



Park Master Planning Services

City of Breezy Point

July 3, 2025

AYRES

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Joe Zierden, Breezy Point Public Works Supervisor
8319 County Road #11
Breezy Point, MN 56472

Re: Proposal for Park Master Plan Planning Services

Dear Mr. Zierden and Selection Committee,

We are pleased to present this proposal to provide master planning services for the Breezy Point City Park campus. It is our privilege to assist in creating a vision for an integral part of the City of Breezy Point's thriving fabric and enhancing the economic emphasis of an international tourist destination. We recognize Breezy Point is both a residential and visitor-driven City and understand the nuance of designing parks that are resilient, intuitive, and adaptable. Our experience in municipal park planning in similar contexts promises the delivery of a plan that's both locally meaningful and regionally strategic.

A unique, human-centered planning approach will tailor City Park's design to the goals and needs of the Breezy Point community, supporting multigenerational use and year-round programming, while building on the City's existing Parks and Recreation Master Plan and Community Center Feasibility Study. Our approach to planning evaluates how different age groups, abilities, and users interact with the park so that you are not just addressing your spatial constraints but also maximizing usability and flexible, smart programming.

Ayres' team of landscape architects, planners, and engineers is at the forefront of park and open space master planning. We are experts in data evaluation and mapping, with an extensive resume shared in the subsequent proposal. Our services for the City of Breezy Point include a robust public involvement process that will result in a shared vision that builds community trust and momentum, an iterative design process that will produce high-impact graphics that can stand alone when being shared with your involved and vibrant community, and a detailed implementation strategy that will provide a path forward that is clear, concise, and ready to execute. We employ expert funding strategists and grant writers that will identify funding opportunities on a local, state, and federal level and will provide you with a product that will prepare you for future funding acquisition.

Please review our qualifications materials, and feel free to reach out with any questions you may have. We look forward to the opportunity to work with you.

Sincerely,
Ayres Associates Inc.



Chris Silewski, PLA
Manager – Landscape Architecture
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Christina Hiegel, PE
Director – Planning and Environmental Services
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Firm Information

Founded in 1959, Ayres Associates Inc. is an **employee-owned C corporation** of approximately 400 innovative problem-solvers nationwide. We stand with integrity behind thousands of projects that strengthen communities and our country's infrastructure, economy, and environment.

65+
YEARS IN BUSINESS

APPROXIMATELY
400
EMPLOYEES

12
OFFICES

7
STATES

Landscape Architecture and Planning Studio

Drawing on extensive project experience, our team delivers comprehensive parks and recreation master plans, area-wide plans, and facility designs. We integrate in-house expertise—community planners, landscape architects, public engagement specialists, environmentalists, and economic experts—to provide robust, actionable solutions. We focus on practical implementation, supporting successful funding pursuits for clients. Through collaborative planning, we engage local staff, specialists, stakeholders, and residents, ensuring plans are implementable and impactful. Partner with us to shape a future where community engagement and innovative ideas drive real results.

Projects We've Recently Completed

- Fitchburg Community Hub, Fitchburg, WI
- Erickson Park Master Plan, Chippewa Falls, WI
- River Prairie Master Plan, Altoona, WI
- Boyd Park Master Plan, Eau Claire, WI
- Echo Lake Master Plan, Burlington, WI
- Prairie Springs Master Plan, Pleasant Prairie, WI

Scan this QR Code
to check out in-
depth profiles of our
completed projects.



\$292M
IN PUBLIC
FUNDING

21
PARK MASTER
PLANS
within past 10 years

40+
COMMUNITY
PARKS
with populations fewer
than 10,000.

Scope of Work

Task 1: Discover & Define

In this phase of the project we will seek first to understand all the complexities and conditions of the existing City Park campus before creating designs and opinions. This will make sure we are squarely focused on the specific needs of your community.

- Assess all previous reports and research and available project information
- Attend a virtual project kickoff meeting and develop project schedule and future meeting dates
- Develop site inventory and analysis diagrams
- Analyze available demographics to better understand the community-wide user base
- Attend an in-person site tour with City staff and the Park and Recreation Committee
- Immediately following the site tour, facilitate a one-hour visioning workshop to establish project goals and objectives
- Conduct an online community survey
- Develop up to three master plan options
- Attend a virtual workshop with the project team to review refined project goals, objectives, and master plan options
- Refine master plans to illustrate the preferences of the project team and develop two updated master plan renderings
- Attend a virtual meeting with the project team to review the updated master plans
- Develop a community open house flier to promote public participation
- Develop precedent image boards
- Host a public open house at a local establishment or government building to elicit feedback on the project team's preferred master plan option

Deliverables for Task 1:

- **Determine project timeline**
- **Site visit and meeting with the Parks and Recreation Committee and the City**
- Vision and goals
- Demographic analysis
- Online community survey
- **Site maps, renderings, and a high-level cost estimate of the plans**
- Opportunities and constraints diagram
- Precedent image boards

- **Presentation to a public open house**
- **Compiling open house feedback on the preliminary master plan**

Task 2: Ideate & Refine

Task 2 focuses on coalescing all of the feedback and information gathered from Task 1 into a refined master plan and report that reflects the vision and goals of the Breezy Point community.

