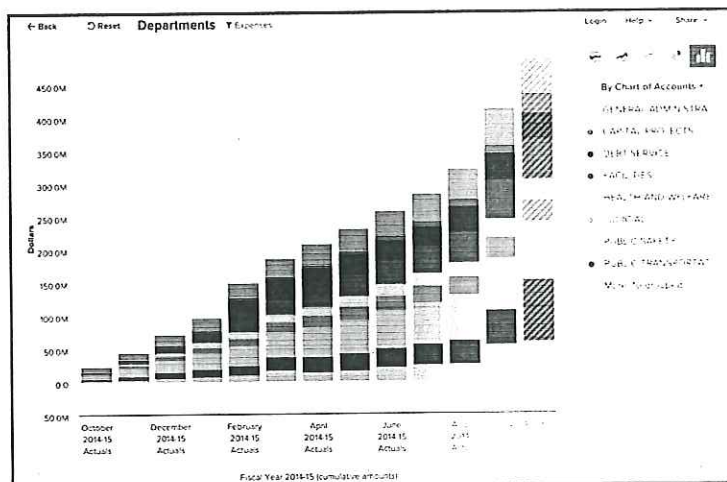
# Management reporting and analytics for the 21st century government

OpenGov Intelligence™ is an easy-to-use reporting and analytics platform that allows your entire organization to rapidly make better, data-driven decisions.

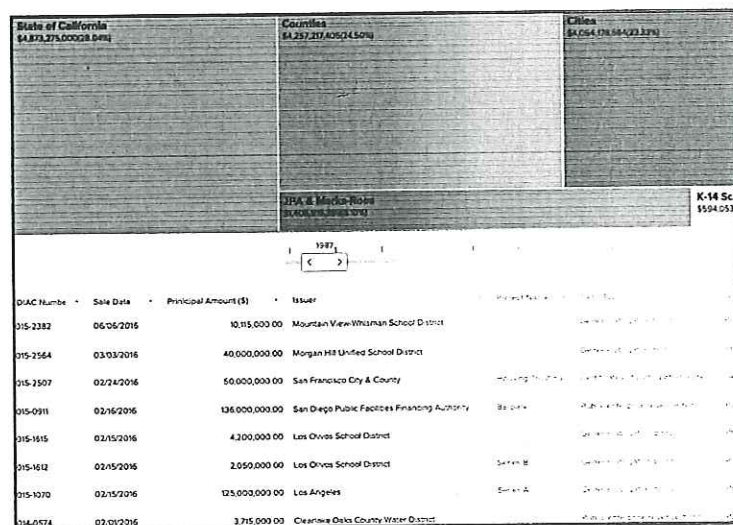
# Free Your Data & Empower Your Agency

Typically only a few people are trained to run reports and data is scattered across disparate systems and agencies. These silos reduce your organization's ability to quickly act on financial and performance insights. Use OpenGov Intelligence to:

- **Centralize your data:** Unite your financial and performance data in one accessible platform.
- **Reduce interruptions:** Enable any employee to run reports using a trusted data source.
- **Eliminate backlogs:** Empower more people to access information and reduce administrative delays.
- **Deliver the details:** Allow non-financial personnel to dive into the data without having to re-query your financial and ERP systems.



Track monthly expenses like Montgomery County



Analyze decades' of financing like the State Treasury



## Bring Your Data to Life

Most legacy financial systems make you start from the top, then drill down. With OpenGov, start at any level of your Chart of Accounts. Pull data from financial and performance systems, as well as plain old spreadsheets, to obtain new insights. Run mission-critical reports with ease.

**Securely share insights and data**  
Sharing should be simple. But with most financial systems (and spreadsheets) it is not. With OpenGov Intelligence, you can remove information silos and make sure everyone has current information. Powerful access controls let you decide who sees your reports and how deep viewers can dive into your data.

### Tell your entire story

Create powerful narratives by combining charts and annotations to convey both financial and non-financial data to your teams and keep everyone on the same page and speaking a common language.

### Publish when ready

Determine which reports and data are available across your organization with permissioning and controlled sharing. Your data is securely stored in the cloud.

*This ease of use enabled OpenGov to become Allegheny County's base of reporting and its official record. It's our one-stop shop for an honest measure of the truth."*

-Tony Cholewinski  
Assistant to the Deputy Controller of  
Management Systems  
County of Allegheny, PA

## Unlock Insights & Increase Productivity

- Seamlessly unite financial and performance data
- Securely share reports with key stakeholders
- Rapidly view and analyze current data

See OpenGov in action.

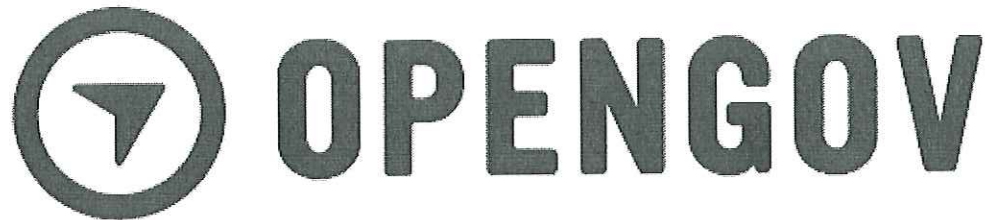
Request your personalized demo today!

[opengov.com/demo](http://opengov.com/demo)

Trusted by

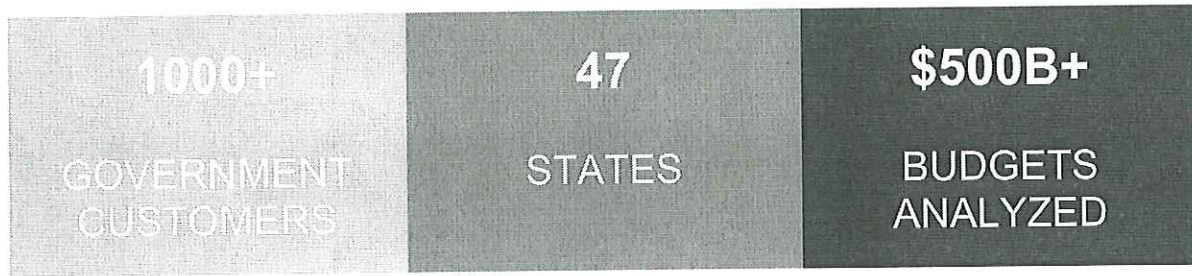






De Pere  
W I S C O N S I N

Sara Wise-Martinez | OpenGov.com  
swise@opengov.com | 650-729-8283



OpenGov transforms government financial and non-financial performance data — often confined to static documents and spreadsheets that are unreadable to non-financial professionals — into intuitive, interactive intelligence for both internal government employees and citizens.

## The OpenGov ROI

- Improved **spending power**
  - Better operational and performance intelligence for everyone who needs it (staff, department heads, elected officials, etc.)
  - Better budget decisions and process
  - Better understanding of current year and month budgets and actuals
  - Better insights from other governments around the world
  - Better financing terms
- Internal **efficiency**
  - Save time responding to FOIA and internal requests
  - Reduce staff interruptions
  - Streamline budget and comparisons processes
  - Improve internal and external collaboration
  - Automate data presentation & analysis
- Better citizen **engagement** and **transparency**
  - Engaging, interactive public reports
  - Ability to tell your whole story

Customers have told us they have achieved:

- 180 hours per year reduction in time spent producing internal reports
- Tens of thousands of dollars saved in time and consulting fees to do comparisons and benchmarks
- Millions of dollars saved due to better financing terms (bond ratings)
- 90% reduction in cost of maintaining external transparency sites
- 3x increase in online citizen engagement

## The OpenGov Advantage

- Minimal training
- Easy to use and understand, even for non-financial users
- Both internal data analysis and public transparency
- Web-based solution available anytime, anywhere (PC, tablet, smartphone).
- Visualize both financial and performance data
- Specialized for complex, multi-fund financial data
- Compatible with all financial systems
- Rapid implementation (launch within weeks)

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swise@opengov.com | 650-729-8283



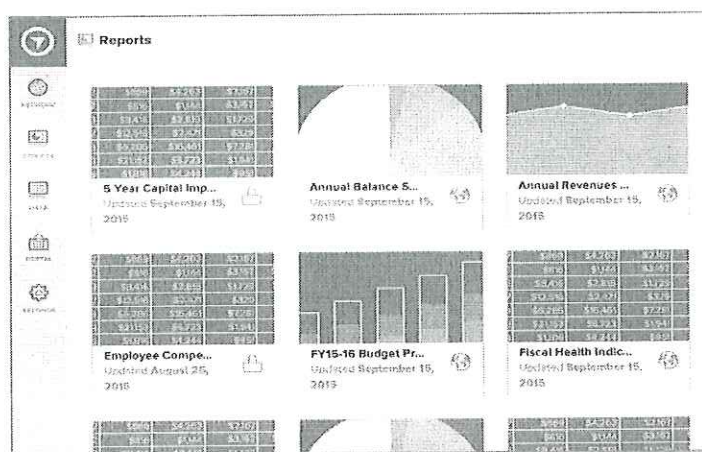
## The OpenGov Platform

### OpenGov Intelligence™

OpenGov Intelligence allows governments to easily create and share internal operational reports, combining financial and non-financial data from numerous sources to help governments manage to budget, keep department heads and legislators informed, and streamline important workflows from the budgeting process to long-term financial planning.

#### Tell your entire story

- Visualize any financial and performance data
- Upload and visualize data with no special training



#### Deliver data to the decision-makers

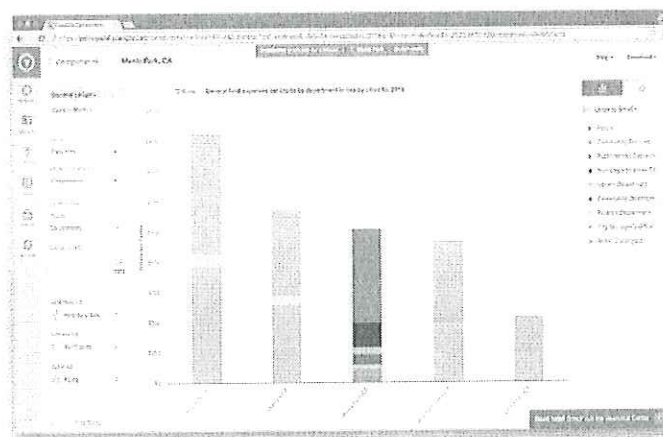
- Empower everyone (staff, city manager, elected officials, council members, etc.) to get the information they need
- Control your information – decide what to share with your team, or with the world. In a click.

### OpenGov Comparisons™

OpenGov Comparisons gives government administrators insights into their own financial and vendor performance in comparison to other governments, and helps them collaborate with peers across the country, thus uncovering ways to be more efficient and save money.

#### The fastest answers to complex questions

- We automatically import financial and census figures
- On-demand and always available with the latest data
- Engage your organization with tools they can use—no training required



#### View the data from your perspective

- Compare Apples-to-Apples
- No need to understand other's naming conventions

#### Stay focused on what matters

- Normalize as needed: per capita, per square mile, or view your expenditures/revenues as a % of total
- Visualize a single point in time, or view a 5+ year trend.





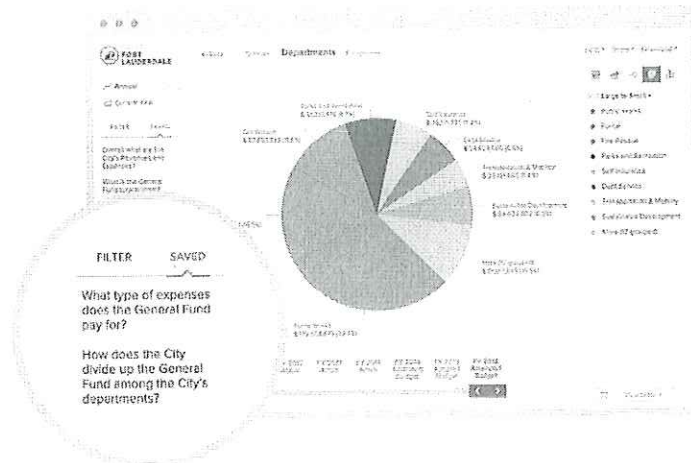
## OpenGov Transparency™

OpenGov Transparency enables governments to engage constituents with interactive budget reports, detailed transaction data, and year-to-date actuals, improving transparency and information quality with very little effort. By making this information public, they are also receiving better financing terms on bonds and improving revenue collection.

**Make budgeting more transparent**  
Allow citizens to track the annual budget process at every step.

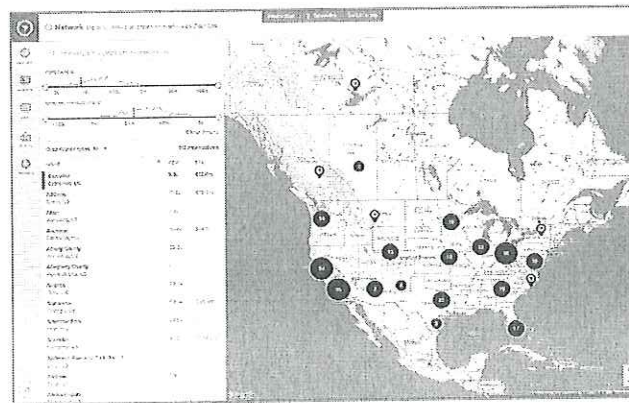
**Share financial and performance data**

Unite nonfinancial and financial data to give citizens a holistic view. Share goals and performance measures from across the organization.



## The OpenGov Network™

- 800+ Governments, School Districts, and Special Districts (and growing!)
- Flexible Search
  - Nearest Governments
  - Budget Size
  - Demographics
- Review Budgets, Actuals, and any other Public Reports





## Pricing: Bundled Package: OpenGov Intelligence, Transparency & Comparisons

| Package                                                                                                | What comes with:                                                                                                                                                                                                                                                 | 12 MONTH TERM             | 36 MONTH TERM             | 60 MONTH TERM             |
|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|
| OpenGov Platform                                                                                       |                                                                                                                                                                                                                                                                  | \$12,138.89/ yr           | \$10,925.00 / yr          | \$10,318.06 / yr          |
|                                                                                                        | <ul style="list-style-type: none"> <li>- OpenGov Intelligence</li> <li>- OpenGov Transparency</li> <li>- OpenGov Comparisons</li> <li>- OpenGov Network</li> <li>- Check Register/Transactions</li> <li>- Unlimited Reports</li> <li>- Unlimited Data</li> </ul> |                           |                           |                           |
| Implementation                                                                                         |                                                                                                                                                                                                                                                                  | \$2,700                   | \$2,700                   | \$2,700                   |
|                                                                                                        | - One-time Set-up fee (non-recurring)                                                                                                                                                                                                                            |                           |                           |                           |
| Support/Maintenance                                                                                    |                                                                                                                                                                                                                                                                  | \$0                       | \$0                       | \$0                       |
|                                                                                                        | <ul style="list-style-type: none"> <li>- Hosting</li> <li>- Maintenance</li> <li>- Training</li> <li>- Existing feature updates</li> <li>- Dedicated support</li> <li>- Data Customization</li> </ul>                                                            |                           |                           |                           |
| User Fees                                                                                              |                                                                                                                                                                                                                                                                  | \$0                       | \$0                       | \$0                       |
|                                                                                                        | <ul style="list-style-type: none"> <li>- Admin / Report Creator</li> <li>- Reader / Collaborator</li> <li>- Elected Officials</li> </ul>                                                                                                                         | 1 User<br>5 Users<br>Free | 1 User<br>5 Users<br>Free | 1 User<br>5 Users<br>Free |
| Agreement Length                                                                                       |                                                                                                                                                                                                                                                                  |                           |                           |                           |
| *Per Term<br>Implementation is non-recurring. Subsequent years will not include an implementation fee. | year-1 subscription + implementation                                                                                                                                                                                                                             | \$14,838.89               | \$13,625.00               | \$13,018.06               |
|                                                                                                        | year-2                                                                                                                                                                                                                                                           | n/a                       | \$10,925.00               | \$10,318.06               |
|                                                                                                        | year-3                                                                                                                                                                                                                                                           | n/a                       | \$10,925.00               | \$10,318.06               |
|                                                                                                        | year-4                                                                                                                                                                                                                                                           |                           | n/a                       | \$10,318.06               |
|                                                                                                        | year-5                                                                                                                                                                                                                                                           |                           | n/a                       | \$10,318.06               |
|                                                                                                        | <b>Total</b>                                                                                                                                                                                                                                                     | <b>\$14,838.89</b>        | <b>\$35,475.00</b>        | <b>\$54,290.30</b>        |
| Upfront Payment Option                                                                                 | 2.5% Discount for upfront payment                                                                                                                                                                                                                                | n/a                       | \$34,588.13               | \$52,993.04               |

- Payment is requested net 30 days
- Proposal pricing good until 9/30/2016

**NOTE:** This proposal is based on the understanding that the City of De Pere will contract with our integration partner in Texas, Kent Hudson (KHA Intelligence) for a live data feed. Kent will provide a separate invoice for his services. A Statement of Work is included with this proposal for his services. If the City of De Pere elects not to use Kent's services, the implementation fee quoted above by OpenGov would increase to \$15,000.



