

BID Committee
February 7, 2018

Attending: Kelli Trumble; BID chairwoman	Corena Ricks
Kevin Ricks; BID	Ben Borchert
Justin Draper; BID	Ben Anderson
Jesse DeFosse; BID	Brian Holzem
Dan Gavinski; BID	Tara Anchor
Kyler Royston; BID	Jim Decker
Mark Sweet; BID	John Schoenherr
Mayor Brian Landers	Jenifer Dobbs; WDVCB
Chris Tollaksen; Public Works	Katie Fermanich; WDVCB
Hannah Kirby; Dells Events	Eric Helland

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Kyler Royston to approve January 24 minutes. Second by Dan Gavinski. Approved.

DUCHESS PLAZA:

City investment in Duchess Plaza is \$209,000 of which about half was for the furnishings. The Plaza entertainment program is already being advertised in the summer travel guides. The Farmers Market would like to relocate at Duchess Plaza. Development of public plazas was a key component to the Roger Brooks Downtown Revitalization Plan.

Open discussion from the audience and committee members showed strong support from business owners and favorable experiences reported from visitors. It was felt local usage is stronger than people think. Plazas fit well with the emerging retail trends which focus more on the overall experience at a shop or at a mall. Removal of the plaza would ultimately rest with the City Council and not the new mayor. Removal of Duchess Plaza, without a plan for a new location in place would be a significant step back in revitalizing downtown.

Kevin Ricks made a motion that BID strongly advocates for public plazas in the downtown and that they are necessary to a revitalized downtown. The committee asks the City Council to delay decisions about the Duchess Plaza until after the summer allowing time for discussion and exploration of alternative plaza locations if Duchess Plaza needs to be moved at all or evolves from a temporary to a permanent plaza. Second by Dan Gavinski. Approved unanimously.

The future of the Plaza is on the agenda for the Public Works Committee on February 19th.

FARMERS MARKET UPDATE:

The Farmers Market would like to relocate to the Plaza in 2018 and has submitted the necessary paper work with the City. After checking with vendors, the Sunday morning time will remain and will commence on Sunday, May 20th. Vendor rates will go down with the hopes of attracting a larger response. More sponsors will be sought. Culinary demonstrations were suggested for the Plaza location.

RIPLEY'S AQUARIUM DEVELOPMENT:

There are two different groups considering the development of a downtown aquarium. The project requires 35,000 - 50,000 square feet. The investment by either group would be on the order of \$50,000,000 - \$70,000,000. There are two other communities being considered by them besides Wisconsin Dells. Two downtown locations have been identified by both groups

and appraisals have been received but not yet reviewed. At the present time, negotiations with the property owners are ongoing. If either property can be acquired, a list of incentives can be expected from either group. Kevin Ricks indicated that it is not unusual for free use of the land being one incentive in a package. Once an incentive package is formally presented, it was felt the Visitor Bureau's Economic Development Committee needs to be contacted to consider the project.

DR. EVERMORE COLLECTION AND TRAIL SYSTEM:

Kevin and Corena Ricks shared a vision and some discussions held on the collection of Dr. Evermore's sculptures. The family remains very interested in having the entire collection displayed in Wisconsin Dells and have not pursued interest from other places. To display numerous pieces in the collection, The Ricks' envision a trail system being developed as part of the new Riverwood project on Bowman Road leading to downtown where it would connect with the River Walk. There have been early discussions by Kevin and Corena about purchasing land on the west side of the Wisconsin River next to the Timber Falls Miniature Golf course and then negotiating with the Wisconsin Department of Natural Resources about establishing hiking trails moving up along the river. The Canadian Pacific Railroad would again be contacted with the hope of coming to an agreement to use the lower portion of the existing bridge as a pedestrian walkway connecting both sides of the river. Former Governor Tommy Thompson and former Sen. Mary Panzer, who are both involved with the Riverwood project, could be helpful in working with the Railroad. This new walkway would provide numerous opportunities to display pieces from the Evermore collection including the showpiece "Forevertron". Other pieces could be located at strategic areas to be determined downtown.

The largest parts of a city investment in the Evermore collection would involve providing land and also necessary work to sandblast and prepare the "Forevertron" to be illuminated.

At the next BID meeting, discussion will focus on financing for this project to reside in Wisconsin Dells. State and federal art grant programs may be an important focus point. At the March 7th BID meeting, the Ricks' will plan to provide more details in a presentation. At its core, this expanded vision of the Evermore collection should be viewed as a significant attraction rather than solely an art project and as such should have BID involvement.

2018 -2019 ICE CASTLE:

Jenifer Dobbs had recent contact with the company responsible for the ice castle construction. They remain interested in coming to Wisconsin Dells next winter and requirements remain that the City provides the water and about 2 acres of land for the castle.

The company will need a decision by April.

AGENDA: FEBRUARY 21 MEETING:

Items will include continued discussion on the Aquarium development, Evermore Collection, Duchess Plaza future, Ice Castle and 4th of July Celebration.

Motion made by Kevin Ricks to adjourn. Second by Kyler Royston. Approved.