- A final master plan concept that reflects feedback from the City, the Park and Recreation Committee, and the community
- A narrative/report that reflects our process and how the final deliverable reflects the City of Breezy Point

Deliverables for Task 2:

- **Compiled park master plan document that incorporates finalized conceptual diagrams**
- **Detailed site maps, renderings and high-resolution graphics**
- **A written narrative that provides context, rationale, and alignment with project goals**
- **Presentation of the compiled park master plan to the Park and Recreation Committee for review and approval**

Task 3: Implement

The final task for the project will create a tangible and realistic implementation plan that identifies funding sources to support the implementation of the approved master plan document.

- Provide a detailed summary of available grants, partnerships, community engagement strategies, and annual project budget

Deliverables for Task 3:

- **Report detailing identified funding sources, including grants, partnerships, community engagement strategies, and \$50,000 annual project budget**
- **Financial plan outlining estimated costs and potential funding allocations**

Assumptions

High-quality graphic visualizations are an important part of the process; a picture that someone sees and understands is a key way to communicate ideas and solutions. To assist in the design process, Ayres will provide 3-D graphics and visualizations of the final option at no additional charge.

Key Personnel

Ayres has assembled a concise team of skilled professionals with extensive knowledge of park and open space planning. We believe our team brings a unique mix of talents that can produce a robust, friendly park master plan for the City of Breezy Point.

Chris Silewski, PLA

Project Manager/Landscape Architect

Experience: 18 Years | **Registrations:** Professional Landscape Architect

Chris brings creative and thoughtful input into the design process from conception to construction. Over the past 18 years, he has focused on creating dynamic, place-specific designs. Chris' design experience is complemented by his municipal expertise and thoughtful implementation understanding. With a sharp design eye and a deep knowledge of funding and grant writing, Chris will make sure your project goals are obtainable and set up for success.



Alissa Santurri, PLA

Community Engagement/ Landscape Architect

Experience: 15 Years
Registrations: Professional Landscape Architect

Alissa brings 15 years of community and user focused design. She cares deeply about people, which is reflected in her public engagement efforts, availability and commitment to the project process and the community that it will serve. Alissa takes pride and joy in creating human-focused solutions that will improve the lives and experiences of the people that use it.



Amanda Arnold, AICP

Grant Writing/ Municipal Expert

Experience: 29 Years
Registrations: American Institute of Certified Planners

Amanda is a seasoned urban planner with nearly 30 years of experience in municipal planning and grant strategy. Ayres has won nearly \$300 million in grants and low-interest loans for our clients over the years and Amanda has been a key contributor to that number. She excels in identifying and securing funding opportunities for clients, leveraging her expertise in grant writing, grant administration, and strategic planning on a variety of projects, including master plans and feasibility studies.



Josue Gonzalez, PE

Infrastructure & Utilities/ Municipal Engineer

Experience: 9 Years **Registrations:** Registered Professional Engineer, MN, WI

Josue brings years of engineering experience in Minnesota and Wisconsin, working on a wide range of projects such as linear infrastructure—including water main, sanitary sewer, storm sewer, parks, multi-use trails, and street reconstruction—as well as site civil design projects. He takes a lead role in design development, preparing specifications and bidding documents, overseeing construction administration, conducting studies and modeling, developing cost estimates, and preparing stormwater management plans.



Paige Bernhardt, PLA CPSI

Park Design Expert/ Landscape Architect

Experience: 4 Years
Registrations: Professional Landscape Architect, Certified Playground Safety Inspector

Paige is a landscape architect with a passion for creating dynamic playgrounds that engage users of all ages. With a keen focus on designing for activity, Paige seamlessly integrates elements that promote physical movement, imaginative play, and social interaction. Her holistic approach considers not only the aesthetic appeal of the playground but also its functionality and ability to accommodate varied abilities and interests.



Cost Proposal

We propose a not-to-exceed cost of \$17,200.

A breakdown by phase is shown below.

Task	Cost
Task 1: Site Visit, Meeting with Park & Recreation Committee and Preliminary Master Plan	\$9,000
Task 2: Compiling of the Master Plan	\$4,600
Task 3: Identify Future Funding Sources	\$3,600
TOTAL	\$17,200
Additional Tasks	Cost
Additional Survey of the Site	\$8,000
Additional Public Input	\$2,800
Additional In-Person Meeting with Park and Recreation Committee	\$1,500
TOTAL (WITH ADDITIONAL)	\$29,500

Assumptions

The costs and scope in this proposal are based on the following assumptions regarding the listed additional tasks:

1. Additional Survey of the Site: This task includes a full survey of the site including, topographic investigation, utilities, existing vegetation, and any other site information that is needed for a successful project outcome.

2. Additional Public Input: This task provides an additional public engagement session and includes the preparation of materials, analysis of data, and all reimbursables.

3. Additional In Person Meeting: This task includes one additional meeting with the Park and Recreation Committee and includes all reimbursables.

Schedule

Below is our proposed project schedule.