## Pricing: Bundled Package: OpenGov Intelligence, Transparency & Comparisons plus Budget Builder

| Package                                                                                                | What comes with:                                                                                                                                                                                                                                                 | 12 MONTH TERM             | 36 MONTH TERM             | 60 MONTH TERM             |
|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|
| OpenGov Platform                                                                                       |                                                                                                                                                                                                                                                                  | \$12,138.89/ yr           | \$10,925.00 / yr          | \$10,318.06 / yr          |
|                                                                                                        | <ul style="list-style-type: none"> <li>- OpenGov Intelligence</li> <li>- OpenGov Transparency</li> <li>- OpenGov Comparisons</li> <li>- OpenGov Network</li> <li>- Check Register/Transactions</li> <li>- Unlimited Reports</li> <li>- Unlimited Data</li> </ul> |                           |                           |                           |
| Budget Builder                                                                                         |                                                                                                                                                                                                                                                                  | \$18,777.78               | \$16,900.00               | \$15,961.11               |
| Implementation                                                                                         |                                                                                                                                                                                                                                                                  | \$2,700                   | \$2,700                   | \$2,700                   |
|                                                                                                        | - One-time Set-up fee (non-recurring)                                                                                                                                                                                                                            |                           |                           |                           |
| Support/Maintenance                                                                                    |                                                                                                                                                                                                                                                                  | \$0                       | \$0                       | \$0                       |
|                                                                                                        | <ul style="list-style-type: none"> <li>- Hosting</li> <li>- Maintenance</li> <li>- Training</li> <li>- Existing feature updates</li> <li>- Dedicated support</li> <li>- Data Customization</li> </ul>                                                            |                           |                           |                           |
| User Fees                                                                                              |                                                                                                                                                                                                                                                                  | \$0                       | \$0                       | \$0                       |
|                                                                                                        | <ul style="list-style-type: none"> <li>- Admin / Report Creator</li> <li>- Reader / Collaborator</li> <li>- Elected Officials</li> </ul>                                                                                                                         | 1 User<br>5 Users<br>Free | 1 User<br>5 Users<br>Free | 1 User<br>5 Users<br>Free |
| Agreement Length                                                                                       |                                                                                                                                                                                                                                                                  |                           |                           |                           |
| *Per Term<br>Implementation is non-recurring. Subsequent years will not include an implementation fee. | year-1 subscription + implementation                                                                                                                                                                                                                             | \$33,616.67               | \$30,525.00               | \$28,979.17               |
|                                                                                                        | year-2                                                                                                                                                                                                                                                           | n/a                       | \$27,825.00               | \$26,279.17               |
|                                                                                                        | year-3                                                                                                                                                                                                                                                           | n/a                       | \$27,825.00               | \$26,279.17               |
|                                                                                                        | year-4                                                                                                                                                                                                                                                           |                           | n/a                       | \$26,279.17               |
|                                                                                                        | year-5                                                                                                                                                                                                                                                           |                           | n/a                       | \$26,279.17               |
|                                                                                                        | <b>Total</b>                                                                                                                                                                                                                                                     | <b>\$14,838.89</b>        | <b>\$35,475.00</b>        | <b>\$134,095.85</b>       |
| Upfront Payment Option                                                                                 | 2.5% Discount for upfront payment                                                                                                                                                                                                                                | n/a                       | \$34,588.13               | \$130,743.45              |

- Payment is requested net 30 days
- Proposal pricing good until 9/30/2016

**NOTE:** This proposal is based on the understanding that the City of De Pere will contract with our integration partner in Texas, Kent Hudson (KHA Intelligence) for a live data feed. Kent will provide a separate invoice for his services. A Statement of Work is included with this proposal for his services. If the City of De Pere elects not to use Kent's services, the implementation fee quoted above by OpenGov would increase to \$15,000.

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swise@opengov.com | 650-729-8283





### Scope of Work:

OpenGov deployment generally requires 10 - 12 hours of commitment. You would be paired with two dedicated Customer Success contacts that will serve as your liaison for deployment, ongoing support and training. Below is an example of a conservative implementation timeline, but like with all aspects of our service we customize this around your objectives and deployment. This timeframe can be condensed should you commit to the deliverables.

| Week   | Tasks                                    | Responsibility  |
|--------|------------------------------------------|-----------------|
| Week 1 | Welcome Call (Discuss Data Requirements) | Both            |
|        | Initial Data Receipt (Send GL and CoA)   | City of De Pere |
| Week 2 | Kick-Off Call and Data Discussion        | Both            |
|        | Data receipt (If applicable)             | City of De Pere |
|        | Chart of Accounts Setup                  | OpenGov         |
| Week 3 | Chart of Accounts Review                 | Both            |
|        | Chart of Accounts Sign-off               | City of De Pere |
| Week 4 | Report Customization Training            | Both            |
|        | Platform Administration Training         | Both            |
| Week 5 | Internal Soft Launch                     | City of De Pere |
|        | User Training                            | Both            |
| Week 6 | Final Check In                           | Both            |



## KHA Intelligence

### Statement of work

#### Scope of Work

KHA Intelligence (CONSULTANT ) will provide for OpenGov Clients (CLIENT) a software application (CONNECT) providing integration between the CLIENT ERP application and OpenGov web application.

#### Scope of work details:

Develop CONNECT to extract data from CLIENT ERP database and transmit to OpenGov in a manner agreed upon by CONSULTANT and OpenGov and allowed by the CLIENT on a scheduled basis.

The data will include ERP financial information contained within the CLIENT ERP database as specified by OpenGov and agreed upon by the CLIENT. The current data scope is limited to the general ledger chart of accounts and detailed journal entries.

The intent of CONNECT is to provide a consistent set of data from CLIENT to CLIENT and any changes requested for a specific CLIENT will be made available to all CLIENTS.

The CONNECT application is read-only and no data will be updated in the CLIENT ERP database.

The CONSULTANT will determine the compatibility of CONNECT to the CLIENT ERP application.

The CONNECT setup and implementation will run concurrent with the CLIENT and OpenGov project timeline.

Specific requests by the CLIENT in regards to the CONSULTANT will be made a part of the OpenGov and CLIENT project timeline. As an example, if a separate contract is required by the CLIENT for the CONSULTANT, the time required for the CLIENT to prepare the contract and the CONSULTANT to agree upon the contract should be included in the project timeline.

The CONSULTANT will provide no support for the OpenGov application. The CONSULTANT knowledge of the OPENGov application will be limited to the data elements required by OpenGov. The CONSULTANT will work with CLIENT and OpenGov staff within the realm of the CONSULTANT involvement in an effort to provide a positive experience for the CLIENT.

The CONSULTANT will support CONNECT with the purchase option annually from implementation with the CLIENT having the option to extend the support on an annual basis.



If an annual support contract is not purchase by the CLIENT the CLIENT will be billed on a time and material basis. If the CLIENT opts for the lease option the CONSULTANT will continually support CONNECT as long as the lease payments are current.

The CONSULTANT will bill for CONNECT and any related services directly to the CLIENT as determined by the attached pricing schedule.

#### Assumptions

The CONSULTANT representative will be given remote access to the CLIENT network and the ERP database for implementation, testing and support of CONNECT.

Timely responses to requests made by the CONSULTANT to the CLIENT and/or OpenGov relevant to CONNECT are considered vital and thus mandatory for successful and timely completion.

#### Change management process

Request by CLIENT, CLIENT staff or OpenGov significantly changing the scope of work defined in this SOW will require the issuance of an additional SOW inclusive of additional charges and subsequent approval by the requesting parties.

#### Engagement related expenses

The CONNECT install and implementation will be performed via remote access. Any travel required by the CLIENT will be billed using standard GSA rates. Any time element to be billed in conjunction with travel will be approved by the CLIENT prior to any travel arrangements being made.

#### Pricing

| Total Budget    | Implementation | Do not exceed amount | Maintenance (%)    |
|-----------------|----------------|----------------------|--------------------|
| Over 20 Million | \$1500         | \$1500               | 25% (\$750 / year) |



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Administrator

**DATE PROPOSED:** January 31, 2017

**PROPOSED PROJECT TITLE:**

Security cameras installed on exterior of municipal buildings

**PROJECTED COST:** \$100,000

**PROJECT DESCRIPTION:**

Purchase necessary hardware and software to install exterior security cameras on the following municipal buildings:

City Hall  
 Police Department  
 Fire Station 1  
 Fire Station 2  
 Community Center  
 Municipal Service Center (MSC)

The City currently does not have exterior security cameras on any of the municipal buildings. I believe the community has an expectation that the City currently has exterior parking lots and entrances covered by security cameras.

The proposed security system would provide a live feed for all cameras accessible by police officers in the police department and while driving police department vehicles 24/7 via the laptop computers located in each vehicle. The proposed system will provide a very high quality picture that meets the standards necessary to clearly identify faces and license plate numbers within the vision cones of the cameras. The proposed layout will cover all of the proposed building pedestrian entrances, main walkways and vehicle parking lots and drive areas.

This proposal was initially provided to the City Council for consideration as part of the 2017 proposed budget.

See attached proposal.

**CITY COUNCIL COMMENTS:**



1941 Holmgren Way  
GREEN BAY, WI 54304-4514  
(920) 494 8741  
FAX: (920) 494 6276  
www.simplexgrinnell.com

## SimplexGrinnell Quotation

TO:  
De Pere City Hall  
335 S Broadway  
DE PERE, WI 54115-2526

Project: City of De Pere CCTV  
Customer Reference:  
SimplexGrinnell Reference: 381410634  
Date: 08/18/2016  
Page 1 of 7

SimplexGrinnell is pleased to offer for your consideration this quotation for the above project.

| QUANTITY                   | MODEL NUMBER         | DESCRIPTION                    |
|----------------------------|----------------------|--------------------------------|
| <b>De Pere CCTV Server</b> |                      |                                |
| 1                          | BCD-212V-120-MP-54TB | BCDVideo 2U Rack Server 54TB   |
| 1                          | EVIP-TRANSFER-SS     | SERVER LICENSE TRANSFER FEE TO |

**Net selling price for De Pere CCTV Server, FOB shipping point, \$17,374.00**

|                       |                  |                                |
|-----------------------|------------------|--------------------------------|
| <b>City Hall CCTV</b> |                  |                                |
| 17                    | EVIP-01-SS       | EXACQ SINGLE IP CAMERA LICENSE |
| 14                    | SNY-SNCEM632RC   | Sony SNC-EM632RC               |
| 2                     | AXC-0509001      | Axis Q1765-LE                  |
| 1                     | SNY-SNCEM630     | Sony SNC-EM630                 |
| 2                     | BCD-ECS2100-28PP | EDGECORE 24 PORT POE+          |
| 5                     | BCD-FIN-SFP-LX   | FINISAR 1G Fiber SFP           |

### City Hall Install

**Net selling price for City Hall Cameras, FOB shipping point, \$32,303.00**

|                              |                  |                                |
|------------------------------|------------------|--------------------------------|
| <b>Community Center CCTV</b> |                  |                                |
| 10                           | EVIP-01-SS       | EXACQ SINGLE IP CAMERA LICENSE |
| 2                            | AXC-0509001      | Axis Q1765-LE                  |
| 6                            | SNY-SNCEM632RC   | Sony SNC-EM632RC               |
| 2                            | SNY-SNCVM772R    | Sony SNCVM772R                 |
| 1                            | BCD-ECS2100-28PP | EDGECORE 24 PORT POE+          |
| 1                            | BCD-FIN-SFP-LX   | FINISAR 1G Fiber SFP           |

### Community Center Install

**Net selling price for Community Center Cameras, FOB shipping point, \$20,653.00**

THIS QUOTATION AND ANY RESULTING CONTRACT SHALL BE SUBJECT TO THE GENERAL TERMS AND CONDITIONS ATTACHED HERETO.  
Fire, Security, Communications, Sales & Service  
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Project: City of De Pere CCTV  
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### SimplexGrinnell Quotation

| QUANTITY                   | MODEL NUMBER     | DESCRIPTION                    |
|----------------------------|------------------|--------------------------------|
| <b>Municipal Bldg CCTV</b> |                  |                                |
| 8                          | EVIP-01-SS       | EXACQ SINGLE IP CAMERA LICENSE |
| 2                          | NETWAYXT         | POE REPEATER MODULE            |
| 2                          | BC100            | BATTERY CABINET                |
| 2                          | AXC-0509001      | Axis Q1765-LE                  |
| 4                          | SNY-SNCEM632RC   | Sony SNC-EM632RC               |
| 1                          | SNY-SNCVM772R    | Sony SNCVM772R                 |
| 1                          | SNY-SNT-EX104    | Sony 4 CH Encoder              |
| 1                          | BCD-ECS2100-28PP | EDGECORE 24 PORT POE+          |
| 1                          | BCD-FIN-SFP-LX   | FINISAR 1G Fiber SFP           |

#### Municipal Bldg Install

**Net selling price for Municipal Bldg Cameras, FOB shipping point, \$18,211.00**

|                          |                |                                |
|--------------------------|----------------|--------------------------------|
| <b>Fire Station CCTV</b> |                |                                |
| 4                        | EVIP-01-SS     | EXACQ SINGLE IP CAMERA LICENSE |
| 4                        | SNY-SNCEM632RC | Sony SNC-EM632RC               |

#### Fire Station Install

**Net selling price for Fire Station 2 Cameras, FOB shipping point, \$8,491.00**

**Total net selling price, FOB shipping point, \$97,032.00**

#### Comments

This proposal is to provide additions to the existing Exacqvision CCTV System at the following City of De Pere facilities: City Hall / PD / FD, De Pere Community Center, De Pere Municipal Service Center and De Pere Fire Station #2.

The price shown on this proposal includes the following:

- IP HD Cameras shown above
  - See Data Sheets and camera layout diagram for coverages
- Exacqvision Camera licenses for each camera
- Programming, testing, aiming and focusing of each camera by Exacqvision trained technician
  - Technician to work with De Pere staff to verify and optimize each camera view

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Project: City of De Pere CCTV  
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## SimplexGrinnell Quotation

### Comments (continued)

- Return visits to change camera views or aiming would be extra
- POE Switches at each facility with the exception of FD #2
  - FD #2 camera will connect to existing De Pere switch
- Fiber Modules for POE Switches to connect to existing fiber between buildings
- BCD HP Server with dual GB ports
  - Based on (28) SNC-EM632RC 1080P, (6) Axis Q1765-LE 1080P, (1) SNC EM630 1080P, (3) SNC-VM772R 4K 3840X2160 (7) Axis P3353 800X600 (1) Axis P3364 1.22MP and (1X3) SNT EX104 4CIF H.264, 10FPS, 30% and 121 Days of storage I have calculated a need for around 41.4TB of storage and a bandwidth around 106Mbps.

| Resolution          | Compression             | Image Complexity | Motion %     | FPS |
|---------------------|-------------------------|------------------|--------------|-----|
| 1920x1080 (Full HD) | H.264-15 (High Quality) | 50 - Average     | 50 - Average | 10  |
| 1920x1080 (Full HD) | H.264-15 (High Quality) | 50 - Average     | 50 - Average | 10  |
| 1920x1080 (Full HD) | H.264-15 (High Quality) | 50 - Average     | 50 - Average | 10  |
| 3840x2160 (8 MP)    | H.264-15 (High Quality) | 50 - Average     | 50 - Average | 10  |
| 800x600 (SVGA)      | H.264-15 (High Quality) | 50 - Average     | 50 - Average | 10  |
| 1280x960 (1.22MP)   | H.264-15 (High Quality) | 50 - Average     | 50 - Average | 10  |
| 704x480 (4CIF NTSC) | H.264-15 (High Quality) | 50 - Average     | 50 - Average | 10  |

- Included is a 54TB Recording Server that provides around 44.7TB of usable storage after Raid 5
  - Storage calculations include the existing 8 IP Cameras and existing analog cameras at the Municipal Service Center
  - Cable and installation of cable and cameras by Faith Technologies
    - Provide material and labor to install
    - Cabling as follows for cameras
      - All cabling to be Cat 6 Purple cable
      - All terminations onto existing patch panels were available - new Patch panels as needed
      - Terminations by cameras to be on a jack housed in a surface mounted back box
      - All terminations to be labeled and tested
      - Faith to supply 2 purple patch cords per camera
      - Cable to be route in existing pathways where ever possible.
      - New J Hooks installed as needed
    - All wall penetrations to be sealed to original ratings
    - Faith to work with Simplex and the owner to verify views at the time of installation
- General Notes:
- Any penetrations to be sealed to original ratings
  - Price includes a spotter for extension ladder work

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## SimplexGrinnell Quotation

Comments (continued)

SimplexGrinnell reserves the right to negotiate a mutually agreeable contract for the performance of any work. Our submission of a bid or proposal is based upon the assumption that if we are the successful bidder, then such a mutually satisfactory, definitive agreement between the parties will be entered into. In the event that you are not agreeable to the acceptance of this bid pursuant to the conditions set forth above, or, if we are awarded the bid but are unable to negotiate a mutually satisfactory definitive agreement with you, then our bid will be deemed null and void and the same shall be withdrawn from consideration without penalty.