Full - RiverWalk Entrance Enhancement Proposal (not funded)

DESIGN DETAIL

17-WDE-003

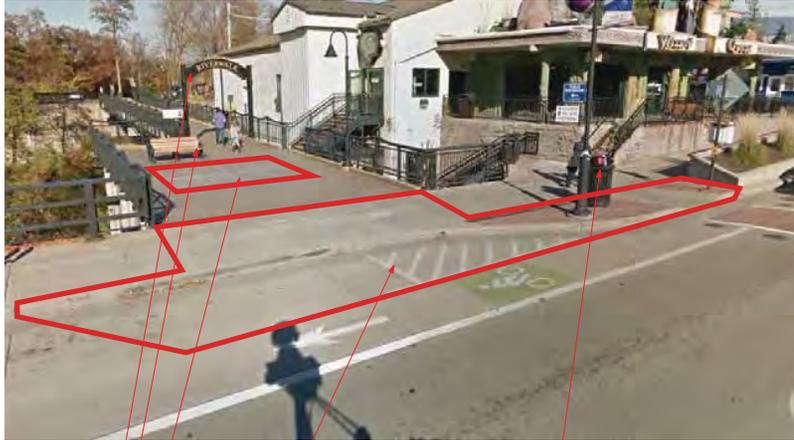
CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: DEMOLITION

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN

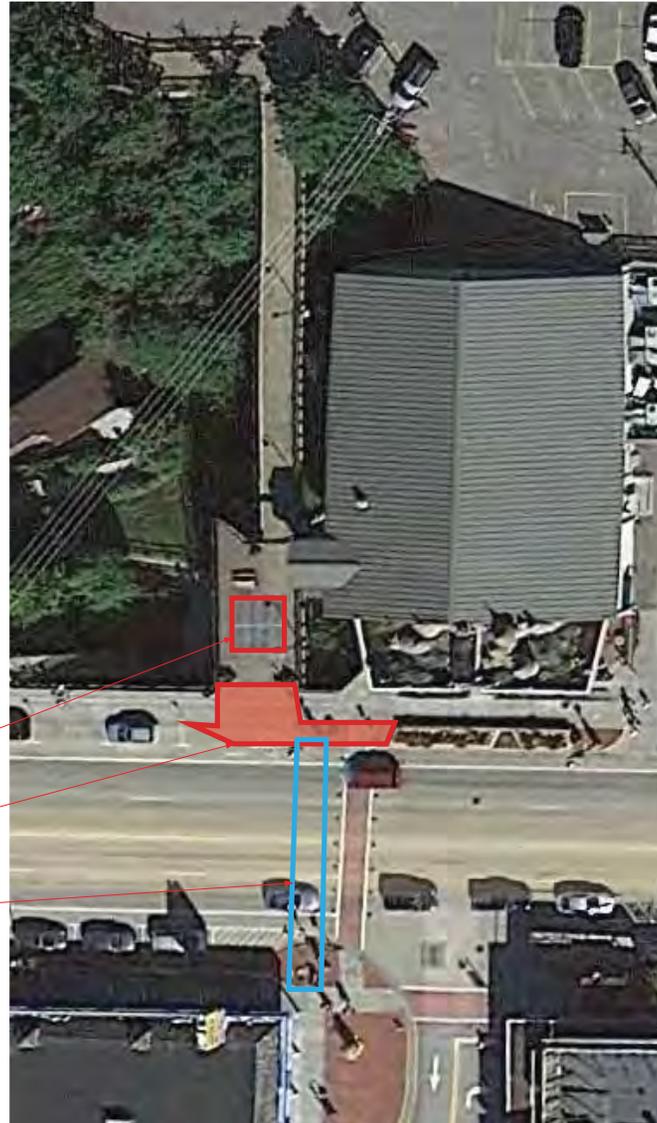
JOB SPECS

GENERAL CONTRACTOR & CITY OF WISCONSIN DELLS

1. Existing archway and signage: remove, salvage, and return to owner.
2. Existing trash bins and benches: remove, salvage, and return to owner.
3. Glass block pavers: remove and patch.
4. Existing sidewalk and parking space pavement: remove.
5. Erection of safety barriers and pedestrian traffic and bicycle lane bypass around construction zone. Coordinate with GC



SALVAGE ARCH
 REMOVE BENCH
 REMOVAL AND PATCH GLASS BLOCK PAVERS
 CONCRETE DEMOLITION AREA
 RELOCATE TRASH



REMOVE AND PATCH GLASS BLOCK PAVERS
 CONCRETE DEMOLITION AREA
 POTENTIAL RECONFIGURATION OF CROSS WALK PER CITY OF WISCONSIN DELLS

RiverWalk Entrance Enhancement



RiverWalk Entrance Enhancement



DESIGN DETAIL

17-WDE-003

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: MONUMENT COLUMN

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

JOB SPECS

MONUMENT BASE
Concrete cap. Stone veneer (SS2) mounted to wire mesh cage welded to structural columns.

APPROXIMATE WEIGHT: 800lbs

MONUMENT SIGN
Aluminum frames on aluminum posts with wood paneling, aluminum sheet paneling, and backlit glass tile.

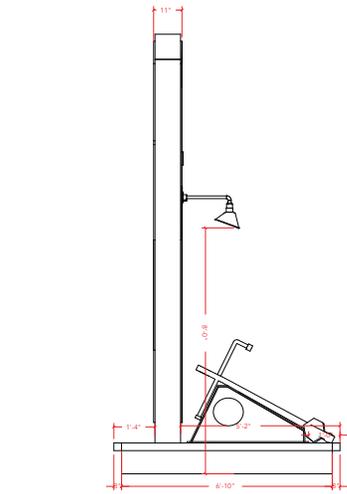
APPROXIMATE WEIGHT: 700lbs

ANCHOR EXHIBIT / BACK OF MONUMENT

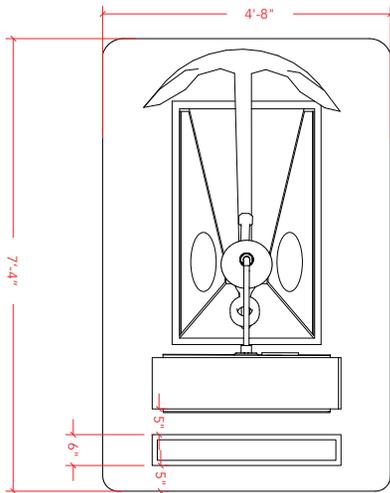
Corten Steel frame with wood paneling and large steel anchor.

