



PARK MASTER PLAN FOR THE CITY OF BREEZY POINT

JULY 3, 2025



Mr. Joe Zierden, Public Works Supervisor
City of Breezy Point
8319 County Road #11
Breezy Point, MN 56472
jzierden@cityofbreezypointmn.us

RE: Statement of Proposal to Provide Park Master Plan for the City of Breezy Point

Dear Mr. Zierden and the Park and Recreation Committee Members,

Thank you for the opportunity to introduce Moore Engineering's team and expertise for this project. We've highlighted our experience partnering with communities to identify the wants and needs of their residents when it comes to parks and public spaces. In this proposal, you'll find a QR code linking to our webpage with examples of similar projects we've completed.

I am confident that the Moore team can provide you with a plan your community can support and be proud of as different phases get completed. My experience as a County Coordinator in Region 5 will be a valuable asset, as I've successfully applied for and secured grant funding through many of the unique opportunities available in this region. I led the master planning committee for the Wadena County fairgrounds after the 2010 tornado event, which is a space that is used year-round for events with many different diverse groups who all had input. We also finalized plans that guided us through the grant application process and ultimately led to securing construction funding.

While visiting your site and seeing your new City Hall nearing completion, I see tremendous potential to have an entire City Hall Park campus that serves the community of Breezy Point for generations to come.

We appreciate the opportunity to submit our proposal and foster our relationship with the City of Breezy Point. Should you have any questions or need additional information, please contact me at 218.296.0757.

Respectfully,

Moore Engineering Inc.

A handwritten signature in blue ink, appearing to read 'Ryan Odden'.

Ryan Odden, PE | Senior Project Manager
ryan.odden@mooreengineeringinc.com | 218.296.0757
1808 East Fir Avenue | Fergus Falls, MN 56537

Understanding & Implementation

PRELIMINARY PLANNING AND PUBLIC ENGAGEMENT

We understand Breezy Point seeks a practical, engaging, and community-rooted Master Plan for its City Park. The site offers limited space but year-round potential. The city is home to a tight-knit, middle- to high-income population, with a mix of young families and older adults. Our public engagement strategy is designed to maximize community input, visibility, and participation across Breezy Point's year-round and seasonal population.

PUBLIC ENGAGEMENT RELEVANT EXPERIENCE

Our team has recently led several successful public engagement efforts across the region, demonstrating our ability to design outreach strategies that are accessible and effective.

For Beltrami County's CSAH 21/Bemidji Avenue Corridor Study, we led a targeted outreach campaign to engage everyday users and nearby residents. By partnering with local schools and promoting a mobile-friendly survey through posters, newsletters, and social media, with an incentive drawing, we gathered input from over 200 participants. These insights informed design alternatives and built trust around the study.

For the City of Bemidji's Climate Action Plan, we designed a community engagement campaign focused on climate risks such as flooding and extreme temperatures. Using the message "A More Resilient Bemidji Starts With You," we reached residents through utility bill inserts, local TV, social media, and flyers. The effort resulted in 200 survey responses and ensured community priorities were reflected in the final plan.

Our focus on public engagement has led to multiple park and recreational projects that have become a focal point for the communities that have constructed them. Listed below are a few we would like to highlight:

- River's Bend Master Plan - West Fargo, ND
- Shadow Wood Park & Splash Pad - West Fargo, ND
- Rendezvous Park - West Fargo, ND
- The Wild's Dev. & Dakota Park - West Fargo, ND

Moore will take all our experience from these projects and apply it to the City of Breezy Point to have a thoughtfully planned space that will serve the community for years in the future. Planning for parking and restrooms that serve multiple specific use areas such as playgrounds, hockey rinks, or pickleball courts will help ensure the project funding is used effectively.