To proceed with this project, please sign this quote and return to [snielson@simplexgrinnell.com](mailto:snielson@simplexgrinnell.com) or fax to the number below. If issuing a PO, please send a copy of the PO and include the reference number above on the PO.

Sincerely,

Scott Nielson  
Electronic Systems Sales

Phone: 920-883-9309  
Fax: 920-494-6276

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Project: City of De Pere CCTV  
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### TERMS AND CONDITIONS

**1. Payment.** Payments shall be invoiced and due in accordance with the terms and conditions set forth above. Work performed on a time and material basis shall be at the then-prevailing Company rate for material, labor, and related items, in effect at the time supplied under this Agreement. Company shall invoice Customer for progress payments to one hundred (100%) percent based upon equipment delivered or stored, and services performed. Customers without established satisfactory credit shall make payments of cash in advance, upon delivery or as otherwise specified by Company. Where Customer establishes and maintains satisfactory credit, payments shall be due and payable thirty (30) days from date of invoice. Company reserves the right to revoke or modify Customer's credit at its sole discretion. The Customer's failure to make payment when due is a material breach of this Agreement. If Customer fails to make any payment when due, in addition to any other rights and remedies available, Company shall have the right, at Company's sole discretion, to stop performing any Services and/or withhold further deliveries of materials, until the account is current. In the event payment is not received when due, Company may, at its discretion, assess late fees at the rate of 1.5% per month or the maximum rate allowed by law. Customer agrees to pay all costs of collection, including without limitation costs, fees, and attorneys' fees. Customer's failure to make payment when due is a material breach of this Agreement until the account is current.

**2. Pricing.** The pricing set forth in this Agreement is based on the number of devices to be installed and services to be performed as set forth in the Scope of Work ("Equipment" and "Services"). If the actual number of devices installed or services to be performed is greater than that set forth in the Scope of Work, the price will be increased accordingly. If this Agreement extends beyond one year, SimplexGrinnell may increase prices upon notice to the Customer. Customer agrees to pay all taxes, permits, and other charges, including but not limited to state and local sales and excise taxes, however designated, levied or based on the service charges pursuant to this Agreement.

**3. Alarm Monitoring Services.** Any reference to alarm monitoring services in this Agreement is included for pricing purposes only. Alarm monitoring services are performed pursuant to the terms and conditions of Company's standard alarm monitoring services agreement.

**4. Code Compliance.** Company does not undertake an obligation to inspect for compliance with laws or regulations unless specifically stated in the Scope of Work. Customer acknowledges that the Authority Having Jurisdiction (e.g. Fire Marshal) may establish additional requirements for compliance with local codes. Any additional services or equipment required will be provided at an additional cost to Customer.

**5. Limitation of Liability; Limitations of Remedy.** It is understood and agreed by the Customer that Company is not an insurer and that insurance coverage, if any, shall be obtained by the Customer and that amounts payable to company hereunder are based upon the value of the services and the scope of liability set forth in this Agreement and are unrelated to the value of the Customer's property and the property of others located on the premises. Customer agrees to look exclusively to the Customer's insurer to recover for injuries or damage in the event of any loss or injury and that Customer releases and waives all right of recovery against Company arising by way of subrogation. Company makes no guaranty or Warranty, including any implied warranty of merchantability or fitness for a particular purpose that equipment or services supplied by Company will detect or avert occurrences or the consequences therefrom that the equipment or service was designed to detect or avert. It is impractical and extremely difficult to fix the actual

damages, if any, which may proximately result from failure on the part of Company to perform any of its obligations under this Agreement. Accordingly, Customer agrees that, Company shall be exempt from liability for any loss, damage or injury arising directly or indirectly from occurrences, or the consequences therefrom, which the equipment or service was designed to detect or avert. Should Company be found liable for any loss, damage or injury arising from a failure of the equipment or service in any respect, Company's liability shall be limited to an amount equal to the Agreement price (as increased by the price for any additional work) or where the time and material payment term is selected, Customer's time and material payments to Company. Where this Agreement covers multiple sites, liability shall be limited to the amount of the payments allocable to the site where the incident occurred. Such sum shall be complete and exclusive. If Customer desires Company to assume greater liability, the parties shall amend this Agreement by attaching a rider setting forth the amount of additional liability and the additional amount payable by the Customer for the assumption by Company of such greater liability, provided however that such rider shall in no way be interpreted to hold Company as an insurer. IN NO EVENT SHALL COMPANY BE LIABLE FOR ANY DAMAGE, LOSS, INJURY, OR ANY OTHER CLAIM ARISING FROM ANY SERVICING, ALTERATIONS, MODIFICATIONS, CHANGES, OR MOVEMENTS OF THE COVERED SYSTEM(S) OR ANY OF ITS COMPONENT PARTS BY THE CUSTOMER OR ANY THIRD PARTY. COMPANY SHALL NOT BE LIABLE FOR INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ANY KIND, INCLUDING BUT NOT LIMITED TO DAMAGES ARISING FROM THE USE, LOSS OF THE USE, PERFORMANCE, OR FAILURE OF THE COVERED SYSTEM(S) TO PERFORM. The limitations of liability set forth in this Agreement shall inure to the benefit of all parents, subsidiaries and affiliates of company, whether direct or indirect, company's employees, agents, officers and directors.

**6. Reciprocal Waiver of Claims (SAFETY Act).** Certain of SimplexGrinnell's systems and services have received Certification and/or Designation as Qualified Anti-Terrorism Technologies ("QATT") under the Support Anti-terrorism by Fostering Effective Technologies Act of 2002, 6 U.S.C. §§ 441-444 (the "SAFETY Act"). As required under 6 C.F.R. 25.5 (e), to the maximum extent permitted by law, SimplexGrinnell and Customer hereby agree to waive their right to make any claims against the other for any losses, including business interruption losses, sustained by either party or their respective employees, resulting from an activity resulting from an "Act of Terrorism" as defined in 6 C.F.R. 25.2, when QATT have been deployed in defense against, response to, or recovery from such Act of Terrorism.

**7. General Provisions.** Customer has selected the service level desired after considering and balancing various levels of protection afforded, and their related costs. Customer acknowledges and agrees that by this Agreement, Company, unless specifically stated, does not undertake any obligation to maintain or render Customer's system or equipment as Year 2000 compliant, which shall mean, capable of correctly handling the processing of calendar dates before or after December 31, 1999. All work to be performed by Company will be performed during normal working hours of normal working days (8:00 a.m. – 5:00 p.m., Monday through Friday, excluding Company holidays), as defined by Company, unless additional times are specifically described in this Agreement. Company will perform the services described in the Scope of Work section ("Services") for one or more system(s) or

equipment as described in the Scope of Work section or the listed attachments ("Covered System(s)").

The Customer shall promptly notify Company of any malfunction in the Covered System(s) which comes to Customer's attention. This Agreement assumes the Covered System(s) are in operational and maintainable condition as of the Agreement date. If, upon initial inspection, Company determines that repairs are recommended, repair charges will be submitted for approval prior to any work. Should such repair work be declined Company shall be relieved from any and all liability arising therefrom. UNLESS OTHERWISE SPECIFIED IN THIS AGREEMENT, ANY INSPECTION (AND, IF SPECIFIED, TESTING) PROVIDED UNDER THIS AGREEMENT DOES NOT INCLUDE ANY MAINTENANCE, REPAIRS, ALTERATIONS, REPLACEMENT OF PARTS, OR ANY FIELD ADJUSTMENTS WHATSOEVER, NOR DOES IT INCLUDE THE CORRECTION OF ANY DEFICIENCIES IDENTIFIED BY COMPANY TO CUSTOMER. COMPANY SHALL NOT BE RESPONSIBLE FOR EQUIPMENT FAILURE OCCURRING WHILE COMPANY IS IN THE PROCESS OF FOLLOWING ITS INSPECTION TECHNIQUES, WHERE THE FAILURE ALSO RESULTS FROM THE AGE OR OBSOLESCENCE OF THE ITEM OR DUE TO NORMAL WEAR AND TEAR. THIS AGREEMENT DOES NOT COVER SYSTEMS, EQUIPMENT, COMPONENTS OR PARTS THAT ARE BELOW GRADE, BEHIND WALLS OR OTHER OBSTRUCTIONS OR EXTERIOR TO THE BUILDING, ELECTRICAL WIRING, AND PIPING.

**8. Customer Responsibilities.** Customer shall furnish all necessary facilities for performance of its work by Company, adequate space for storage and handling of materials, light, water, heat, heat tracing, electrical service, local telephone, watchman, and crane and elevator service and necessary permits. Where wet pipe system is installed, Customer shall supply and maintain sufficient heat to prevent freezing of the system. Customer shall promptly notify Company of any malfunction in the Covered System(s) which comes to Customer's attention. This Agreement assumes any existing system(s) are in operational and maintainable condition as of the Agreement date. If, upon initial inspection, Company determines that repairs are recommended, repair charges will be submitted for approval prior to any work. Should such repair work be declined Company shall be relieved from any and all liability arising therefrom. Customer shall further:

- supply required schematics and drawings unless they are to be supplied by Company in accordance with this Agreement;
  - Provide a safe work environment, in the event of an emergency or Covered System(s) failure, take reasonable safety precautions to protect against personal injury, death, and property damage, continue such measures until the Covered System(s) are operational, and notify Company as soon as possible under the circumstances.
  - Provide Company access to any system(s) to be serviced,
  - Comply with all laws, codes, and regulations pertaining to the equipment and/or services provided under this agreement.
- 9. Excavation.** In the event the Work includes excavation, Customer shall pay, as an extra to the contract price, the cost of any additional work performed by Company due to water, quicksand, rock or other unforeseen condition or obstruction encountered or shoring required.
- 10. Structure and Site Conditions.** While employees of Company will exercise reasonable care in this respect, Company shall be under no responsibility for loss or damage due to the character, condition or use of foundations, walls, or other structures not erected by it or resulting from the excavation in proximity thereto, or for damage resulting from concealed piping, wiring, fixtures, or other equipment or condition of water pressure. All shoring or protection of





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#### SALE AND INSTALLATION AGREEMENT (continued)

foundation, walls or other structures subject to being disturbed by any excavation required hereunder shall be the responsibility of Customer. Customer shall have all things in readiness for installation including, without limitation, structure to support the sprinkler system and related equipment (including tanks), other materials, floor or suitable working base, connections and facilities for erection at the time the materials are delivered. In the event Customer fails to have all things in readiness at the time scheduled for receipt of materials, Customer shall reimburse Company for all expenses caused by such failure. Failure to make areas available to Company during performance in accordance with schedules that are the basis for Company's proposal shall be considered a failure to have things in readiness in accordance with the terms of this Agreement.

**11. Confined Space.** If access to confined space by Company is required for the performance of Services, Services shall be scheduled and performed in accordance with Company's then-current hourly rate.

**12. Hazardous Materials.** Customer represents that, except to the extent that Company has been given written notice of the following hazards prior to the execution of this Agreement, to the best of Customer's knowledge there is no:

- "permit confined space," as defined by OSHA,
- risk of infectious disease,
- need for air monitoring, respiratory protection, or other medical risk,
- asbestos, asbestos-containing material, formaldehyde or other potentially toxic or otherwise hazardous material contained in or on the surface of the floors, walls, ceilings, insulation or other structural components of the area of any building where work is required to be performed under this Agreement.

All of the above are hereinafter referred to as "Hazardous Conditions".

Company shall have the right to rely on the representations listed above. If hazardous conditions are encountered by Company during the course of Company's work, the discovery of such materials shall constitute an event beyond Company's control and Company shall have no obligation to further perform in the area where the hazardous conditions exist until the area has been made safe by Customer as certified in writing by an independent testing agency, and Customer shall pay disruption expenses and re-mobilization expenses as determined by Company.

This Agreement does not provide for the cost of capture, containment or disposal of any hazardous waste materials, or hazardous materials, encountered in any of the Covered System(s) and/or during performance of the Services. Said materials shall at all times remain the responsibility and property of Customer. Company shall not be responsible for the testing, removal or disposal of such hazardous materials.

**13. OSHA Compliance.** Customer shall indemnify and hold Company harmless from and against any and all claims, demands and/or damages arising in whole or in part from the enforcement of the Occupational Safety Health Act (and any amendments or changes thereto) unless said claims, demands or damages are a direct result of causes within the exclusive control of Company.

**14. Interferences.** Customer shall be responsible to coordinate the work of other trades (including but not limited to ducting, piping, and electrical) and for and additional costs incurred by Company arising out of interferences to Company's work caused by other trades.

**15. Modifications and Substitutions.** Company reserves the right to modify materials, including substituting materials of later design, providing that such modifications or substitutions will not materially affect the performance of the Covered System(s).

**16. Changes, Alterations, Additions.** Changes, alterations and additions to the Scope of Work, plans, specifications or construction schedule shall be invalid unless approved in writing by Company. Should changes be approved by Company, that increase or decrease the cost of the work to Company, the parties shall agree, in writing, to the change in price prior to

performance of any work. However, if no agreement is reached prior to the time for performance of said work, and Company elects to perform said work so as to avoid delays, then Company's estimate as to the value of said work shall be deemed accepted by Customer. In addition, Customer shall pay for all extra work requested by Customer or made necessary because of incompleteness or inaccuracy of plans or other information submitted by Customer with respect to the location, type of occupancy, or other details of the work to be performed. In the event the layout of Customer's facilities has been altered, or is altered by Customer prior to the completion of the Work, Customer shall advise Company, and prices, delivery and completion dates shall be changed by Company as may be required.

**17. Commodities Availability.** Company shall not be responsible for failure to provide services, deliver products, or otherwise perform work required by this Agreement due to lack of available steel products or products made from plastics or other commodities. 1) In the event Company is unable, after reasonable commercial efforts, to acquire and provide steel products, or products made from plastics or other commodities, if required to perform work required by this Agreement, Customer hereby agrees that Company may terminate the Agreement, or the relevant portion of the Agreement, at no additional cost and without penalty. Customer agrees to pay Company in full for all work performed up to the time of any such termination. 2) If Company is able to obtain the steel products or products made from plastics or other commodities, but the price of any of the products has risen by more than 10% from the date of the bid, proposal or date Company executed this Agreement, whichever occurred first, then Company may pass through that increase through a reasonable price increase to reflect increased cost of materials.

**18. Project Claims.** Any claim of failure to perform against Company arising hereunder shall be deemed waived unless received by Company, in writing specifically setting forth the basis for such claim, within ten (10) days after such claims arises.

**19. Backcharges.** No charges shall be levied against the Seller unless seventy-two (72) hours prior written notice is given to Company to correct any alleged deficiencies which are alleged to necessitate such charges and unless such alleged deficiencies are solely and directly caused by Company.

**20. System Equipment.** The purchase of equipment or peripheral devices (including but not limited to smoke detectors, passive infrared detectors, card readers, sprinkler system components, extinguishers and hoses) from Company shall be subject to the terms and conditions of this Agreement. If, in Company's sole judgment, any peripheral device or other system equipment, which is attached to the Covered System(s), whether provided by Company or a third party, interferes with the proper operation of the Covered System(s), Customer shall remove or replace such device or equipment promptly upon notice from Company. Failure of Customer to remove or replace the device shall constitute a material breach of this Agreement. If Customer adds any third party device or equipment to the Covered System(s), Company shall not be responsible for any damage to or failure of the Covered System(s) caused in whole or in part by such device or equipment.

**21. Reports.** Where inspection and/or test services are selected, such inspection and/or test shall be completed on Company's then current Report form, which shall be given to Customer, and, where applicable, Company may submit a copy thereof to the local authority having jurisdiction. The Report and recommendations by Company are only advisory in nature and are intended to assist Customer in reducing the risk of loss to property by indicating obvious defects or impairments noted to the system and equipment inspected and/or tested. They are not intended to imply that no other defects or hazards exist or that all aspects of the Covered System(s), equipment, and components are under control at the time of inspection. Final responsibility for the condition and operation of the Covered System(s) and equipment and components lies with Customer.

**22. Limited Warranty.** Subject to the limitations below, Company warrants any equipment (as distinguished from the Software) installed pursuant to this Agreement to be free from defects in material and workmanship under normal use for a period of one (1) year from the date of first beneficial use or all or any part of the Covered System(s) or 18 months after Equipment shipments, whichever is earlier, provided however, that Company's sole liability, and Customer's sole remedy, under this limited warranty shall be limited to the repair or replacement of the Equipment or any part thereof, which Company determines is defective, at Company's sole option and subject to the availability of service personnel and parts, as determined by Company. Company warrants expendable items, including, but not limited to, video and print heads, television camera tubes, video monitor displays tubes, batteries and certain other products in accordance with the applicable manufacturer's warranty. Company does not warrant devices designed to fail in protecting the System, such as, but not limited to, fuses and circuit breakers.