APPROXIMATE WEIGHT: 500lbs

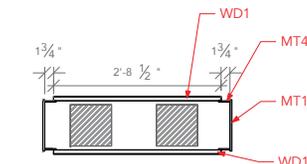
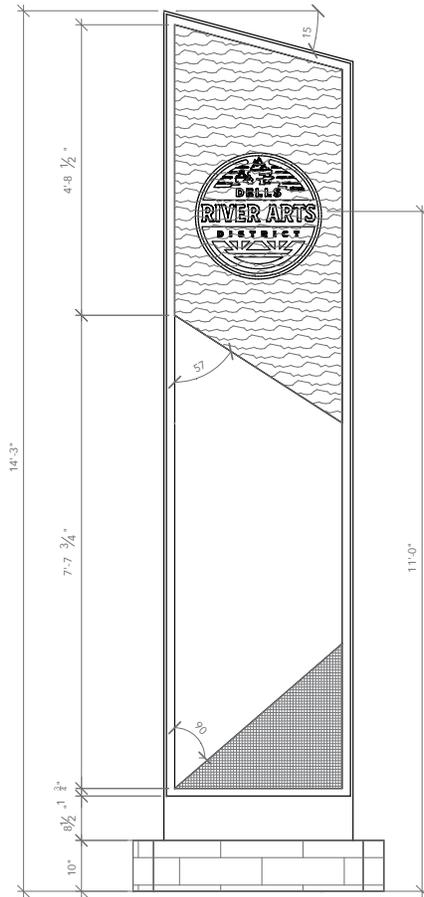
TOTAL EXHIBIT APPROXIMATE WEIGHT:
2000 - 2500lbs



SIDE VIEW
1/4" = 1'-0"



PLAN
1/2" = 1'-0"



PLAN SECTION AA
1/2" = 1'-0"

