

Proposal to the City of Sheboygan and Redevelopment Authority

Installation and Operation of Public EV Charging Stations at South Pier

Submitted by:

Dream Catcher Energies, LLC

Sheboygan, Wisconsin

Date: [Insert Date]

1. Introduction

Dream Catcher Energies, LLC is a Sheboygan-based startup company specializing in electric vehicle (EV) charging infrastructure. We are on a mission to electrify the Midwest.

We respectfully submit this proposal requesting permission to install and operate three (3) public EV charging stations on City-owned property located at South Pier, Parcel ID #59281321320, owned by the Redevelopment Authority of Sheboygan. We also request approval for signage, and approval to modify the corresponding parking spaces to indicate they are for EV charging only and to provide handicap accessibility.

2. Why Is EV Charging Infrastructure Important?

- The number of EV registrations in Wisconsin continue to rise at a non-linear rate, with larger annual increases than we used to see. Between 2022 and 2023 Wisconsin alone saw an **increase of 9,200 EV registrations**, 100 registrations shy of the *TOTAL OF WISCONSIN EV REGISTRATIONS IN 2021*. That brings 2023 Wisconsin EV registrations to **24,900**. 2024 & 2025 data is not released yet. **Source:** US Department of Energy, Alternative Fuels Data Center, TransAtlas.
- For some it may be difficult to think of EV chargers as infrastructure, but think of fibre optic and communication networks. No one in their right minds can dismiss

how important that is now, but early on it likely faced a lot of resistance. That is infrastructure to support a digital economy. **Public EV chargers** are transportation infrastructure. EVs on a grander scale are also grid-resilience since many can power homes, power tools, and even charge other vehicles.

- Sheboygan and Sheboygan County are EV charging desolate wastelands. Up until two (2) DC fast chargers were opened in Wilson Wisconsin near the highway exit this summer, there was only one set of these (*Public*) chargers in all of Sheboygan County that was **NOT** at a car dealership; The Tesla Superchargers at Festival Foods. Only Teslas can use these, even if you have a physical adapter. That's because these are old chargers and lack the hardware to support intercompatibility. There are a handful of much **MUCH** slower chargers scattered throughout a few hotels in Sheboygan county as well. Imagine coming to Sheboygan for a day trip, just to find you need to spend 5 hours at a hotel charging your EV just to get home.
- The right EV chargers with strategic placement brings more business to nearby shops, restaurants, and other businesses, thus stirring the local economy. That's because **EV drivers explore and shop while they charge**, even with quick DC fast chargers.

Charging a non-Tesla EV in Sheboygan is insanely difficult if you are a tourist, traveler, or a resident that doesn't have the option of charging at home. Even if you have a Tesla, you only have the one charging option. **How would you feel if there were only one gas station in Sheboygan?**

3. Project Overview

The proposed project will install **three (3) commercial-grade EV chargers** at South Pier, parcel ID #59281322029 owned by the **Redevelopment Authority of Sheboygan**, north side of the lot, across from Lino Ristorante Italiano and South Pier Parlour.

- **Two (2) DC Fast Chargers** – 200 kW each
 - Each charger will have two charging ports, enabling **four (4) vehicles** to DC fast charge simultaneously.
 - **CCS** plug types.

- Input: **480V, 3-phase**.
- Typical charge time: **15–45 minutes** depending on several variables.
- **One (1) Level 2 AC Charger – 19.2 kW**
 - Dual-port, allowing **two (2) vehicles** to charge simultaneously up to 19.2 kW each.
 - **J1772** plug types.
 - Input: **240V, single-phase**
 - Typical charge time: **2–8 hours**, ideal for longer stays or overnight parking.

In total, the installation will provide **six (6) active EV charging spaces**, supporting both local drivers, visiting tourists, and travelers that need to charge to continue their route.

The chargers will be open to the public on a first-come, first-served basis. Idle fees will apply to the DC Fast Chargers after a session completes to encourage charger availability. The AC chargers will not have idle fees since they are intended for longer or overnight charges (*We do not expect people to have to move their EV in the middle of the night*).

Dream Catcher Energies may request permission in the future to **upgrade and / or expand** the number of chargers as demand increases.

4. Site Design and Modifications

To ensure the site is attractive, accessible, and user-friendly, Dream Catcher Energies, LLC also requests permission to make the following modifications:

1. Layout:

9 conventional parking stalls will be converted to 6 EV charging stalls with accessibility aisles for the chargers, and 2 8-foot handicap / van accessible aisles that can double as space for oversized EVs. These will **NOT** be handicap **EXCLUSIVE**, just handicap accessible. These two aisles will create four (4) of the EV charging stalls to be handicap accessible.