Company warrants that any Company software described in this Agreement, as well as software contained in or sold as part of any Equipment described in this Agreement, will reasonably conform to its published specifications in effect at the time of delivery and for ninety (90) days after delivery. However, Customer agrees and acknowledges that the software may have inherent defects because of its complexity. Company's sole obligation with respect to software, and Customer's sole remedy, shall be to make available published modifications, designed to correct inherent defects, which become available during the warranty period.

If Repair Services are included in this Agreement, Company warrants that its workmanship and material for repairs made pursuant to this Agreement will be free from defects for a period of ninety (90) days from the date of furnishing.

**EXCEPT AS EXPRESSLY SET FORTH HEREIN, COMPANY DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE WITH RESPECT TO THE SERVICES PERFORMED OR THE PRODUCTS, SYSTEMS OR EQUIPMENT, IF ANY, SUPPORTED HEREUNDER. COMPANY MAKES NO WARRANTY OR REPRESENTATION, AND UNDERTAKES NO OBLIGATION TO ENSURE BY THE SERVICES PERFORMED UNDER THIS AGREEMENT, THAT COMPANY'S PRODUCTS OR THE SYSTEMS OR EQUIPMENT OF THE CUSTOMER WILL CORRECTLY HANDLE THE PROCESSING OF CALENDAR DATES BEFORE OR AFTER DECEMBER 31, 1999.**

Warranty service will be performed during Company's normal working hours. If Customer requests warranty service at other than normal working hours, service will be performed at Company's then current rates for after hours services. All repairs or adjustments that are or may become necessary shall be performed by and authorized representative of Company. Any repairs, adjustments or interconnections performed by Customer or any third party shall void all warranties.

**23. Indemnity.** Customer agrees to indemnify, hold harmless and defend Company against any and all losses, damages, costs, including expert fees and costs, and expenses including reasonable defense costs, arising from any and all third party claims for personal injury, death, property damage or economic loss, including specifically any damages resulting from the exposure of workers to Hazardous Conditions whether or not Customer pre-notifies Company of the existence of said hazardous conditions, arising in any way from any act or omission of Customer or Company relating in any way to this Agreement, including but not limited to the Services under this Agreement, whether such claims are based upon contract, warranty, tort (including but not limited to active or passive negligence), strict liability or otherwise. Company reserves the right to select counsel to represent it in any such action.

**24. Insurance.** Customer shall name Company, its officers, employees, agents, subcontractors, suppliers, and

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 Offices & Representatives in Principal Cities throughout North America





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 Customer Reference:  
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### SALE AND INSTALLATION AGREEMENT (continued)

representatives as additional insureds on Customer's general liability and auto liability policies.

**25. Termination.** Any termination under the terms of this Agreement shall be made in writing. In the event Customer terminates this Agreement prior to completion for any reason not arising solely from Company's performance or failure to perform, Customer understands and agrees that Company will incur costs of administration and preparation that are difficult to estimate or determine. Accordingly, should Customer terminate this Agreement as described above, Customer agrees to pay all charges incurred for products and equipment installed and services performed, and in addition pay an amount equal to twenty (20%) percent of the price of products and equipment not yet delivered and Services not yet performed, return all products and equipment delivered and pay a restocking fee of twenty (20%) percent the price of products or equipment returned.

Company may terminate this Agreement immediately at its sole discretion upon the occurrence of any Event of Default as hereinafter defined. Company may also terminate this Agreement at its sole discretion upon notice to Customer if Company's performance of its obligations under this Agreement becomes impracticable due to obsolescence of equipment at Customer's premises or unavailability of parts.

**26. No Option to Solicit.** Customer shall not, directly or indirectly, on its own behalf or on behalf of any other person, business, corporation or entity, solicit or employ any Company employee, or induce any Company employee to leave his or her employment with Company, for a period of two years after the termination of this Agreement.

**27. Default.** An Event of Default shall be 1) failure of the Customer to pay any amount within ten (10) days after the amount is due and payable, 2) abuse of the System or the Equipment, 3) dissolution, termination, discontinuance, insolvency or business failure of Customer. Upon the occurrence of an Event of Default, Company may pursue one or more of the following remedies, 1) discontinue furnishing Services, 2) by written notice to Customer declare the balance of unpaid amounts due and to become due under the this Agreement to be immediately due and payable, provided that all past due amounts shall bear interest at the rate of 1 1/2% per month (18% per year) or the highest amount permitted by law, 3) receive immediate possession of any equipment for which Customer has not paid, 4) proceed at law or equity to enforce performance by Customer or recover damages for breach of this Agreement, and 5) recover all costs and expenses, including without limitation reasonable attorneys' fees, in connection with enforcing or attempting to enforce this Agreement.

(Rev. 10/08)

**28. Exclusions.** Unless expressly included in the Scope of Work, this Agreement expressly excludes, without limitation, testing inspection and repair of duct detectors, beam detectors, and UV/IR equipment; provision of fire watches; clearing of ice blockage; draining of improperly pitched piping; replacement of batteries; recharging of chemical suppression systems; reloading of, upgrading, and maintaining computer software; system upgrades and the replacement of obsolete systems, equipment, components or parts; making repairs or replacements necessitated by reason of negligence or misuse of components or equipment or changes to Customer's premises, vandalism, corrosion (including but not limited to micro-bacterially induced corrosion ("MIC")), power failure, current fluctuation, failure due to non-Company installation, lightning, electrical storm, or other severe weather, water, accident, fire, acts of God or any other cause external to the Covered System(s). Repair Services provided pursuant to this Agreement do not cover and specifically excludes system upgrades and the replacement of obsolete systems, equipment, components or parts. All such services may be provided by Company at Company's sole discretion at an additional charge. If Emergency Services are expressly included in the scope of work section, the Agreement price does not include travel expenses.

**29. Force Majeure; Delays.** Company shall not be liable for any damage or penalty for delays or failure to perform work due to acts of God, acts or omissions of Customer, acts of civil or military authorities, Government regulations or priorities, fires, epidemics, quarantine, restrictions, war, riots, civil disobedience or unrest, strikes, delays in transportation, vehicle shortages, differences with workmen, inability to obtain necessary labor, material or manufacturing facilities, defaults of Company's subcontractors, failure or delay in furnishing complete information by Customer with respect to location or other details of work to be performed, impossibility or impracticability of performance or any other cause or causes beyond Company's control, whether or not similar to the foregoing. In the event of any delay caused as aforesaid, completion shall be extended for a period equal to any such delay, and this contract shall not be void or voidable as a result of the delay. In the event work is temporarily discontinued by any of the foregoing, all unpaid installments of the contract price, less an amount equal to the value of material and labor not furnished, shall be due and payable upon receipt of invoice by Customer.

**30. One-Year Limitation on Actions; Choice of Law.** It is agreed that no suit, or cause of action or other proceeding shall be brought against either party more than one (1) year after the accrual of the cause of action or one (1) year after the claim

arises, whichever is shorter, whether known or unknown when the claim arises or whether based on tort, contract, or any other legal theory. The laws of Massachusetts shall govern the validity, enforceability, and interpretation of this Agreement.

**31. Assignment.** Customer may not assign this Agreement without Company's prior written consent. Company may assign this Agreement to an affiliate without obtaining Customer's consent.

**32. Entire Agreement.** The parties intend this Agreement, together with any attachments or Riders (collectively the "Agreement") to be the final, complete and exclusive expression of their Agreement and the terms and conditions thereof. This Agreement supersedes all prior representations, understandings or agreements between the parties, written or oral, and shall constitute the sole terms and conditions of sale for all equipment and services. No waiver, change, or modification of any terms or conditions of this Agreement shall be binding on Company unless made in writing and signed by an Authorized Representative of Company.

**33. Severability.** If any provision of this Agreement is held by any court or other competent authority to be void or unenforceable in whole or in part, this Agreement will continue to be valid as to the other provisions and the remainder of the affected provision.

**34. Legal Fees.** Company shall be entitled to recover from the customer all reasonable legal fees incurred in connection with Company enforcing the terms and conditions of this Agreement.

**35. License Information** (Security System Customers): AL: Alabama Electronic Security Board of Licensure 7956 Vaughn Road, Pmb 392, Montgomery, Alabama 36116 (334) 264-9388: AR: Regulated by: Arkansas Board of Private Investigators And Private Security Agencies, #1 State Police Plaza Drive, Little Rock 72209 (501)618-8600: CA: Alarm company operators are licensed and regulated by the Bureau of Security and Investigative Services, Department of Consumer Affairs, Sacramento, Ca, 95814. Upon completion of the installation of the alarm system, the alarm company shall thoroughly instruct the purchaser in the proper use of the alarm system. Failure by the licensee, without legal excuse, to substantially commence work within 20 days from the approximate date specified in the agreement when the work will begin is a violation of the Alarm Company Act: NY: Licensed by N.Y.S. Department of the State: TX: Texas Commission on Private Security, 5805 N. Lamar Blvd., Austin, 78752-4422, 512-424-7710. License numbers available at [www.simplexgrinnell.com](http://www.simplexgrinnell.com) or contact your local SimplexGrinnell office.

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### IMPORTANT NOTICE TO CUSTOMER

In accepting this Proposal, Customer agrees to the terms and conditions contained herein including those on the following pages of this Agreement and any attachments or riders attached hereto that contain additional terms and conditions. It is understood that these terms and conditions shall prevail over any variation in terms and conditions on any purchase order or other document that the Customer may issue. Any changes in the system requested by the Customer after the execution of this Agreement shall be paid for by the Customer and such changes shall be authorized in writing. **ATTENTION IS DIRECTED TO THE LIMITATION OF LIABILITY, WARRANTY, INDEMNITY AND OTHER CONDITIONS ON THE FOLLOWING PAGES. This Proposal shall be void if not accepted in writing within thirty (30) days from the date of the Proposal.**

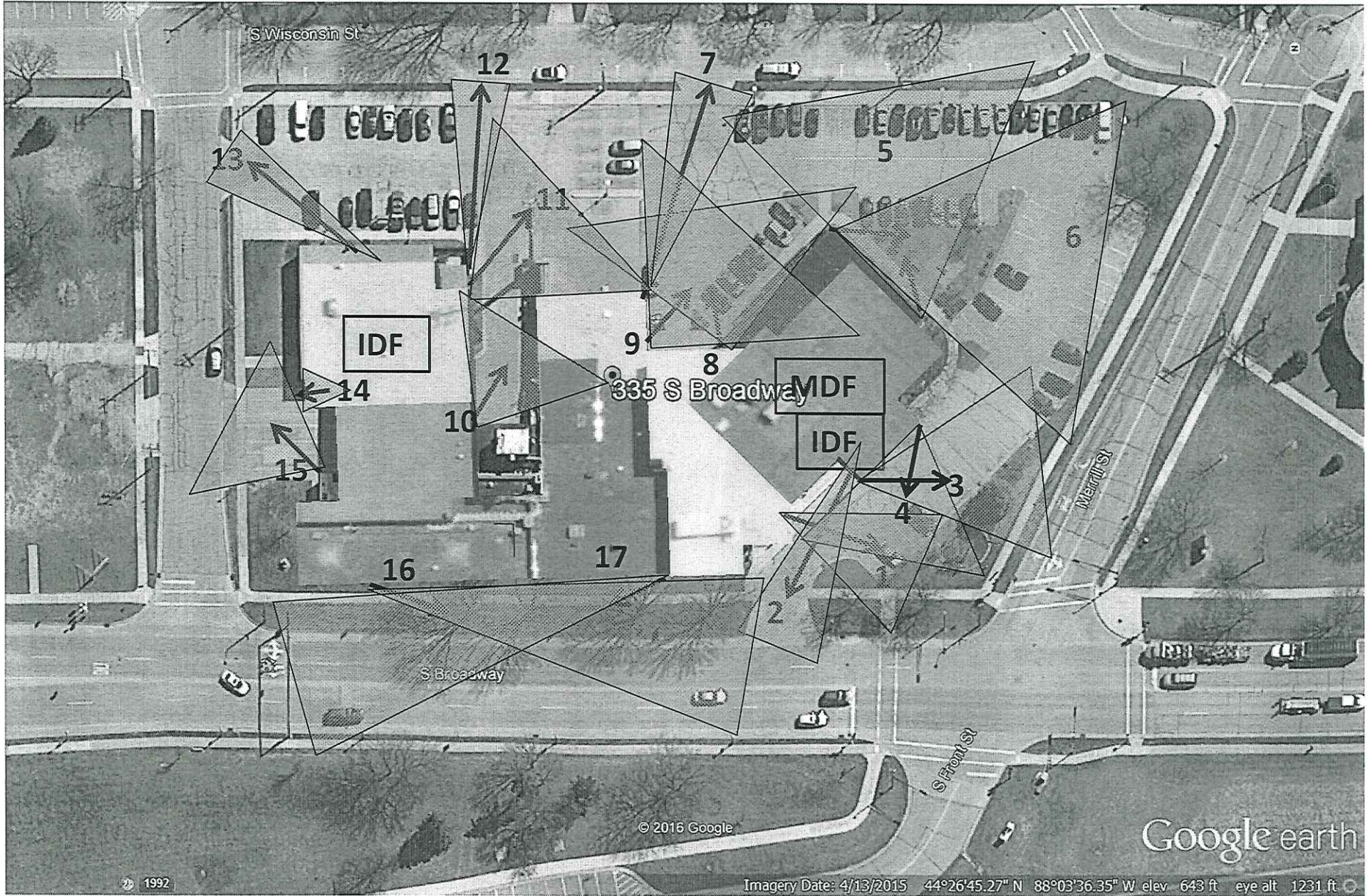
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| Offered By:<br>SimplexGrinnell LP License#:<br><br>1941 Holmgren Way<br>GREEN BAY, WI 54304-4514<br><br>Telephone: (920) 494 8741<br><br>Representative: _____<br>_____ | Accepted By: (Customer)<br><br>Company: _____<br>Address: _____<br>Signature: _____<br>Title: _____<br>P.O.#: _____ Date: _____ |
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Fire, Security, Communications, Sales & Service  
 Offices & Representatives in Principal Cities throughout North America