LOGO ROUTED AND
BURNED INTO WOOD

MT4

WD1

MT7

GT1

MT1

MT1

CONCRETE CAP

SS2

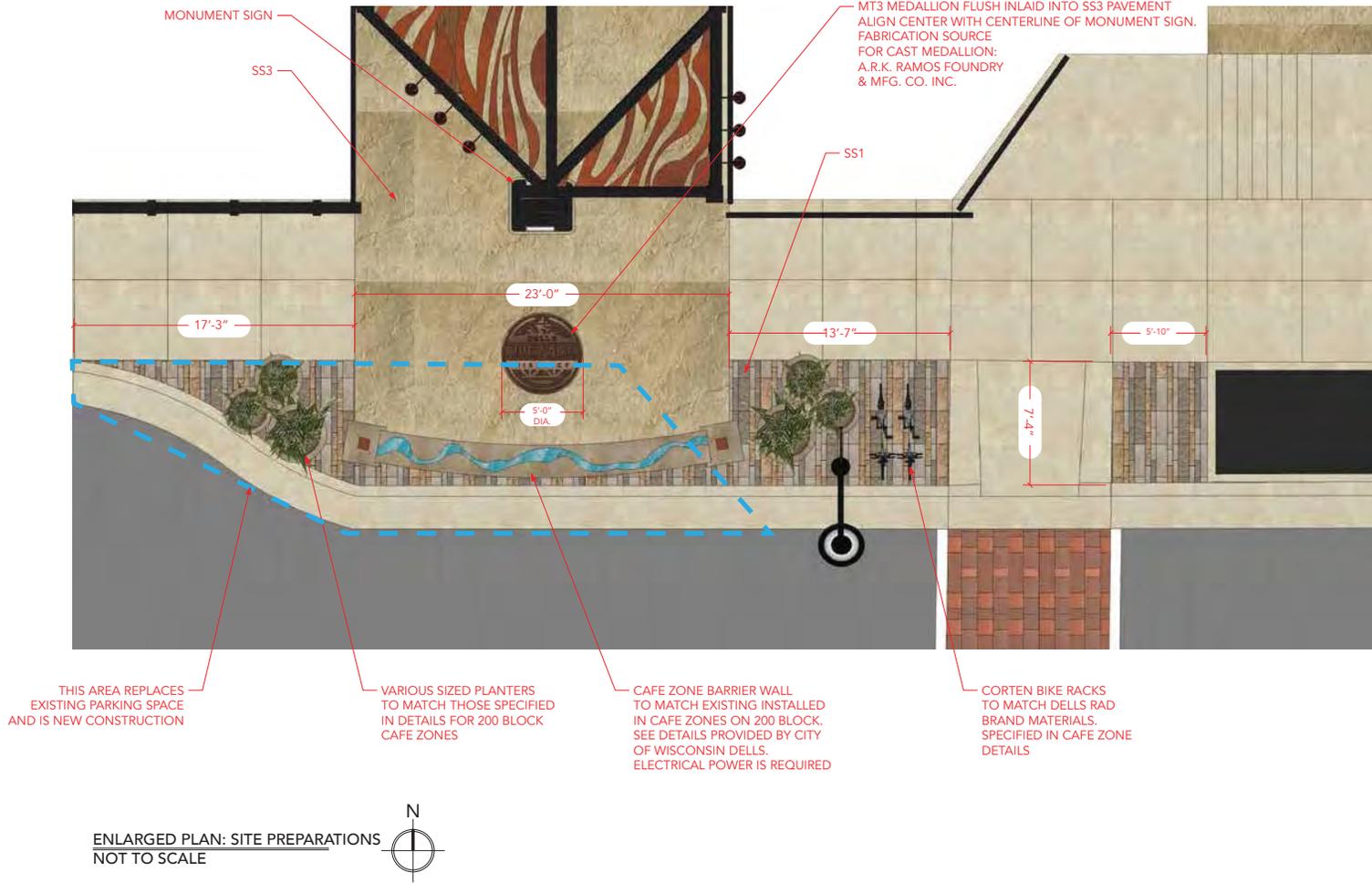


DESIGN DETAIL

17-WDE-003

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: SIDEWALK RECONFIGURATION

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



RiverWalk Entrance Enhancement



RiverWalk Entrance Enhancement



PROPOSAL

HISTORY

The City of Wisconsin Dells has asked Zebradog (ZD) to provide a scope of services for fabricating and installing the Riverwalk Gateway feature presented July 19, 2017 (See page 3 for a reference). This document summarizes the remaining scope of work related to implementing this structure at the Broadway entrance to the Riverwalk.

5 DELIVER

IMPLEMENTATION PHASE

During the DELIVER phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. All physical items are produced and installed. All final technology/ electrical coordination takes place. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues and overall quality concerns.

SCOPE / GOALS

- Two (2) on site meetings with client to finalize design details* for exhibit
- Finalize construction documentation and rebid as necessary
- Finalize fabrication and installation budget
- One (1) on site meeting with general contractor and other team members to walk through scope of work
- Review / approve material / lighting samples
- Fabricate structure
- Print / produce graphics
- Schedule installation
- Supervise installation - five (5) days on site
- Establish punchlist

* Client to provide all content regarding historic anchor that will be featured at the Broadway entrance

TIMELINE: 5-6 MONTHS

PROPOSAL

4 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Fabrication & Installation | Chris Tollaksen - (608) 253-2542

DELIVERABLES

- Online meetings, site visits, vendor meetings (as needed)
- Create safety zone around work area,
- Removal of existing glass block and archway
- Construction of curb terrace, containing wall
- Electrical service to area
- Construction of base for monument sign
- Fabrication and installation of aluminum structure
- Install structure, graphics, containing wall and curb

PROJECT ASSUMPTIONS

- Assumes work will not be completed during prime tourist season
- Duration of installation TBD once general contractor is selected
- City is responsible for rerouting pedestrian traffic around construction zone
- Pricing assumes that power will run to the nearest light pole
- Planters to be set in place by general contractor but filled with dirt and vegetation by City
- Final attachment method of trellises to be determined after engineer review
- Existing archway at Broadway entrance will be taken down by general contractor

NOT INCLUDED

- The client will provide the necessary contract documentation required for open bidding
- The client will publish the necessary bid notices
- Coordination/review of new curb design with WI DOT to acquire state approval to be done by others
- Existing archway at Broadway to be removed from site by others

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

4 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Fabrication & Installation | Chris Tollaksen - (608) 253-2542



Pricing based on the conceptual design above.

PROPOSAL

4 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Fabrication & Installation | Chris Tollaksen - (608) 253-2542

Wisconsin Dells Riverwalk Gateway -ZD to Procure all Signage and Project Manage						
Item #	Exhibit	Description	Qty	Fabrication & Installation (includes 25% markup)	High Resolution Production, Content Procurement & Production Management	Total Production, PM Fabrication & Installation
1	Large trellis with monument at entrance to Riverwalk	fabricated aluminum frame, plasma cut corten steel monument sign	1	168,369	12,725	\$181,094
		Create safety zone around work area, removal of existing archway, remove and patch existing glass block, construction of curb, terrace, containing wall, electrical service to area, construction of base for monument sign, support poles installed by general contractor	1	468,750	0	\$468,750
		graphics for monument sign, high resolution art files for printer	1	0	20,500	\$20,500
		structural engineering of bridge -confirm existing conditions, review overall design of trellis	1	16,000	100	\$16,100
		fabrication of medal medallion inset into concrete at entrance	1	10,625	2,400	\$13,025
				663,744	35,725	\$699,469
2	Small trellises along bridge	fabricated aluminum frames	3	25,750	1,925	\$27,675
		support poles installed by general contractor	1	31,250	0	\$31,250
		final art for trellises	3		4,800	\$4,800
				57,000	6,725	\$63,725
3	Misc	on site supervision by ZD- 5 days	1	0	8,000	\$8,000
		mileage and meals- 8 trips	1		648	\$648
		design / construction contingency	1		35,000	\$35,000
				0	43,648	\$43,648
	Total Fabrication & Installation			\$720,744	\$86,098	\$806,842

PROPOSAL

4 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Fabrication & Installation | Chris Tollaksen - (608) 253-2542

SUMMARY / SCOPE OF WORK

DELIVER (IMPLEMENTATION PHASE)	\$771,842
DESIGN / CONSTRUCTION CONTINGENCY	\$35,000
TOTAL	\$806,842
(Anticipated expenses included in the total above)	

PAYMENT TERMS

- A 25% down payment will be charged at project inception. Remaining fees will be billed monthly as incurred.
- Changes to scope may result in adjustment of fees and a scope revision.
- Sales tax not included (if applicable).
- ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.