PROPOSED SCOPE AND DELIVERABLES

Task 1: Site Visit, Meeting with Park & Recreation Committee, and Preliminary Master Plan Design

Our team at Moore will deliver a comprehensive and collaborative planning process that includes foundational site analysis, multiple plan alternatives, and public input opportunities that are engaging and accessible. The following scope outlines our core tasks as defined in the RFP, along with additional engagement deliverables designed to enhance transparency, participation, and community ownership of the final Master Plan.

1. Site Visit, Park & Recreation Meeting, Determine Project Timelines
 - Kickoff meeting and coordination with City staff and Parks Committee to define project schedule and goals.
2. Site Maps, Renderings, and High-Level Cost Estimates of the Plan
 - Development of three Master Plan options, each with illustrative maps and estimated costs.
3. Presentation for the Public Open House
 - Custom engagement boards
 - Handouts with plan concepts and survey information
4. Compiling Open House Feedback
 - Collection and synthesis of all public feedback into a refined plan direction.

Understanding & Implementation

Task 2: Compiling of the Master Plan

The Moore team will work with the Park Recreation Committee reviewing and prioritizing the information collected in Task 1. Moore's Landscape Architect will take that guidance and create the deliverables for Task 2. A Master Plan Document including the finalized conceptual designs, detailed site maps, renderings and high-resolution graphics, written narratives of project goals and presentation to the Park and Recreation Committee.

Task 3: Identify Future Funding Sources

Moore Engineering has long appreciated the complexity of identifying, securing, and managing state and federal infrastructure funding. Our company has therefore served clients by consistently providing Project Managers who know how to navigate the nuances of state and federal funding programs and their many compliance requirements. We're proud to say that Moore has an extensive track record and a hard-earned reputation for providing clients with custom-fit funding strategies and services. Moore recently extended and enhanced this commitment by developing a dedicated team of funding experts that is led by Josh Wayt, Moore's Funding Specialist. The Funding Group performs a diverse suite of pre-award services that fosters winning proposals characterized by content that is both compliant and compelling. The Funding Group will develop a thorough understanding of specific opportunities by analyzing solicitation documents and communicating with funding agency staff, research diverse state, federal, non-profits, regional sources such as Sourcewell and the Initiative Foundation to create a robust and comprehensive approach to funding. Task 3 deliverables will be a report detailing those potential opportunities and how to use the local city budget of \$50,000.00 to maximize matching funds. A financial plan will be laid out to align with the phases and goals decided in the previous tasks.

Related Experience



Dakota Park (The Wilds Development) West Fargo, ND

The project included construction of a new regional park to provide park amenities for approximately 750 residential homes. Moore Engineering developed concept drawings showing the Park District and Developer potential park layouts that included site amenities ranging from a multi-purpose court for pickleball, roller hockey and winter ice rink; warming house with restrooms; parking lot; and the first playground with a 16' tall slide on a West Fargo playground. After determining the park layout, Moore Engineering worked with various consultants, suppliers and manufactures to select products that met the needs while keeping cost of project within the anticipated budget. Moore Engineering provided plans and specifications for all site amenities along with sanitary sewer, water main and storm sewer infrastructure, construction engineering, construction staking and contract administration on behalf of the Owner. Dakota Park has become very popular and satisfies the needs of West Fargo residents.



SCAN FOR MORE
MASTER PLANNING
EXPERIENCE



Key Project Personnel



Ryan Odden, PE
Sr. Project Manager

Education: BS in Construction Engineering, North Dakota State University

Professional Experience: Moore Engineering since 2023 | County Government - 22 Years

Ryan brings 24 years of experience in local government across all phases of project development and delivery. He has worked on survey crews, project design, construction inspection, and project management. His experience has given him the knowledge and insight to be an effective project manager and understand the broad responsibilities required for the role. As County Engineer, Ryan built productive relationships with the County Board, City Councils, and Township Boards by providing guidance and advice to the communities he served. He was responsible for creating and maintaining long-term construction and highway maintenance programs for the local transportation system. He also served as the Bridge Inspection Program Administrator, overseeing maintenance, funding, and replacement programs for county, city, and township bridge structures.