# City of De Pere CCTV

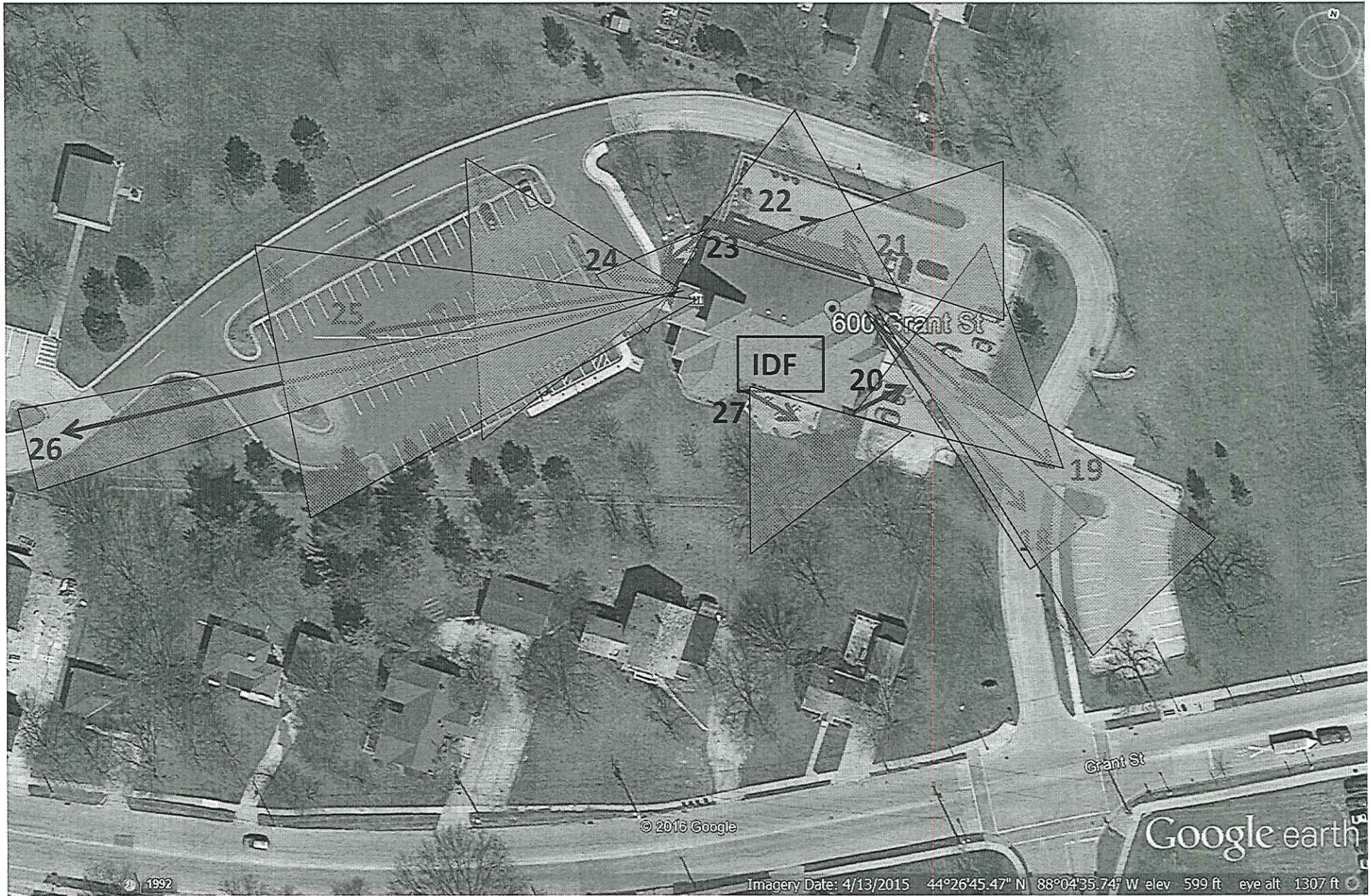


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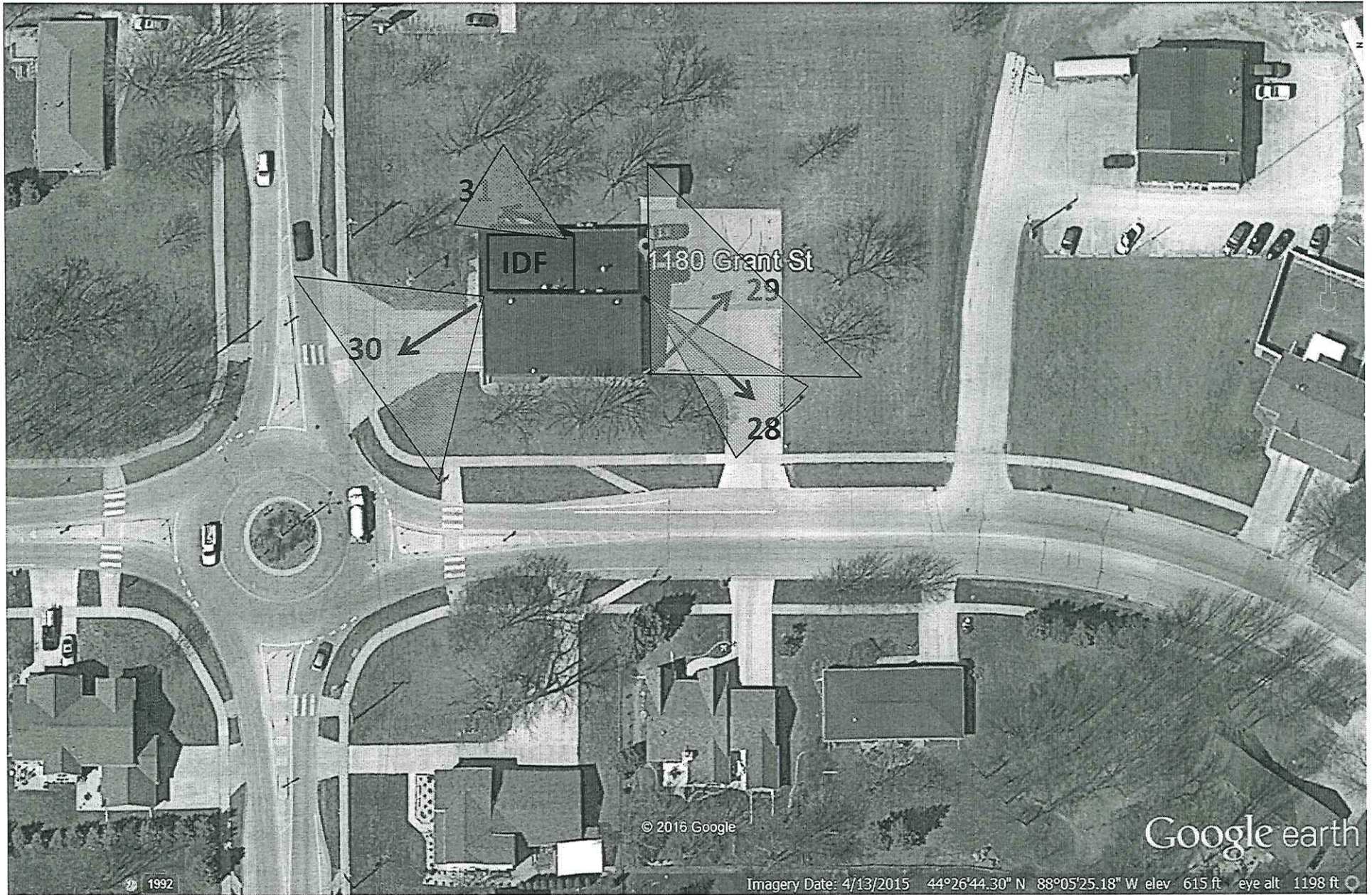




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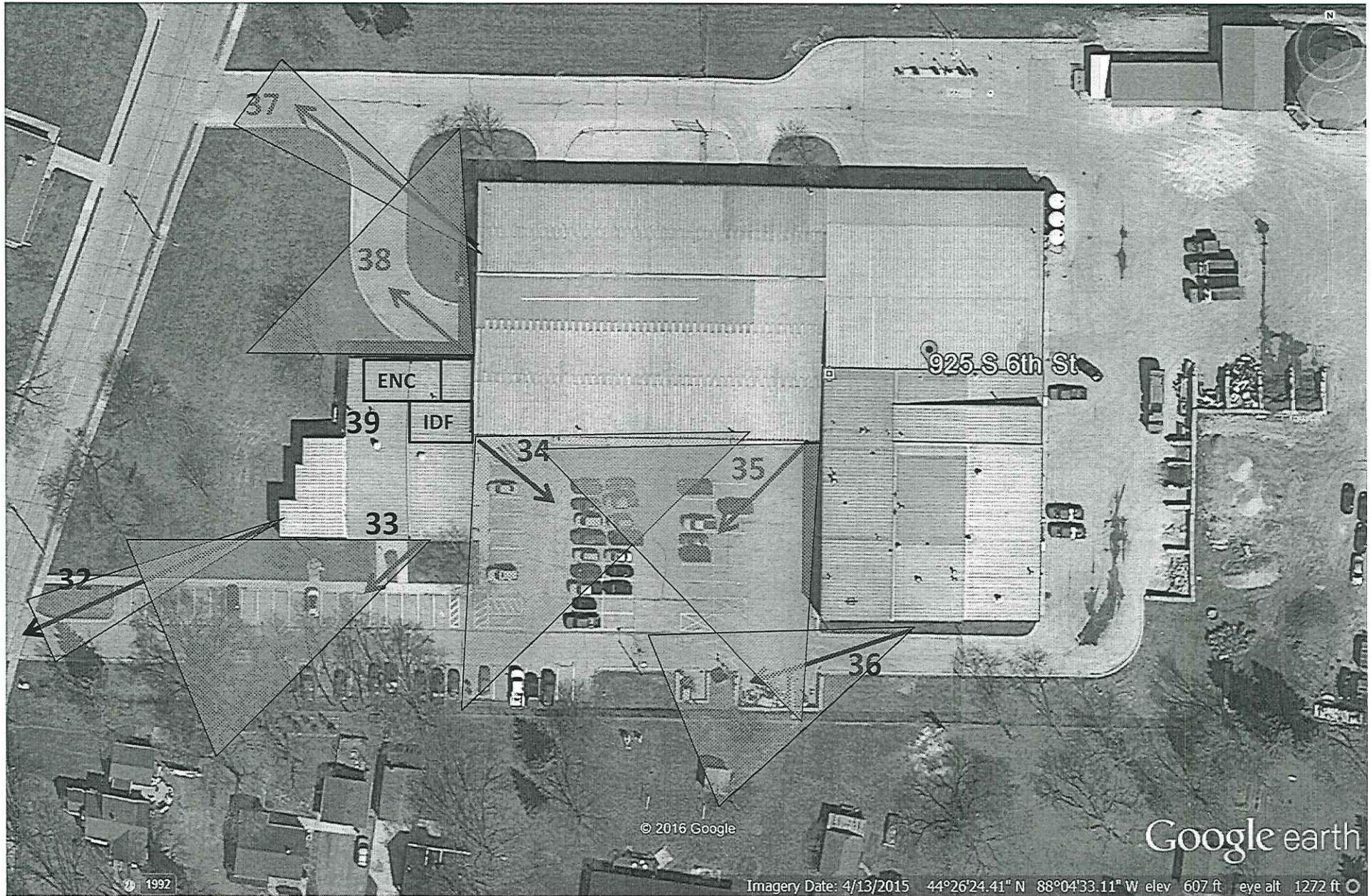








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**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Attorney

**DATE PROPOSED:** January 16, 2017

**PROPOSED PROJECT TITLE:**

Re-write of City zoning code.

**PROJECTED COST:** \$45,000 - (Total cost is \$120,000 of which \$75,000 was already approved in 2017 Budget)

**PROJECT DESCRIPTION:**

This proposal would entail a request for proposals and hiring of a consultant to over haul and modernize the city's zoning code. The zoning code is woefully out of date and has not kept up with changes in planning and zoning principals. Staff struggle to interpret and implement the current version of the code. Funding this complete re-write in 2017 would enable the code to be adopted sooner, which would be welcomed by potential developers who are accustomed to more modern codes.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Attorney

**DATE PROPOSED:** January 16, 2017

**PROPOSED PROJECT TITLE:**

City-wide document management system.

**PROJECTED COST:** \$200,000

**PROJECT DESCRIPTION:**

The city currently has no formal document management system. Rather, each department is responsible for the management, retention and retrieval of its documents. This results in massive redundancy as multiple files or records of city activities are kept by various department. This also results in difficulty locating files or documents and a steeper than necessary learning curve for new employees. A citywide document management system would allow access to general files by city employees to locate documents electronically. This would increase efficiencies and reduce redundancy. These systems are costly and time consuming to implement. It will likely be a multi-year project.

This process would include sending out a request for proposals with the winning proposal being given the Contract. Estimated cost is in excess of \$200,000. Costs not available on websites

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Council (per City Council request)

**DATE PROPOSED:** April 26, 2016

**PROPOSED PROJECT TITLE:**

Fund City debt payments. Sliding scale options.

**PROJECTED COST:** \$1,249,000

**PROJECT DESCRIPTION:**

Prepared by Larry Delo, City Administrator:

Per the City Council's request, I have attached a table that identifies the estimated impacts to property tax mill rates for the years 2021 through 2025 if varying amounts of the stadium tax rebate are applied toward debt payments for those years. The years 2021-2025 were selected since these years represent the time period that has been previously identified as the projected debt bubble for the City. The table provides the estimated mill rate for each year and also includes the corresponding percentage the mill rate changes from year to year throughout the analysis period.

The first two rows of the table identify the existing mill rates projected in the City's current annual budget model table. The following rows in the table identify the projected impact of applying either 25%, 50%, 75% or 100% of the stadium tax rebate toward debt in equal amounts for the years 2021 – 2025. The last column in the table identifies the estimated total property tax savings over the five year period for every \$100,000 in assessed property value.

For example, a property owner with a house valued at \$100,000 is estimated to save a total of \$15 in property taxes over this five year period if 25% of the stadium tax rebate (\$312,314) was applied equally toward debt payments in years 2021, 2022, 2023, 2024 and 2025. This would leave the City with \$936,942 of the original stadium tax rebate amount to be applied toward economic development projects or for property tax relief.

See attached table.

**CITY COUNCIL COMMENTS:**

# Estimated Impact of Applying Stadium Tax Rebate to Debt for Projected Debt Bubble Years

4/11/2016

| Stadium Tax<br>Rebate Amount<br>\$1,249,256 |                      | 2021    | 2022    | 2023    | 2024    | 2025    | Total Property Tax<br>Savings Over 5 Years<br>Per \$100,000 of<br>Assessed Value |
|---------------------------------------------|----------------------|---------|---------|---------|---------|---------|----------------------------------------------------------------------------------|
| 0% Applied to Debt<br>\$0                   | Estimated Mill Rate  | \$ 6.94 | \$ 6.97 | \$ 7.05 | \$ 6.93 | \$ 6.80 | N/A                                                                              |
|                                             | Estimated % Increase | 4.31%   | 0.38%   | 1.15%   | -1.74%  | -1.80%  |                                                                                  |
| 25% Applied to Debt<br>\$312,314            | Estimated Mill Rate  | \$ 6.91 | \$ 6.94 | \$ 7.02 | \$ 6.90 | \$ 6.77 | \$ 15.00                                                                         |
|                                             | Estimated % Increase | 3.87%   | 0.39%   | 1.17%   | -1.74%  | -1.79%  |                                                                                  |
| 50% Applied to Debt<br>\$624,628            | Estimated Mill Rate  | \$ 6.88 | \$ 6.91 | \$ 6.99 | \$ 6.87 | \$ 6.75 | \$ 29.00                                                                         |
|                                             | Estimated % Increase | 3.43%   | 0.39%   | 1.19%   | -1.73%  | -1.79%  |                                                                                  |
| 75% Applied to Debt<br>\$936,942            | Estimated Mill Rate  | \$ 6.85 | \$ 6.88 | \$ 6.96 | \$ 6.84 | \$ 6.72 | \$ 44.00                                                                         |
|                                             | Estimated % Increase | 2.99%   | 0.40%   | 1.21%   | -1.73%  | -1.78%  |                                                                                  |
| 100% Applied to Debt<br>\$1,249,256         | Estimated Mill Rate  | \$ 6.82 | \$ 6.85 | \$ 6.94 | \$ 6.82 | \$ 6.69 | \$ 57.00                                                                         |
|                                             | Estimated % Increase | 2.55%   | 0.40%   | 1.22%   | -1.72%  | -1.78%  |                                                                                  |

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Attachment: Suggestions for Utilizing Stadium Tax Refund for Packet Updated Current (5528 : Discussion



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Council – Alderperson Carpenter

**DATE PROPOSED:** August 2, 2016

**PROPOSED PROJECT TITLE:**

Any project that can increase City revenues.

**PROJECTED COST:** N/A

**PROJECT DESCRIPTION:**

None.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

***PROPOSED BY:*** City Council – Alderperson Carpenter

***DATE PROPOSED:*** August 2, 2016

***PROPOSED PROJECT TITLE:***

Pay down debt.

***PROJECTED COST:*** N/A

***PROJECT DESCRIPTION:***

None.

***CITY COUNCIL COMMENTS:***



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

***PROPOSED BY:*** City Council – Alderperson Carpenter

***DATE PROPOSED:*** August 2, 2016

***PROPOSED PROJECT TITLE:***

Return funds to tax payers.

***PROJECTED COST:*** N/A

***PROJECT DESCRIPTION:***

None.

***CITY COUNCIL COMMENTS:***

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Council – Alderperson Crevier

**DATE PROPOSED:** July 19, 2016

**PROPOSED PROJECT TITLE:**

Mulva Center project / downtown improvements.

**PROJECTED COST:** \$200,000

**PROJECT DESCRIPTION:**

I'd really like to see what we can contribute to the Mulva Center project. I don't have a particular dollar amount in mind, and I realize that there's still some considerable time yet before we see plans. But if we can identify a need for say \$200K that can be put toward downtown improvements, crosswalks, etc.,

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Alderperson Mike Donovan

**DATE PROPOSED:** February 7, 2017

**PROPOSED PROJECT TITLE:** Annuity

**PROJECTED COST:** \$ 0

**PROJECT DESCRIPTION:**

My idea for spending the tax rebate from the stadium money is to invest in a designated account and take the interest money and spend it on youth programs. At one time we would budget a subsidy amount of money for a number of the youth programs which help to pay the insurance purchase equipment and assist in the general running of them. The programs that we used to subsidize were hockey Little League Legion minor-league and softball. This in turn held the fees for these programs in check and allowed every child in the city to be able to participate. If this investment yielded a return of 1% it would be a substantial amount of money for these programs. We could easily do this for 5 to 10 years and after that spend this money on something else if it wasn't working out the way we wanted.

**CITY COUNCIL COMMENTS:**

Attachment: Suggestions for Utilizing Stadium Tax Refund for Packet Updated Current (5528 : Discussion regarding Stadium Tax Surplus.)

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**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Council – Alderperson Jennings

**DATE PROPOSED:** September 6, 2016

**PROPOSED PROJECT TITLE:**

Debt relief - capital project/equipment funding.

**PROJECTED COST:** \$412,000

**PROJECT DESCRIPTION:**

I'd propose that 1/3 of the money be used to replace money that would have been borrowed in 2017. This will provide tax relief in a similar proportion to the amount of survey responses that directly asked for tax relief and about 50% of the responses that asked for a split of tax relief and economic development.