SUBMITTED: MARK SCHMITZ, ZEBRADOG

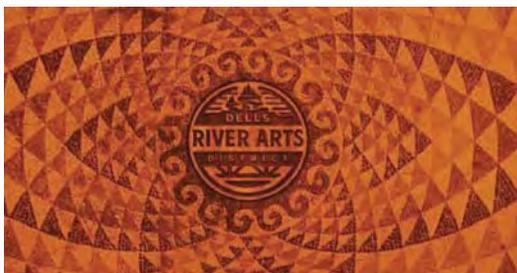
04 OCT 2017

ACCEPTED (PLEASE SIGN AND DATE)

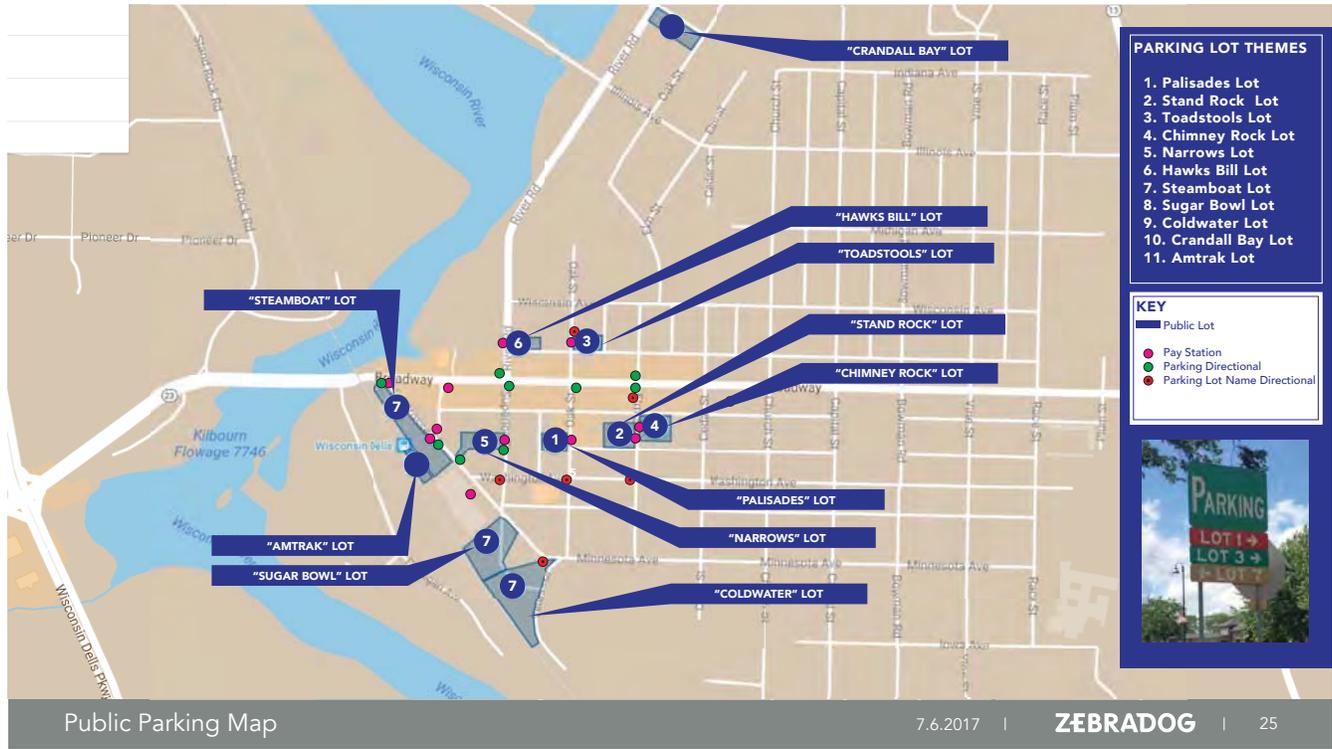
Wayfinding System Proposal - not funded



Broadway Banner Program

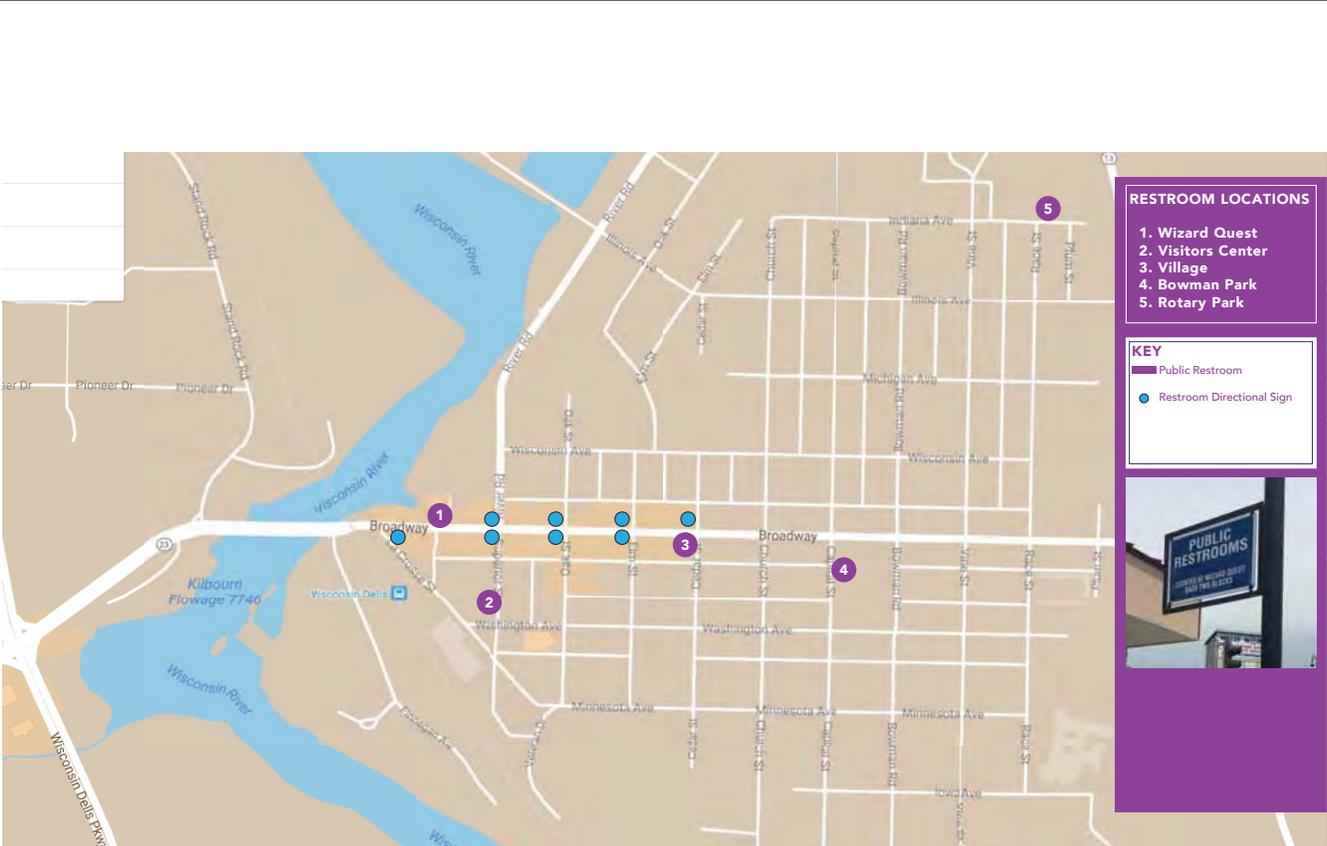


Broadway Block Program





Public Parking Signage Scheme Two



Public Restroom Map

Wayfinding system proposal



Wayfinding System



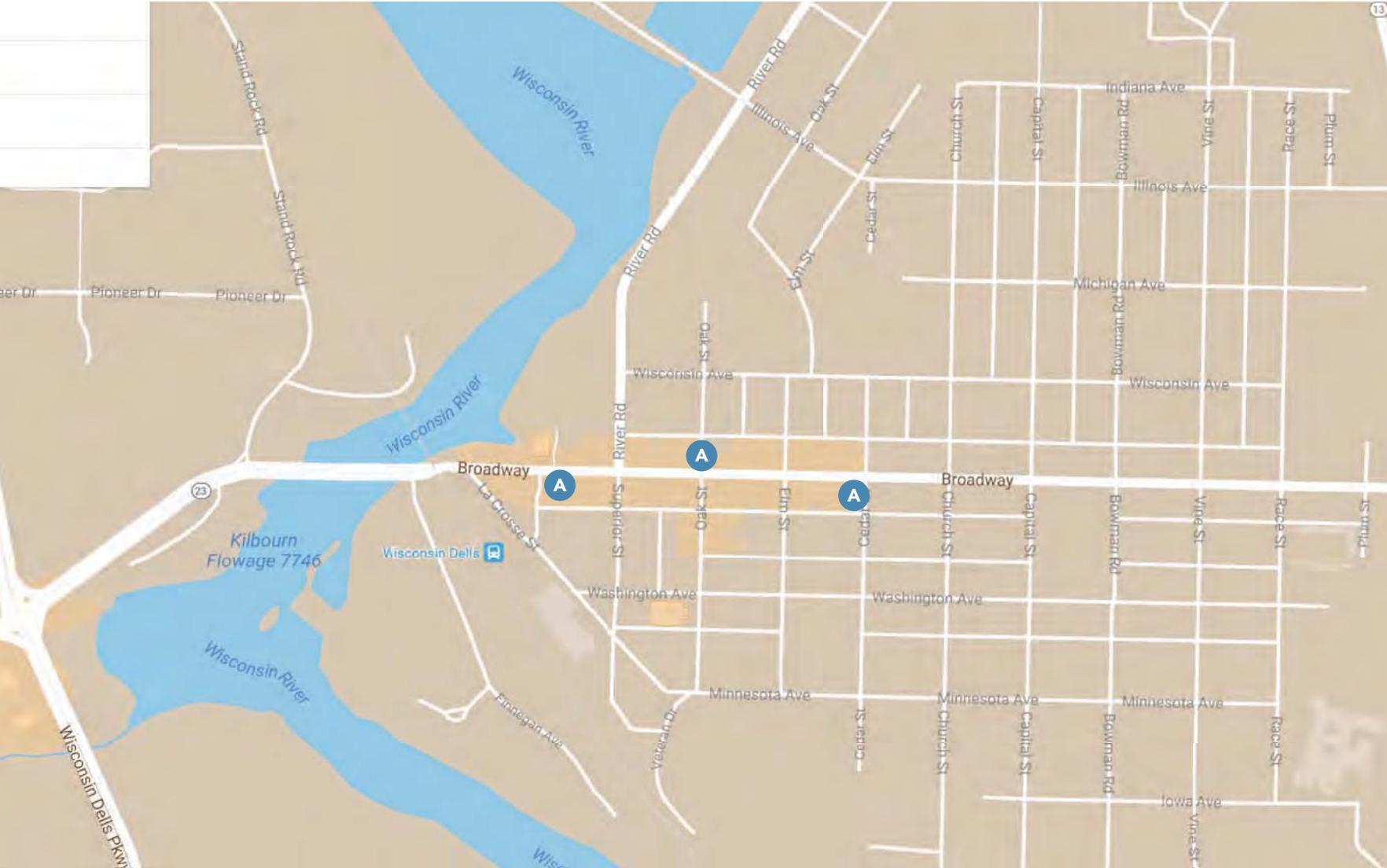
Wayfinding System



Pay Station & Wayfinding/Events Calendar



Wayfinding System Proposal



NEW WAYFINDING STRUCTURES

A. Map Kiosk & Events Calendar

KEY

- Directionals Set
- Parking Lot ID Sign
- Destination Sign

PROPOSAL

28 SEPTEMBER 2017 | CITY OF WISCONSIN DELLS | Wayfinding Fabrication & Installation | Chris Tollaksen - (608) 253-2542

HISTORY

The City of Wisconsin Dells has asked Zebradog (ZD) to provide a scope of services for fabricating and installing the wayfinding program presented July 19, 2017 (See page 2 for a reference). This document summarizes the remaining scope of work related to implementing the new wayfinding signage program throughout the Dells River Arts District.

5 DELIVER

IMPLEMENTATION PHASE

During the DELIVER phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. All physical items are produced and installed. All final technology programming / coding takes place. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues and overall quality concerns.

SCOPE / GOALS

- Two (2) on site meetings with client to finalize all content and locations for signage with client
- Two (2) days on site to field verify final site conditions / prep for integration
- Finalize construction documentation and rebid as necessary
- Finalize fabrication and installation budget
- One (1) on site meeting with selected signage vendor to walk through scope and placement of signage
- Review / approve material / lighting / equipment samples
- Fabricate signage
- Print / produce graphics
- Procure AV equipment inventory (for large kiosk with media)
- Programming / coding (develop final media application for large kiosk)