2. Placement:

Chargers will be installed between the **curb and sidewalk** for safety and maintenance efficiency—this aids in preventing vehicles from hitting the chargers, simplifies snow removal, and allows blacktop resurfacing without removing equipment.

3. **Repainting of Parking Space Stripes:**

Charging spaces will be painted different from yellow to highlight their speciality.

4. **Pavement Markings:**

Each space will include a painted EV icon and text to clearly designate being for EV charging only.

5. **Signage:**

“EV Charging Only” signs will also be installed.

6. **Sponsor Recognition:**

A plaque will be installed to recognize supporting partners, sponsors, and donors that contributed to the project.

5. Ownership and Operation

Dream Catcher Energies, LLC will:

- **Own, operate, and maintain** all charging equipment.
- **Act as the CPO** (Charge Point Operator).
- **Collect and manage all revenue** generated by the chargers.

Snow removal and landscaping will continue to be the responsibility of the City of Sheboygan.

Most maintenance can be handled through software and also remotely. Dream Catcher Energies, LLC will ask for city or DPW permission to physically service or upgrade our equipment if needed beyond non-intrusive maintenance routines such as screen cleaning. An exception to this is if a separate agreement or contract is made allowing Dream Catcher Energies, LLC or our subcontractors to perform tasks without constant permission.

6. Funding

Funding will be taken care of by Dream Catcher Energies, LLC.

A fund will be put together through a non-profit organization acting as a fiscal sponsor for this project. This fund will allow donors and sponsors to contribute to it while still receiving tax deductions. There will be other sponsor benefits as well such as digital advertising through the displays on the chargers themselves.

Donors and sponsors can include individuals, businesses, non-profit organizations, cities, etc.

The City of Sheboygan, SCEDC, Sheboygan Chamber of Commerce, Visit Sheboygan, and other government entities could also contribute to the fund and still receive sponsorship perks such as marketing and PR.

7. Site Selection and Benefits

South Pier is a popular entertainment destination for locals and tourists, and offers proximity to Lake Michigan, the River Front, and local businesses. Installing chargers at this site will:

- Support Sheboygan's sustainability goals and public image as a clean-energy-forward city.
- Include Sheboygan as a participant of the Lake Michigan EV Circuit Tour initiative.
- Strengthen & build charging access along a critical corridor between Milwaukee and Green Bay.
- Bring people to South Pier that wouldn't have come otherwise; they **NEED** to charge.

- Bring ***routine*** patronage to South Pier from locals that can't charge at home.
- Encourage visitors to stay longer and patronize nearby restaurants and shops.

South Pier offers the amenities to entertain all demographics while their vehicle is charging, from boutiques, shops, spas, restaurants, taverns, cafes, arcades, mini-golf, natural scenery, conference centers, and even lodging.

Placing the chargers in open view helps create a sustainable and tech-forward image, and makes locating the chargers much easier for EV drivers.

8. Installation and Power

- Dream Catcher Energies, LLC will oversee installation and utility upgrades.
 - Installation will be subcontracted to a **licensed electrical contractor**.
 - Electrical service and utility upgrades will be conducted with **Alliant Energy**.
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9. Timeline

1. Funds will be collected from private entities, businesses, individuals, and non-profits until all funds are collected. If funding is not 100% met in time, a private loan will cover the rest.
2. Permits will be acquired throughout **winter**.
3. Construction is expected to begin in **mid to late spring 2026**.
1. Chargers will be tested and open to the public **late summer or early fall 2026 at the latest**. We will open the chargers much sooner if the rate of construction allows it.

10. Requested Action

Dream Catcher Energies, LLC requests permission from the **City of Sheboygan** and the **Redevelopment Authority** to:

1. **Install and operate** three (3) EV chargers (Two DC Fast Chargers and one Level 2 AC Charger) on Parcel ID **#59281321320**.
2. **Approval** to modify the corresponding parking spaces to make them distinctly for EV charging and to add access aisles for both the chargers and for handicap accessibility.
3. **Approval** to add signage to further the stalls are for EV charging only, and a plaque for the sponsors.
4. **Access the area** for construction and maintenance as needed.

Notes:

This proposal is not a request for permits.

This proposal is not a request for funding.

11. Contact Information

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