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** City Council – Alderperson Jennings

**DATE PROPOSED:** September 6, 2016

**PROPOSED PROJECT TITLE:**

Economic development project funding.

**PROJECTED COST:** \$837,000

**PROJECT DESCRIPTION:**

2/3rds of the money should be put into a fund that can be accessed for projects that meet the state guidelines for use of the stadium tax. I would have community leaders (and city leaders) apply for matching funds, up to \$100,000 per project. I would have the finance committee review and recommend projects to the city council for approval until the remainder of the stadium tax is used up. 'First come, First serve.'

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

***PROPOSED BY:*** Definitely De Pere

***DATE PROPOSED:*** January 27, 2017

***PROPOSED PROJECT TITLE:***

Establish City Vision / Brand

***PROJECTED COST:*** \$50,000 - \$100,000

***PROJECT DESCRIPTION:***

See attached letter.

***CITY COUNCIL COMMENTS:***





January 27, 2017

Dear City of De Pere,

We write to you today in favor of allocating resources to help define the vision for and brand of De Pere so to enhance economic development and further foster our quality of life.

As business owners and those charged with enhancing the economic vitality of De Pere, we have a vested interest in seeing our city flourish. Through our work through Definitely De Pere as well our independent efforts, we have spent significant time promoting our beautiful city and all that it offers. However, we recognize that we do not have a unified and defined way to describe or showcase the essence of what De Pere is - or perhaps even more importantly - what we seek for the future of De Pere.

Perhaps the best way for us to share with you why we believe investing in a strategic visioning and branding initiative is a wise use of stadium tax district dollars is best said by Bill Baker, a leading expert and author on the subject of city branding. In the forward of Keith Dinnie's book, *City Branding Theory and Cases*, Baker writes:

"Community leaders are increasingly recognizing that there is a direct link between their city's image or reputation and its attractiveness as a place to visit, live, invest and study. An even greater realization for some is that inaction is not a viable option if they genuinely want to improve local prosperity, build social capital and foster economic growth...To succeed, city leaders are now thinking beyond their traditional approaches to embrace branding techniques that were once the domain of commercial products and services.

The thoughts and associations that come to mind when a city's name is heard or read are likely to have huge financial, political, and social value. Too few city leaders think about the number of jobs, businesses, and other organizations that have a stake in their city's image and reputation. Unfortunately, it is a value that often goes largely unrecognized, unappreciated and unmanaged. It rarely gets measured and never appears on a balance sheet or the job evaluation of a Mayor, city manager or elected official. The level of esteem that a city's name evokes has a direct impact on the health of its tourism, economic development, prestige and respect. With so much riding on its image, it makes sense to have a plan to cultivate, manage and protect this most valuable of city assets."

We ask that you join those city leaders in our nation who chose to not leave their city's reputation to chance. We urge you to vote yes to allocating \$50,000 - \$100,000 for a city-wide strategic visioning and branding initiative. We recommend hiring an organization to lead us through a collaborative process that will result in defining top priorities for the city and our brand - complete with key messaging, a logo, tag line, and a marketing communications plan with recommendations for consistently sharing and incorporating the brand throughout our web sites, social media, and advertising. This initiative should also include training for businesses and organizations to learn how to co-brand with De Pere's brand to further the collective impact and outcome.

We welcome further discussion around this issue so to underscore our desire to see a visioning and branding initiative take place to help us define and then tell the beautiful story of De Pere so to enhance tourism, economic development, and our quality of life.

Sincerely,

Tina Quigley, Executive Director, Definitely De Pere  
Tom Gavic, Chair, Economic Enhancement Committee, Definitely De Pere; Owner, Credo  
Bridget Krage O'Connor, Owner, O'Connor Connective



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Definitely De Pere

**DATE PROPOSED:** January 27, 2017

**PROPOSED PROJECT TITLE:**

De Pere Public Art Initiative

**PROJECTED COST:** \$50,000 - \$100,000

**PROJECT DESCRIPTION:**

See attached letter.

**CITY COUNCIL COMMENTS:**

## **Downtown De Pere Public Art Initiative**

Proposal from Definitely De Pere for Excess Stadium Tax Funds  
in support of City of De Pere Economic Development

### **Overview**

Definitely De Pere is a 501(c)(3) non-profit nationally accredited Main Street Program and a Business Improvement District (BID). The purpose of the organization is to improve quality of life through assisting in the revitalization of the downtown. Definitely De Pere does this through activation, economic development, events, and beautification.

Definitely De Pere recently formed a Public Art Committee to establish a public art program for downtown De Pere that supports public art concepts found in the De Pere Downtown Master Plan.

### **Opportunity**

The downtown is already home to a growing music, theatre and art scene. With the addition of the proposed Mulva Center, downtown has the opportunity to become a cultural center for the region.

The value of public art is well documented; public art adds meaning and uniqueness to a city. Incorporating art in public places strengthens private development efforts by attracting more investment. It has economic benefits such as increased ability to recruit a high quality workforce. Public art enhances the natural environment, activates parks, fills empty spaces, and enhances neglected areas into lively places. Public art changes the way people experience downtown by creating more vibrant public spaces for gathering. Public art projects and experiences have the potential to attract additional tourists and residents to downtown, engage them for longer periods of time, and keep them coming back.

Examples of projects might include an interactive installation along the waterfront, a water feature in the heart of downtown, murals, streetscape markers, roundabout thematic plantings, display or sculpture installation, artistic planters, lighting displays, functional art to sit on or to play on, sculptures on the bridge piers, and three-dimensional works along the Fox River Trail.



### **Organizational Capacity**

Definitely De Pere's Executive Director has 20 years of experience in commissioning and executing public art projects for the City of Green Bay including sculptures and murals placed throughout the downtown, Broadway and Main Street districts. Definitely De Pere will manage all components of the project to ensure smooth collaboration between the City of De Pere, public art committee, artists, funders and all other collaborators that will assist with site selection, artwork approval, and installation activities.

### **Budget Plan**

We are requesting Excess Stadium Tax funds to provide the seed money to develop this program and install initial public art projects downtown.

\$50,000 would enable us to install one (1) sculpture and one (1) mural on the Main Street corridor and one (1) sculpture and one (1) mural on the Broadway corridor.

\$100,000 would enable us to establish an urban sculpture garden on the City's west side and an urban sculpture garden on the east side. Both sculpture gardens would include a combination of permanent and temporary art installations.

We will raise additional funds through corporate sponsorships, grants, private contributions, business support, and in-kind services. Expenses will include materials, fabrication, labor, installation, and maintenance.

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

***PROPOSED BY:*** Definitely De Pere

***DATE PROPOSED:*** January 27, 2017

***PROPOSED PROJECT TITLE:***

De Pere Streetscape Project

***PROJECTED COST:*** \$75,000 - \$150,000

***PROJECT DESCRIPTION:***

See attached letter.

***CITY COUNCIL COMMENTS:***



## **Downtown De Pere Streetscape Project Proposal from Definitely De Pere for Excess Stadium Tax Funds**

### **Organization Overview**

Definitely De Pere is a 501(c)(3) non-profit nationally accredited Main Street Program and a Business Improvement District (BID). The purpose of the organization is to improve quality of life through assisting in the revitalization of the downtown. Definitely De Pere does this through activation, economic development, events, and beautification.

### **Opportunity**

Definitely De Pere recognizes the relationship between an attractive, well maintained streetscape and a competitive business environment. Quality sidewalks and public spaces, bright pedestrian lighting, and an abundance of trees, seasonal flowers and green space all enable and encourage people to take advantage of what downtown has to offer. People need to have reason to be and stay in a place and pedestrian amenities have been shown to engage people for longer periods of time, and keep them coming back.

Definitely De Pere envisions a bustling downtown environment that includes benches and seating areas, large planters with evergreen trees, lush plantings, border areas and buffers, decorative signage, ornamental lighting, café tables, and pavement design. We know that the appearance of a downtown's streetscape is an important part of creating an inviting, interesting shopping environment and helps retain and attract business.

### **Project Details**

The goal of this project is to enhance aesthetics, calm traffic, increase foot-traffic, improve pedestrian comfort, and stimulate economic development. Specifically, Definitely De Pere is requesting Excess Stadium Tax Funds to purchase seating and planter boxes that create a more quiet and comfortable pedestrian environment.

Adding seating and plantings to the downtown streetscape is an easy and affordable streetscape improvement. Seating can be informal and incorporated into other elements. Where space allows benches can be built into planters and organized to create social spaces.

### **Budget Plan**

We estimate the cost of an individual bench to be \$1,000 - \$3,000; a bench with integrated planters to be \$2,500 - \$5,000; and planters with trees or shrubs to be \$500 - \$2,000 each.

\$150,000 in Excess Stadium Tax Funds would provide funding for 5 furnishings per block (when space allows) on the Broadway, George, Wisconsin, Main and Reed Street corridors.

\$75,000 in Excess Stadium Tax Funds would provide funding for 3 furnishings per block of the Broadway, George, Wisconsin, Main and Reed Street corridors.

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Finance Department

**DATE PROPOSED:** August 1, 2016

**PROPOSED PROJECT TITLE:**

Fund future City debt payments.

**PROJECTED COST:** \$1,249,000

**PROJECT DESCRIPTION:**

My suggestion would be to use the money in \$250,000 increments for the five years of the debt bubble.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Fire Department

**DATE PROPOSED:** October 20, 2016

**PROPOSED PROJECT TITLE:**

Purchase new ambulance.

**PROJECTED COST:** \$270,000 (includes 2010 ambulance trade-in value)

**PROJECT DESCRIPTION:**

See attached letter.

**CITY COUNCIL COMMENTS:**



# Memo



**To:** Honorable Mayor Michael Walsh  
Members of the Common Council

**From:** Dennis L. Rubin, Fire Chief *DeRubin*

**Date:** October 20, 2016

**Re:** Request to purchase a new Fire Rescue Department Ambulance utilizing stadium tax refund

The Fire & Rescue Department would like to respectfully request permission to purchase a new emergency medical ambulance to transport sick and injured people to the hospital utilizing a portion of the stadium tax rebate funding. The Department needs this new vehicle to replace the 2010 (7-year-old) Ford Horton ambulance. The 2010 model vehicle has 95,014 miles reflected on its odometer. Further, the hour meter on this vehicle reads 6,756 operating hours. This vehicle is currently in poor condition and needs to be replaced.

This 2010 model vehicle has been plagued with maintenance issues and has cost more than twice as much to maintain as any other ambulance in the fire rescue fleet. In spite of the extremely high maintenance cost, this vehicle has been out of service for a significant time period during the year. There were three recent occasions where the vehicle could not complete an emergency response and had to be taken out of service for maintenance. At least once, the ambulance was towed to the repair shop based on an engine failure. This vehicle has proved itself to be costly, but more importantly unreliable for our citizens in their time of need.

The De Pere Common Council challenged the departments to put forth a spending plan the demonstrates a responsible utilization of the stadium tax rebate funds to include how the proposed expenditure would generate income, making a sound return on this investment. We believe that this is just such a plan. Each ambulance in De Pere returns approximately \$400,000 annually through the collection of ambulance service fees, thereby significantly reducing the tax liability to our community. In order to ensure that this revenue stream continues into the future, the Department is in need of a safe, reliable and cost effective and efficient response fleet. This particular 2010 vehicle does not meet any of the above criteria.

The City council has approved and the department will take delivery of a 2017 medium duty ambulance, which will be a good start towards resolving the dilemma of the current condition of the ambulance fleet. The medium duty chassis was selected by fleet management to provide more reliable, safer service in a

cost effective manner than the Type III style ambulance traditionally used by the City of De Pere. The department is proposing is to purchase a 2018 ambulance to provide front line service to the citizens of the other side of the river and removing the 2010 Ford Horton from the fleet as it has reached its efficient, effective and safe end of service life.

This proposal will address the exorbitant maintenance costs generated by the 2010 Ford Horton, as well as the lack of dependability of this specific vehicle. This vehicle is in the forefront for replacement in our fleet. This would be a positive avenue to reinvest the stadium tax revenues for the citizens of De Pere by ensuring the reliability of a continuing to generate a revenue stream of more than \$800,000 and growing.

As for the disposition of the 2010 ambulance, we are recommending it becomes a "trade-in" with the dealer allowance amount being used to help defray the cost of the requested new unit. The Department is requesting \$265,000 for the replacement of 2010 Ambulance. The request is to use the stadium tax refund to support the purchase of this much needed lifesaving vehicle.

The replacement vehicle that the Fire Rescue Department is requesting approval to purchase is a 2018 Horton/International Type I, Medium Duty, configuration walk through ambulance. This is a fuel efficient, highly reliable emergency response ambulance that is currently in successful use by many other fire rescue departments across America. The selected ambulance meets all national and state ambulance standards and the needs of the City of De Pere now and for many years into the future at a total fixed cost not to exceed \$270,000.

Thank you for your consideration of this request. We respectfully urge the City Council to approve our request to purchase a 2018 Horton/International Type I, Medium Duty, and configuration walk through ambulance for a delivered total price of \$270,000.00, (includes the 2010 ambulance trade-in) by using a portion of the stadium tax refund monies.

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

***PROPOSED BY:*** Fire Department

***DATE PROPOSED:*** October 20, 2016

***PROPOSED PROJECT TITLE:***

Purchase message center reader board / sign.

***PROJECTED COST:*** \$37,140

***PROJECT DESCRIPTION:***

See attached letter.

***CITY COUNCIL COMMENTS:***



# CITY OF DE PERE

## Fire Rescue Department

400 Lewis Street  
De Pere, WI 54115-2717  
(920) 339-4091



October 20, 2016

To Whom It May Concern:

The Fire & Rescue Department would like to respectfully request permission to purchase a Message Center Reader Board. The De Pere Common Council challenged the departments to put forth a spending plan that demonstrates a responsible utilization of the stadium tax rebate funds to include how the expenditure would generate income, making a sound return on this investment. The Message Center Reader Board will not generate income, if we are able to prevent harm in our community, it will be the ultimate sound investment.

The most significant action we can take is to provide education to the citizens of De Pere on how to make responsible choices regarding health and safety. This is one of our greatest responsibilities and is the cornerstone of the mission of the Public Safety agencies is to, "Prevent Harm in Our Community."

Simply stated, our goal is the education of all our citizens to recognize the proper actions to take in case of a fire or life threatening emergency. We have a number of programs and tools available to accomplish this goal. This Message Center Reader Board will assist in sharing our interest to promote and improve fire prevention and accident prevention.

Background: On May 31, 1894 the Columbian Fire Company (West Side Fire Company for De Pere) received a new fire bell. The bell was made by the Centennial Bell Foundry of Milwaukee, composed of 800 pounds of copper and tin at a cost of \$124. This bell served the community for almost 40 years until they discontinued using it due to *"causing too much of a stir in the community and causing the fire department to be followed by long lines of automobiles which hampered the movements of the firemen"*. During our county's Bicentennial year 1976, a time capsule was placed under the bell at its current resting place on the corner of Broadway and Lewis Streets adjacent to Fire Station 1.

The sign we are currently proposing would sit at the same location, with the bell integrated into the design. The Department of Transportation's annual average daily traffic report estimates 18,700 vehicles drive past this location on any given day, with 31,400 vehicles traveling through the roundabout. With such great exposure, we will be able to use this sign year round to promote safety messages.

**Public Safety Announcements:**

- Change your clock – Change your batteries
- Firework Safety during 4<sup>th</sup> of July – safety tips, burn tips, etc.
- 12 Days of Christmas – 12 days of holiday fire safety tips
- Recreational bon fire safety and regulations
- Halloween Safety tips
- Summer safety tips – dehydration, safe grilling, etc.
- Signs of Stroke, Signs of Heart attack, Stop Drop and Roll

**Community Notices:**

- Weather advisories (*snow emergency*)
- Burn bans
- Amber alerts
- Silver alerts

**Special Notices From:**

- City Hall
- Police Department
- Health Department

**Notifications of Upcoming Events:**

- Blood drives
- CPR or First aid courses
- Fire Department Open House
- Smoke Alarm/CO Blitz
- Voter information

The messages can be programmed one year in advance and the image speed and brightness can be adjusted to meet the needs of the public passing by the Reader Board. All message changes will be handled by the Fire Department with approval from the Fire Chief. All of these messages will be consistent with the mission and values of the City of De Pere and will positively reflect the concern that the City has for its residents, visitors and businesses.

**Creative Sign Cost Quote:**

|                                      |                 |
|--------------------------------------|-----------------|
| Color WatchFire Message Center: 19mm | \$22,500        |
| Fabrication and Installation:        | 3,200           |
| Foundation:                          | 3,680           |
| Brick Pillars:                       | 5,400           |
| Top Support/Install Bell:            | 1,360           |
| Electrical:                          | 1,000           |
| <b>TOTAL:</b>                        | <b>\$37,140</b> |

*Annual (electrical) cost of operations:* \$314

Thank you for your consideration of this request. We respectfully urge the City Council to approve our request to purchase a Message Center Reader Board for a total price of \$37,240, by using a portion of the stadium tax refund monies.