- Integrate media into system(s) / hosting / CMS
- Install / test / debug media content / applications

TIMELINE: 5-6 MONTHS

PROPOSAL

28 SEPTEMBER 2017 | CITY OF WISCONSIN DELLS | Wayfinding Fabrication & Installation | Chris Tollaksen - (608) 253-2542

SCOPE / GOALS CONT.

- Schedule installation
- Supervise installations - four (4) days on site
- Go live with final media content / applications
- Final media review following installation
- Establish punchlist

DELIVERABLES

- Online meetings, site visits, vendor meetings (as needed)
- Install signage, graphics, media, etc.

PROJECT ASSUMPTIONS

- Pricing assumes that power will run to the nearest light pole, data cost to vary depending on run location

NOT INCLUDED

- The client will provide the necessary contract documentation required for open bidding
- The client will publish the necessary bid notices
- Pricing assumes that power will run to the nearest light pole, data cost to vary depending on run location
- Coordination with WI DOT to acquire state approval to be done by others

PROPOSAL

28 SEPTEMBER 2017 | CITY OF WISCONSIN DELLS | Wayfinding Fabrication & Installation | Chris Tollaksen - (608) 253-2542



BRAND BUMPS



LARGE INFORMATION KIOSK W/ VIDEO



MEDIUM INFORMATION KIOSK



POST & PANEL INFORMATION KIOSK



PARKING LOT BANNERS



PARKING LOT DESTINATION SIGN



PAY STATION SHIELD



CIVIC DESTINATION SIGN



WAYFINDING DIRECTIONAL



STREET SIGNS

Pricing based on the signage design above. Final and copy is pending.

MEDIA DESIGN & DEPLOYMENT DETAIL

Zebradog (ZD) designs and implements custom, integrated media solutions based on project-specific performance criteria. As a part of this media program, ZD has made certain assumptions based on current understanding of project parameters. The scope(s) of services described in this document reflect our understanding of current client requests for performance, programming and cost.

ZD HAS ASSUMED THE FOLLOWING

- All digital content is English-language ONLY.
- Scope does not include programming for self-voicing, screen reader integration or integration of any other assistive devices.