Darin Fellbaum, PE
QA/QC

Education: BS in Civil Engineering, North Dakota State University

Professional Experience: Moore Engineering since 2025 | County Government - 8 Years

Darin brings eight years of experience in County Government, working across all phases of project development and delivery. As Wadena County Engineer, he managed day-to-day Highway Department operations, identified needs for the Local County Road and State Aid Highway Systems, and developed proactive capital improvement plans to align projects with available funding. He served as the Bridge Safety Inspection Program Administrator, ensuring thorough inspections of 85 County and Township bridges. Darin also built strong working relationships with local township and city partners by offering guidance and advice on road and bridge issues. He has extensive experience navigating various funding sources, including Local, State, State Aid, Bonding, and Bridge Bonding.



Chad Feigum, ASLA, PLA
Sr. Landscape Architect

Education: BA in Landscape Architecture, North Dakota State University
BA in Environmental Design, North Dakota State University

Professional Experience: Moore Engineering since 2023 | Other Firms - 22 Years

Chad has worked throughout the country since 2000 in landscape architecture, site planning, and project design. His holistic knowledge and insight covering the entire project development process provides detailed project management while maintaining the overall project goals. Chad's experience in private and public development work provides clients with a unique perspective to get their projects designed, approved, and constructed. He is experienced in client relations, neighborhood partnership building, due diligence, entitlements, municipal and development processes, master planning, retail and multi-family developments, park design, and construction administration, to cover the entire project from inception to completion.



Josh Wayt
Funding Specialist

Education: BS in Secondary English Education, University of South Florida
MA in Linguistics, University of Virginia

Professional Experience: Moore Engineering since 2022 | Other Firms - 10 Years

Josh brings 10 years of experience in grant writing and management, including roles at Sisseton Wahpeton College and as a consultant for tribal communities across the Midwest and Northern Plains. He takes a collaborative approach that fosters trust and meaningful contributions across diverse teams. Josh has led successful efforts securing major grants from state, federal, and private sources. Since joining Moore, he has improved systems for application development and award management while providing project teams with actionable insights through strong relationships with funding agencies and thorough research. He is passionate about aligning proposals and awards with client needs and priorities.



Lauren Weller
Public Engagement

Education: BS in Journalism and Technical Communication, Colorado State University
MS in Agricultural Science, Colorado State University
Certificate in Public Engagement, Pepperdine University

Professional Experience: Moore Engineering since 2024 | Other Firms - 11 Years

Lauren joined Moore Engineering in 2024, bringing over a decade of experience in public outreach and communications. In her roles at Colorado State University, she built international partnerships, led communications teams, and supported R1 research initiatives. Her work has earned three national marketing awards and she was recognized as one of BizWest Magazine's 40 Under Forty in 2023. She has also completed a Public Engagement certificate through Pepperdine University's Davenport Institute, expanding her skills in inclusive outreach and innovative engagement tools. At Moore, she supports efforts to integrate community input into project planning and communication.

Cost

Task	Description	Price (LS)
1	Site Visit, Meeting with Park & Recreation Committee, and Preliminary Master Plan Design	\$2,500
2	Compiling of the Master Plan	\$3,000
3	Identify Future Funding Sources	\$2,000
Total Price		\$7,500

Task	Additional Tasks (optional)	Price (LS)
A1	Additional surveying of the site - survey work for verifying locations of proposed improvements to site boundaries and adjacent properties	\$2,000
A2	Additional public input - MooreEngage Interactive Mapping tool creating one page handouts with information about the planning process, branded graphics and suggested post language for City website and Facebook page. Flyers and postcard mailer, stakeholder outreach with a in person meeting with a hybrid option.	\$1,750
A3	Additional in person meeting with Park and Recreation Committee	\$450