Creative Sign Co.  
505 Lawrence Dr.  
De Pere, WI 54115  
920.336.8900  
www.greenbaysigns.com

## PROPOSAL

Proposal: #1  
Proposal Date: 10.20.16  
Page: 1

|                                                                                                                                    |                    |
|------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Client: De Pere Fire Rescue<br>400 Lewis Street<br>De Pere WI 54115<br>Attn: Rod Deviley<br>rdeviley@mail.de-pere.org 920.606.7277 | Job Location: SAME |
|------------------------------------------------------------------------------------------------------------------------------------|--------------------|

### MONUMENT SIGN W/Message Center:

Fabricate and install monument sign on client supplied brick pillars; client to install support along top of pillars to support a bell that they will also install; per design #D10751 pg. 1:

\$ 3,200 + tax & permit

Options for Creative Sign Company provide the following:  
(Add to sign cabinet cost above):

Foundation: \$ 3,680 + tax  
Brick Pillars: \$ 5,400 + tax  
Top Support/Install Bell: \$ 1,360 + tax  
Electrical: \$ 1,000 + tax  
(Ran from bldg. nearby)

### MESSAGE CENTER OPTIONS (ADD to Costs Above)

Fabricate and install 25mm Full Color WatchFire Message Center w/WiFi operation: \$20,800 + tax  
Fabricate and install 19mm Full Color WatchFire Message Center w/WiFi operation: \$22,500 + tax  
Fabricate and install 16mm Full Color WatchFire Message Center w/WiFi operation: \$23,300 + tax

The proposal amount does not include sales tax, permits, engineering, primary wiring, or final electrical connection unless specifically stated. Engineering cost if required, to be paid by customer. Unforeseen/difficult digging conditions will be billed to customer. All signs are wired at 120 volts unless otherwise specified in writing.

Payment Terms: 75% down payment is required, balance due upon installation. 1.5% interest on all balances over 30 days. 18% annual fee applicable taxes added to invoice.

Sign project will be placed into production after receipt of all of the following; 1) Signed proposal acceptance, 2) Signed drawing approval, 3) Down payment, and 4) Permit approval, if required. Approximately one week after receipt of these requirements, an estimated completion date will be communicated to the client. No project will be started until down payment has been received, unless prior arrangements have been made.

All material is guaranteed to be as specified. (2) year warranty on all parts and labor excluding lamps. (5) year warranty on LED's and transformers. All work to be completed in a professional manner according to standard practices. Any alteration or deviation from the above specifications will be executed only upon written change order(s), and will become an extra charge, to be paid by the Client, over and above the proposal amount. All agreements contingent upon strikes, accidents or delays beyond our control. Our workers are fully covered by Worker's Compensation Insurance. All lawyer and court fees to be paid by buyer if this is disputed.

This proposal does not become effective until signed and dated by Creative Sign Company and may be withdrawn if not accepted within thirty (30) days.

The prices, specifications, terms, and conditions contained herein are satisfactory and are hereby accepted. Creative Sign Company is authorized to do the work as specified. Payment will be made in accordance with the terms above.

SIGNATURE: \_\_\_\_\_  
Rod Deviley - De Pere Fire Rescue

DATE: \_\_\_\_\_

SALESPERSON: \_\_\_\_\_  
Kelli Lax - Senior Sign Consultant

DATE: 10.20.16





**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

***PROPOSED BY:*** Fire Department

***DATE PROPOSED:*** October 21, 2016

***PROPOSED PROJECT TITLE:***

Vehicle stabilization kit for extrication.

***PROJECTED COST:*** \$5,500

***PROJECT DESCRIPTION:***

Rescue 42 Truck set. Struts and all necessary equipment for stabilization of vehicles or other items in extrication. We currently have no way of stabilizing a vehicle that is on its side or roof. Very big safety concern for our members.

Includes: 4 adjustable struts, straps, and all accessories

***CITY COUNCIL COMMENTS:***



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Fire Department

**DATE PROPOSED:** October 21, 2016

**PROPOSED PROJECT TITLE:**

High-rise standpipe packs.

**PROJECTED COST:** \$11,250 (\$3,750 per engine)

**PROJECT DESCRIPTION:**

Currently we have our Highrise packs utilizing 1 ¾" hose which will probably not meet the demands of the fire load and fire in a high rise structure. Revised packs will contain the following per Engine:

(4) - 50 foot 2" with 2 ½" coupler Key No-Kink hose

10 foot 2 ½" pig tail hose

In line pressure gauge

50 foot 1 ¾" with 1 ½" coupler Key No-Kink Hose

Smooth bore nozzle with removable tips being 1 1/8"

Smooth bore nozzle with 7/8" tip

Vise grip

Double male

Double female

Carry bag

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Fire Department

**DATE PROPOSED:** October 21, 2016

**PROPOSED PROJECT TITLE:**

Finish out items at Station 2.

**PROJECTED COST:** \$8,000

**PROJECT DESCRIPTION:**

None.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Fire Department

**DATE PROPOSED:** October 21, 2016

**PROPOSED PROJECT TITLE:**

Detached garage for Station 2.

**PROJECTED COST:** \$60,000

**PROJECT DESCRIPTION:**

30' x 40' – 1,200 square foot storage area.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Fire Department

**DATE PROPOSED:** October 21, 2016

**PROPOSED PROJECT TITLE:**

Purchase second set of turnout gear for every firefighter.

**PROJECTED COST:** \$65,000 - \$78,000

**PROJECT DESCRIPTION:**

Each firefighter is issued (1) set of gear currently for use. During fires or accidents, gear becomes very dirty with smoke. Smoke includes carcinogens which are bad for firefighter health. We currently have to wait for a day off duty to wash our turnout gear and let dry. We then have to rely on shift members on different days to finish our gear and hang it to dry. When our gear is dirty it also prohibits us from wearing our gear to school talks as the carcinogens are bad for all. Our gear also gets bloody at accident scenes. A second set of gear would alleviate these problems as we would always have a clean set of gear for use.

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Fire Department

**DATE PROPOSED:** October 20, 2016

**PROPOSED PROJECT TITLE:**

Community CPR Initiative.

**PROJECTED COST:** \$4,500

**PROJECT DESCRIPTION:**

The Fire Department is in the process of developing a community CPR/AED training and awareness initiative. Nationwide, one of the leading causes of death is sudden cardiac arrest. Survival for these patients relies on a key chain of events happening immediately. Immediate bystander CPR and AED access is the key link in this chain of survival that has the biggest impact on outcomes from these tragic events.

The City and Fire Department in particular, is in a unique fortunate position of having a Medical College in our City with personal and professional relationships already established with the Administration of this school. We have already begun working with several students on their various endeavors. Most importantly, each of these students has an expectation to complete a community project as a key part of their program. These will range from performing research to developing community health initiatives. Each and every one of these projects will have the potential to benefit our community as well as showcase a great mutually beneficial partnership. This may even lead students to choose to stay in this area to practice upon graduation based upon their newly formed ties to the community.

The goal of the program is to promote CPR/AED training and awareness throughout our community and make De Pere an example to follow in the quest for survival of sudden cardiac arrest. Similar initiatives have been in place in cities across the country with amazing results. King County, WA is a prime example of a success story in action. They have the highest survival rate in the world.

<http://www.kingcounty.gov/depts/health/news/2014/May/19-cardiac-survival.aspx>

The key components of our plan are as follows:

1. Train and certify 4-5 willing department members to be AHA BLS Instructors. They will serve as the oversight for the classes and allow compliance with AHA Training Center requirements. We will be affiliated with the Aurora Health AHA training system and the instructor course will be provided free of charge. This is valued at over \$300 per student
2. Using these certified instructors, train MCW students in "Hands Only CPR" which will allow them to assist in Fire Department sponsored classes but also enables them to teach this non-certified but vital skill as they move forward in their education. Some examples would be schools, civic groups, churches, etc. There would be no cost involved in this portion other than documentation supplies and the use of department training equipment as it is not a certification course.
3. Offer "Hands Only CPR" courses in the training room at Station 1 at least one time per month. It will be scheduled in blocks to allow multiple offerings in a day to provide maximum flexibility. An example would be Saturday from 8-12 we would offer the approximately 1 hour course 4 times, or on a weeknight evening it could be offered 1-2 times. Demand would drive these courses.
4. Offer at least one AHA certified (card received) in the Station 1. This is usually a 4-5 hour



process with lecture, hands on and written testing. This course will have a small user fee associated to cover the cost of the cards, disposable supplies, and snacks if provided. The typical course cost through other vendors is \$75-150. The goal is to keep it well below that level and closer to the \$20-50 price point. The students who will take this course typically do so due to a requirement for school or work. 5. During each of these classes AED availability and increasing community CPR awareness will be a key focus of the curriculum. An emphasis will be placed on community responsibility and the likelihood that if the skills are needed, it is typically a loved one in distress.

6. We will continually partner with MCW as their students cycle through and hope this provides a catalyst for continued discussion and increasing health initiatives for the Citizens of De Pere.

7. Collect and publish data as it pertains to this initiative and our partnership with MCW and any potential impact it has had in our community.

#### Details of projected cost:

1. Initial Instructor Certification Course- Training provided at no cost by Aurora Health Care.
2. Wage for Instructor Candidates- 4 people- Approximately \$800
3. AHA Instructor Manuals & DVD Set (used during classes)- \$500
4. Training Manikins- Additional needed to supplement current supply. Maximum cost of \$2500 and may be reduced with corporate matching funds from supplier.
5. AED Training Units- Obtain 2 training units similar to those found most frequently in the community. Maximum \$600 and may be reduced by corporate matching funds from supplier.

#### Proposed financing methods:

1. Initial cost of training course, wages for courses, and start-up supplies from undesignated refund assets.
2. Nominal user fee to cover costs of AHA cards, airway devices, and manikin maintenance (disposables) for AHA Certification courses only.
3. Projected maximum yearly cost of \$2500 to cover wages for instructors as needed.
4. Possibility exists of some grant funding from Healthcare Emergency Response Coalition as program is developed. These are state and federal funds administered through the HERC and are geared towards projects that impact a large audience.

#### Additional annual costs:

1. Minimal projected ongoing costs other than previously mentioned wages and disposable supplies which will only be used during the certification courses. This is a very reasonable capital outlay for the potential community benefit.

#### Project justification:

Survival from out-of-hospital cardiac arrest is directly linked to the system of care that exists in the community. When the following events occur, the victim has the best possible chance for survival:

A bystander recognizes SCA and activates the emergency response by calling 911.

Chest compressions are initiated immediately.

An AED is rapidly applied and a shock delivered as indicated.

EMS professionals respond quickly and perform evidence-based resuscitation techniques.

The receiving hospital is a cardiac center that provides state-of-the-art integrated post-cardiac arrest care.

Failure to provide any of these critical interventions will significantly decrease survival. To maximize survival, each of the steps described above must be comprehensively evaluated, tested, and improved. Survival rates vary widely among communities across the country, ranging from 0% to 52% for EMS-treated bystander witnessed cardiac arrest. The key component to reducing the variation between communities is through efforts to increase bystander CPR, ensure AED availability and usage, and provide the highest quality EMS care. A cardiac arrest victim is twice as likely to live when bystanders give CPR, and survival can again be doubled when AEDs are used.

*CITY COUNCIL COMMENTS:*



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Information Technology

**DATE PROPOSED:** January 27, 2017

**PROPOSED PROJECT TITLE:**

Interactive Digital Wayfinding Signs for Downtown/Mulva Center

**PROJECTED COST:** No data available

**PROJECT DESCRIPTION:**

Waiting for additional project detail and cost information from Creative Sign Company.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Information Technology

**DATE PROPOSED:** January 27, 2017

**PROPOSED PROJECT TITLE:**

Digital signs for City Hall and Community Center

**PROJECTED COST:** \$42,000 - \$80,000

**PROJECT DESCRIPTION:**

Purpose:

Communicate the following: Events, navigation, meetings, municipal road construction, leaf collection, snow removal, water department information, voting information, etc.

Schedule:

Design 1 to 2 weeks.

Installation approximately 4-6 weeks upon approval and permit of sign design.

How does it work:

Sign is based on watchfire technology.

Content is designed with an online portal.

The sign has a internet connection and it downloads the latest content as it becomes available.

See attachment for sign examples.

**CITY COUNCIL COMMENTS:**



- Foxview Intermediate School \$20,000 to modify existing monument



- City of New London \$32,000





- Winneconne School District \$21,000



Please let me know if you have any questions.

Steve Massey  
IT Administrator  
City of De Pere

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Bomier boat launch expansion

**PROJECTED COST:** \$100,000

**PROJECT DESCRIPTION:**

Partners with NRDA and WDNR funds to complete a close to a \$500,000 improvement at Bomier. Includes additional parking, expanded boat launch, and ADA accessible canoe/kayak launch.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Community Center expansion and upgrade

**PROJECTED COST:** \$450,000

**PROJECT DESCRIPTION:**

Upgrades to the current facility furniture and technology. Adds small expansion to lower level on the south side of building. Expansion includes multi-purpose room and needed office space much needed office space.

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

***PROPOSED BY:*** Parks, Recreation and Forestry Department

***DATE PROPOSED:*** October 17, 2016

***PROPOSED PROJECT TITLE:***

James street parkway boat dock extension

***PROJECTED COST:*** \$50,000

***PROJECT DESCRIPTION:***

The extension begins to connect the current docks at James Street Parkway with the dock that was installed for the Rivertype. Additional docking space would aid in making downtown attractive to boaters.

***CITY COUNCIL COMMENTS:***

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Kelly Danen Park lighting

**PROJECTED COST:** \$200,000

**PROJECT DESCRIPTION:**

The lighting at KD Baseball Park is old and inefficient. Poles and wiring have been deteriorating for many years. Replacement of the lights would allow for more efficient and effective lighting for children to play baseball at the park.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Kiwanis Park shelter

**PROJECTED COST:** \$160,000

**PROJECT DESCRIPTION:**

Provides bathroom facility and shelter for renting and park program for a popular neighborhood park.

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

***PROPOSED BY:*** Parks, Recreation and Forestry Department

***DATE PROPOSED:*** October 17, 2016

***PROPOSED PROJECT TITLE:***

Pool Design

***PROJECTED COST:*** \$200,000

***PROJECT DESCRIPTION:***

Design and engineering of either a new aquatic center at a location, or redesign of the current pools. The city has currently decided to go with one Aquatic Center. Once a location is determined, the City will move forward with plans to design and develop cost estimates.

***CITY COUNCIL COMMENTS:***

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Riverwalk webcam

**PROJECTED COST:** \$80,000

**PROJECT DESCRIPTION:**

The Web Cam for Riverwalk (\$80,000) includes live feeds of the Riverwalk and an underwater cam for the walleye and sturgeon runs. Webcam would add a feature to the Riverwalk and would ultimately provide a very good public relation and marketing of the facility.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Southwest Park playground equipment

**PROJECTED COST:** \$80,000

**PROJECT DESCRIPTION:**

Adds on to current playground, adds poured in place surfacing.

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Southwest Park soccer field

**PROJECTED COST:** \$250,000

**PROJECT DESCRIPTION:**

Adds soccer field and small parking to the southerly portion of Southwest Park. The City has already dedicated a \$21,000 donation toward making the area a flat green space usable for soccer, however additional funding would be needed to grade it appropriately for a game caliber field(s) and add parking so that the current parking lot does not get over burdened.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Splashpad

**PROJECTED COST:** \$300,000

**PROJECT DESCRIPTION:**

A splash pad is a zero depth water play facility that has become attractions for many cities. Location unknown but may be determined through aquatic facility location process.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Voyageur Park amphitheater / stage

**PROJECTED COST:** \$125,000

**PROJECT DESCRIPTION:**

To be used for City Band and summer concert series. Would also enhance riverfront and special events.

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Parks, Recreation and Forestry Department

**DATE PROPOSED:** October 17, 2016

**PROPOSED PROJECT TITLE:**

Voyager Park playground equipment

**PROJECTED COST:** \$200,000

**PROJECT DESCRIPTION:**

Creates a larger playground which have been known to be “destinations” for young children/families. Similar to Sand Acres Park in Ashwaubenon. Current playground is over 20 years old and will need replacement soon.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Planning and Economic Development

**DATE PROPOSED:** January 13, 2017

**PROPOSED PROJECT TITLE:**

Downtown pedestrian and place making improvements

**PROJECTED COST:** Unknown

**PROJECT DESCRIPTION:**

Objective: Improve public gathering spaces in the Downtown in order to increase economic development and quality of life.

Why: Placemaking and authentic public gathering spaces are critical to the success of Downtowns and are a key element in attracting millennials and baby boomers, likely residents and visitors to Downtowns. Placemaking is increasingly related to the health of communities because it is closely linked to walkability.

What: Downtown De Pere includes a number of potential locations that could be upgraded and improved to public gathering areas. Here are a few:

The pedestrian connection (alley) that links the Nicolet Square Parking lot to Main Ave.