- Integration of information, software or systems from outside the described content scope will be addressed with an additional scope of services for development.
- ZD assumes all photography, copy, photos, video production and other media will be proofed by client and provided in requested resolutions and file formats. Digital content requiring format conversion, rendering or additional authoring will be addressed via an additional scope of services. Client to add all content / content assets to provided Content Management Systems (CMS) in timeline defined by ZD. ALL CONTENT ASSETS BY OWNER.
- ZD retains the right to request and direct changes and / or modifications needed to AV equipment inventory to properly support content, program and interactivity within environment(s).
- System functionality not specifically described or addressed in this document will not be included in final provided product.
- Cost assumes ZD DEFINES (AND MAY ALTER) FINAL PROGRAMMING SCOPE, FINAL AV, FINAL BUILD QUANTITY AND ANY / ALL DESIGN SPECIFICATIONS BASED ON ALLOWANCES.
- Assumes external data integration by protocol deemed acceptable by ZD.

CLIENT IS RESPONSIBLE FOR THE FOLLOWING

- Providing open access to all needed content and assign a point person to ZD; promptly upon request.
- Providing access to full and accurate architectural plan sets, elevations and 3D models; promptly upon request.
- Providing open access to facilities as needed for ZD and our related consultants; promptly upon request.
- Providing demo unit or software / hardware needed for content creation; promptly upon request.
- Agree to final approval and sign-off process; promptly upon request.

CLIENT IS REQUIRED TO PERFORM THE FOLLOWING IN PREPARATION FOR PROJECT INSTALLATION

- Document and perform any changes / adjustments required for electrical / data.
- Document and perform any requested adjustments to building to prepare for installation.
- Document and perform any changes / adjustments required for proper audio / video routing.
- Provide AV rack space and any requested networking setup (including equipment).