George Street Landing.

Green space south of the bowling alley.

James Street streetscape area – Possible fountain replacement.

Cost: The cost of this type of project is highly variable depending on preferred results. There are also a number of approaches that could yield results including:

Conventional: Choose a City owned site, hire a consultant, draft a plan, implement plan.

Competition: Select the site. Host a competition. Choose preferred design. Implement plan.

Collaborative: Select the site. Select the group. Grass roots effort to implement.

Check out what Appleton has been up to: <https://appletondowntown.org/creative-downtown/>

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Planning and Economic Development

**DATE PROPOSED:** January 13, 2017

**PROPOSED PROJECT TITLE:**

Redevelopment of Front Street parking lot

**PROJECTED COST:** Unknown - \$100,000 plus

**PROJECT DESCRIPTION:**

Objective: Use public funds to help close the financial gap often incurred when developing and/or redeveloping downtown properties.

Why: Downtown redevelopment is much more complicated than greenfield development. There are typically increased costs as related to possible environmental issues, urban locations and increased design standards. Urban, mixed-use, development/redevelopment projects rarely, if ever, happen without some sort of public assistance or public private partnership.

What: The City could take a proactive role in determining the next preferred spot for redevelopment and invest in that area. There are a number of possible redevelopment sites in Downtown De Pere but each has its own unique circumstances. Examples of possible investment include land acquisition, infrastructure improvements, site plan/design services, market studies, environmental remediation, et al. A City owned and constructed parking ramp that serves the Downtown and opens up other property for redevelopment is another possible alternative.

**Proposed Process:**

City staff to map possible redevelopment areas and scenarios.

Council to prioritize redevelopment areas.

Staff to list possible investments within the priority area.

Council to determine final investment.

City to market property as 'development ready'

The cost could range widely depending on project requested but likely would not have a significant impact on the possible development parcel unless the investment is in the \$100,000 range.

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Planning and Economic Development

**DATE PROPOSED:** January 13, 2017

**PROPOSED PROJECT TITLE:**

Art initiatives

**PROJECTED COST:** \$25,000 - \$50,000

**PROJECT DESCRIPTION:**

Objective: Continue De Pere's tradition of high quality art and culture by investing in other art initiatives.

Why: To promote the art and provide definition to the City of De Pere as a place for art. Placemaking that increases quality of life and helps attract businesses, visitors and residents.

What: Art or graphic addition to the pillars on the bridge and, or Highly visible murals or sculptures in key locations.

How: The easiest implementation would be to provide funding to Definitely De Pere (or another capable organization) with objectives and goals for the funding. Then allow the funding recipient to create a program and implement projects within a set timeframe.

The cost could be variable depending on amount of art and type of program desired. \$25,000 to \$50,000 recommended to make a lasting impact

**CITY COUNCIL COMMENTS:**

## City of De Pere Stadium Tax Rebate Project Recommendations

### February 7, 2017

**PROPOSED BY:** Planning and Economic Development

**DATE PROPOSED:** January 13, 2017

**PROPOSED PROJECT TITLE:**

City of De Pere strategic plan or vision

**PROJECTED COST:** \$50,000 - \$150,000

**PROJECT DESCRIPTION:**

Objective: A strategic plan that establishes a shared vision for the future of De Pere and includes priority implementation strategies.

Multiple variations on scope and price are possible depending on desired outcome. The narrative below provides a City-Wide perspective but another viable alternative is to work on a Vision focused on the Downtown.

The goal of the Strategic Plan is to guide the responsible use of resources, effectiveness and efficiency in municipal service delivery and accountability to citizens, Council and stakeholders. A strategic plan can be completed for the entire community, or it can be focused in one area. Wauwatosa completed a city-wide strategic plan in 2014 and provides annual updates on progress. The City of Appleton completed a strategic plan that focused on economic development and branding (links provided below for reference).

The City of De Pere budget provides some of the information that is often found in a traditional strategic plan but that information is separated by department and also does not forecast into the future. Other City documents like the Comprehensive Plan and Downtown Master Plan provide direction for the future, but

A successful strategic plan will include a vision for the community that is developed and supported by residents, strategic goals in order to fulfill the vision and implementation and action items.

Why: Trends show population growth in and around urban centers, however, some urban centers are doing a better job than others at attracting and retaining the population needed to sustain economic growth. The City of De Pere provides numerous amenities and assets including high quality housing stock, great schools, efficient municipal services, safety and abundant recreational choices (downtown to parks to trails). The City consistently ranks high on livability indexes. However, De Pere now faces stiff competition from other similar sized communities. As workers shift from choosing where to live first before choosing where to work, it becomes increasingly important for the City to tell our story and market our assets.

Options: The scope of this type of project can vary widely depending on the type of project desired. There is a large difference between a full City-wide strategic plan and the development of a new logo. When determining the scope, consider the following:

A new logo or slogan is most effective when tied to a strong vision for the community. What should De Pere be in 10 years? Should downtown buildings be tall and modern? Or mid-size and historic? Or a mix of both? What types of parks and public spaces are needed for our residents? Is there a specific cluster of business industry that we should capitalize on? How does De Pere differ from our neighbors? What's our niche? Is De Pere progressive? Is De Pere sustainable? Where should we grow? How should we grow? Does De Pere provide the best municipal services? If the answers to these questions are not known, then starting with a strategic plan that has a logo/slogan as an end deliverable may make sense.

Any scope considered should be a collaborative effort with stakeholders and the community. The scope could be limited by work involved but also limited geographically. A strategic plan could encompass the entire city but, alternatively, focus on housing, downtown, business parks, public services, et al.

If branding (logo/slogan) is desired, the most successful branding efforts reflect not only who we are as a community, but also where we want to go. The brand should be distinct enough to reflect De Pere and 'catchy' enough to be celebrated by the community. The 'Pure Michigan' campaign success is something we should strive for. A unified brand and slogan is important on many levels. From an Economic Development standpoint, it helps us market businesses that may not be familiar with De Pere or the

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region. For residents, it establishes the expectation for the type of service we provide and the type of community we strive to be. Rather than a generic tagline, any branding should be authentically De Pere.

Samples of Possible Deliverables:

SWOT Analysis of City.

Public Participation and Input Sessions – Visioning Statement.

3 Top Strategies for Future of De Pere - Implementation table on how to get there.

Marketing and Communication Plan (how to infiltrate brand into website/documents/social media/ et al).

City logo.

City Slogan or Tag Line.

The appropriate firm would have the ability to lead elected officials and stakeholders through strategic visioning sessions and also have the ability to work with the public at large in terms of outreach, open houses, idea generation and feedback. Public participation yields more successful plans because participants have ownership in, and are able to tell the story of, the final deliverable. In some ways, the process is similar to the types of public involvement that occurs with a Comprehensive Plan but in this case, it needs to be more focused and engaging. The level of public participation would vary depending on project scope and desired outcome.

Estimated Cost - \$50,000-\$150,000 (depending on scope and desired deliverables).

Some relevant articles and comparable projects:

<https://www.clearpointstrategy.com/what-is-a-strategic-plan-for-your-city/>

<http://www.wauwatosa.net/index.aspx?NID=1236>

<http://www.manheimsolutions.com/appleton-wisconsin-announces-new-strategic-planning-initiative/>

<http://www.howdesign.com/resources-education/online-design-courses-education/4-key-reasons-branding-is-important/>

<http://www.governing.com/topics/economic-dev/gov-municipal-branding-campaigns-worth-price.html>

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***CITY COUNCIL COMMENTS:***

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**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Planning and Economic Development

**DATE PROPOSED:** January 13, 2017

**PROPOSED PROJECT TITLE:**

Micro or revolving loan fund

**PROJECTED COST:** \$250,000

**PROJECT DESCRIPTION:**

Objective: Establish a City operated revolving loan fund used to fulfill growth objectives.

Why: The City currently manages a revolving loan fund (RLF) account that is governed by rules and regulations as set by HUD and the State of Wisconsin. The RLF can be used for a number of things but the stringent reporting requirements result in working capital being the only feasible option. Sometimes the loan reporting requirements set by the state and federal governments (which seem to increase every year), deter potential applicants.

What: De Pere could set aside a portion of the stadium tax money to establish a municipal revolving loan fund. The loan fund could be used in order to target specific desired investment areas that are important to the City. For example:

Downtown Investment – loans could be available to downtown businesses.

Physical Development – loans available for those who provide building/site design efforts above Code requirements.

Residential Development – loans could be given to home buyers who renovate existing housing stock in specific areas of De Pere – Or multi family-mixed use developments.

New businesses – loans could be made to start up or new businesses to the Green Bay Region - specific clusters of business could be targeted.

Placemaking – loans could be made to projects that add placemaking elements like public art, plazas, seating area, paths, etc.

Because the program is loan based, loan repayments (principle and interest) should replenish the account over time, resulting in a long term incentive program.

The objectives for the loan fund, as well as a loan manual and application, must be completed prior to the issuance of any loans. The Loan requirements must clearly set out the requirements for an application to ensure fairness. The requirements will need to consider collateral, loan terms, default provisions, etc. All loans carry some level of risk and municipal programs like this often provide loans to applicants that otherwise would not qualify for 100% private financing. A successful loan program would target a specific area of need for the City of De Pere and then craft an attractive loan offering around that need.

Implementation Timeline: 6-9 Months.

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*CITY COUNCIL COMMENTS:*

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Police Department

**DATE PROPOSED:** October 14, 2016

**PROPOSED PROJECT TITLE:**

Police Department garage addition

**PROJECTED COST:** Unknown

**PROJECT DESCRIPTION:**

Add on to the police department garage for enclosed parking for vehicles, or at least hire a consultant to give an idea of what the plans would look like and the costs for the future.

**CITY COUNCIL COMMENTS:**



**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Public Works

**DATE PROPOSED:** January 23, 2017

**PROPOSED PROJECT TITLE:**

Downtown dumpster enclosures

**PROJECTED COST:** \$480,000

**PROJECT DESCRIPTION:**

Use money to fund building decorative dumpster enclosures for our downtown areas. Dumpster enclosures are estimated to cost \$60,000. We will need approximately four on west side and approximately four on east side.  $\$60,000 * 8 = \$480,000$ .

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

**PROPOSED BY:** Public Works

**DATE PROPOSED:** January 23, 2017

**PROPOSED PROJECT TITLE:**

Southern Bridge

**PROJECTED COST:** Unknown (City share of estimated \$100 million total project cost)

**PROJECT DESCRIPTION:**

Set money aside for future building of southern bridge corridor.

**CITY COUNCIL COMMENTS:**

**City of De Pere Stadium Tax Rebate Project Recommendations**  
**February 7, 2017**

***PROPOSED BY:*** Public Works

***DATE PROPOSED:*** January 23, 2017

***PROPOSED PROJECT TITLE:***

Nicolet Square Improvements

***PROJECTED COST:*** Unknown

***PROJECT DESCRIPTION:***

Consider putting the money towards reconstructing the Nicolet Square parking lot as per master plan.

***CITY COUNCIL COMMENTS:***



| Item # | Proposed By                   | Proposed Project Title                                          | Estimated Cost | Page # |
|--------|-------------------------------|-----------------------------------------------------------------|----------------|--------|
| 1      | Citizens of De Pere           | Individual citizen suggestions                                  | Not Provided   | 5-6    |
| 2      | Building Inspection           | Former Claude-Allouez Bridge Approach Project                   | Not Provided   | 7-12   |
| 3      | City Administrator            | City Hall space utilization analysis/report                     | 15,000         | 13     |
| 4      | City Administrator            | Remodel City Hall 2nd Floor office area to add an office        | 40,000         | 14     |
| 5      | City Administrator            | OpenGov financial software                                      | 35,475         | 15-28  |
| 6      | City Administrator            | Security Cameras installed on exterior of municipal buildings   | 100,000        | 29-41  |
| 7      | City Attorney                 | Re-write of City zoning code                                    | 45,000         | 42     |
| 8      | City Attorney                 | City-wide document management system                            | 200,000        | 43     |
| 9      | City Council                  | Fund City Debt payments/sliding scale options                   | 1,287,474      | 44-45  |
| 10     | City Council - Ald. Carpenter | Any project that can increase City revenues                     | Not Provided   | 46     |
| 11     | City Council - Ald. Carpenter | Pay down debt                                                   | Not Provided   | 47     |
| 12     | City Council - Ald. Carpenter | Return funds to tax payers                                      | Not Provided   | 48     |
| 13     | City Council - Ald. Crevier   | Mulva Center Project/downtown improvements                      | 200,000        | 49     |
| 14     | City Council - Ald. Donovan   | Annuity                                                         | Unknown        | 50     |
| 15     | City Council - Ald. Jennings  | Debt relief/capital project/equipment funding                   | 412,000        | 51     |
| 16     | City Council - Ald. Jennings  | Economic Development project funding                            | 837,000        | 52     |
| 17     | Definitely De Pere            | Establish City vision/brand                                     | 50,000-100,000 | 53-55  |
| 18     | Definitely De Pere            | De Pere public art initiative                                   | 50,000-100,000 | 56-58  |
| 19     | Definitely De Pere            | De Pere streetscape project                                     | 75,000-150,000 | 59-60  |
| 20     | Finance Department            | Fund future City debt payments                                  | 1,287,474      | 61     |
| 21     | Fire Department               | Purchase new ambulance                                          | 270,000        | 62-64  |
| 22     | Fire Department               | Purchase message center reader board/sign                       | 37,140         | 65-69  |
| 23     | Fire Department               | Vehicle stabilazation kit for extrication                       | 5,500          | 70     |
| 24     | Fire Department               | High-rise standpipe packs                                       | 11,250         | 71     |
| 25     | Fire Department               | Finish out items at Station 2                                   | 8,000          | 72     |
| 26     | Fire Department               | Detached garage for Station 2                                   | 60,000         | 73     |
| 27     | Fire Department               | Purchase second set of turnout gear for every firefighter       | 65,000-78,000  | 74     |
| 28     | Fire Department               | Community CPR initiative                                        | 4,500          | 75-77  |
| 29     | Information Technology        | Interactive digital wayfinding signs for Downtown/ Mulva Center | Not Provided   | 78     |
| 30     | Information Technology        | Digital signs for City Hall and Community Center                | 42,000-80,000  | 79-81  |
| 31     | Parks, Rec. and Forestry      | Bomier boat launch expansion                                    | 100,000        | 82     |
| 32     | Parks, Rec. and Forestry      | Community Center expansion and upgrade                          | 450,000        | 83     |
| 33     | Parks, Rec. and Forestry      | James Street parkway boat dock extension                        | 50,000         | 84     |
| 34     | Parks, Rec. and Forestry      | Kelly Danen Park lighting                                       | 200,000        | 85     |
| 35     | Parks, Rec. and Forestry      | Kiwanis Park shelter                                            | 160,000        | 86     |
| 36     | Parks, Rec. and Forest ry     | Pool design                                                     | 200,000        | 87     |
| 37     | Parks, Rec. and Forestry      | Riverwalk webcam                                                | 80,000         | 88     |
| 38     | Parks, Rec. and Forestry      | Southwest Park playground equipment                             | 80,000         | 89     |
| 39     | Parks, Rec. and Forestry      | Southwest Park soccer field                                     | 250,000        | 90     |
| 40     | Parks, Rec. and Forest ry     | Splashpad                                                       | 300,000        | 91     |
| 41     | Parks, Rec. and Forestry      | Voyageur Park amphitheater/stage                                | 125,000        | 92     |
| 42     | Parks, Rec. and Forestry      | Voyageur Park playground equipment                              | 200,000        | 83     |

Attachment: Copy of Stadium tax proposed project list 02-28-17 (5528 : Discussion regarding Stadium Tax Surplus.)

|           |                            |                                                   |                   |        |
|-----------|----------------------------|---------------------------------------------------|-------------------|--------|
| <b>43</b> | Planning and Economic Dev. | Downtown pedestrian and place making improvements | Not Provided      | 94     |
| <b>44</b> | Planning and Economic Dev. | Redevelopment of Front Street parking lot         | unknown-100,000 + | 95     |
| <b>45</b> | Planning and Economic Dev. | Art initiatives                                   | 25,000-50,000     | 96     |
| <b>46</b> | Planning and Economic Dev. | City of De Pere strategic plan or vision          | 50,000-150,000    | 97-98  |
| <b>47</b> | Planning and Economic Dev. | Micro or revolving loan fund                      | 250,000           | 99-100 |
| <b>48</b> | Police Department          | Police Department garage addition                 | Not Provided      | 101    |
| <b>49</b> | Public Works               | Downtown dumpster enclosures                      | 480,000           | 102    |
| <b>50</b> | Public Works               | Southern Bridge                                   | Not Provided      | 103    |
| <b>51</b> | Public Works               | Nicolet Square improvements                       | Not Provided      | 104    |

Attachment: Copy of Stadium tax proposed project list 02-28-17 (5528 : Discussion regarding Stadium Tax Surplus.)