PROPOSAL

28 SEPTEMBER 2017 | CITY OF WISCONSIN DELLS | Wayfinding Fabrication & Installation | Chris Tollaksen - (608) 253-2542

OWNERSHIP

Once final payment is received, ZD grants City of Wisconsin Dells a non-exclusive, fully paid, worldwide, royalty-free license to install, use and copy the software we have created for you (as described / scoped in this proposal and as contained in the final files we deliver to you), and all related documentation, in accordance with the terms and conditions of this proposal. ZD will retain all copyright, patent, trade secrets and other intellectual property rights in the work that we create for you. Client promises that client will not remove, alter or cover any copyright notice, trademark or other proprietary rights notice that ZD includes with the software.

CENTRAL APPLICATION

ZD authorizes client a license to operate the application, update / revise / republish the application where intended and advertise or promote the application.

RIGHTS TO BACKGROUND TECHNOLOGY

ZD may incorporate into the software we create various pre-existing development tools, routines, subroutines, programs, data or materials (Background Technology). Client agrees that ZD retains all rights, title and interest, including all copyright, patent and trade secret rights to that Background Technology. ZD agrees that after full payment is received, client will receive a nonexclusive, perpetual, worldwide license to use the Background Technology in the software ZD has created for them under this proposal. However, client shall not resell or make use of that Background Technology in any other manner other than in connection with the software client receives under this proposal.

RIGHT TO MAKE CHANGES

Once final payment is received, client may make any changes or additions to the software ZD creates for client under this proposal, which client may consider necessary, and client may engage others to make any such changes or additions, without further payments to ZD. Client agrees that any changes, adjustments or modifications to the application or its content are not the responsibility or liability of ZD.

Client agrees that if ZD is asked to make changes or additions to the software after client approves the final files, ZD and client will negotiate a separate additional payment for ZD's time to make such changes.

RIGHT TO MARKET

ZD may use still photography and / or video footage of finished project for purposes of marketing and self-promotion. ZD agrees to never show confidential client material, information or trade secrets.

PROPOSAL

28 SEPTEMBER 2017 | CITY OF WISCONSIN DELLS | Wayfinding Fabrication & Installation | Chris Tollaksen - (608) 253-2542

WARRANTY & SERVICE

Provided static exhibits (including wall murals, vinyl applications, dimensional signage, and casework) shall be covered for material and installation for one (1) year from final installation. However, no limitation shall be placed on manufacturers' warranties which may be longer than one (1) year.

ZD's warranty excludes responsibility for damage or defect caused by abuse, alterations to the work not executed by ZD, improper or insufficient maintenance, or normal wear and tear.

Provided software and programming is covered for support for **60 days** from final commissioning / CMS training. Hardware / AV support relative to integrator / manufacturer warranty.

SUPPORT INCLUDES

- Repair or replacement of defective hardware, software, content or programming by ZD and / or our support partners.
- Remote diagnosis, troubleshooting and service of computer systems, content and content management systems (if possible).
- Establish support log to track support events, response and history.
- Standardized response procedure and timelines (provided documentation at project inception).

ZD uses LOGMEIN Central to manage remote content, services and CPU's. This system allows us to securely access and administer services over the web with AES 256-bit encryption. All machines deployed or managed by ZD will have this software pre-installed. This will be our method of remote access - ZD will not use any other VPN method.

CLIENT IS RESPONSIBLE FOR MAINTAINING

- Knowledgeable, trained staff to operate components of installation + a single support contact and resource
- Log of user(s) events, contact and / or edits or changes to installed system components
- Consistent Internet access allowing secure LOGMEIN Central access to contracted PCs or systems
- Proper environmental site conditions, clean power / data, system lockout to non-qualified personnel
- First year of hosting is included in project cost (see below)

OPTIONAL ADDITIONAL SERVICES

ANNUAL, EXTENDED SUPPORT CONTRACT (OPTIONAL)*	(TBD)
ANNUAL REMOTE ACCESS SERVICE RENEWAL (OPTIONAL)	\$175 / YEAR
ANNUAL WEB HOSTING RENEWAL (OPTIONAL)	\$995 / YEAR

*Beyond the 60 days from final commissioning / CMS training

PROPOSAL

28 SEPTEMBER 2017 | CITY OF WISCONSIN DELLS | Wayfinding Fabrication & Installation | Chris Tollaksen - (608) 253-2542

Wisconsin Dells Wayfinding - ZD to Procure all Signage and Project Manage						
Item #	Exhibit	Description	Qty	Fabrication & Installation (includes 25% markup)	High Resolution Production, Content Procurement & Production Management	Total Production, PM Fabrication & Installation
1	Wayfinding Directionals	Digitally printing sign panel	11	92,400	17,175	\$109,575
				92,400	17,175	\$109,575
2	Street Signs	metal sign topper- (design template only)	TBD		1,800	\$1,800
				0	1,800	\$1,800
3	Large Information Kiosk w/ monitor	signage frame	1	31,250	2,075	\$33,325
		monitor procurement, content procurement, programming/coding	1	9,375	14,500	\$23,875
		foundation	1	1,875	0	\$1,875
		graphic insert	1		6,500	\$6,500
				42,500	23,075	\$65,575
4	Medium Information kiosk w/o monitor	signage frame	2	50,000	2,025	\$52,025
		foundation	2	3,750	0	\$3,750
		graphic insert	2	0	10,000	\$10,000
				53,750	12,025	\$65,775
5	Post & Panel Information Kiosk	signage frame	3	36,038	2,350	\$38,388
		graphic insert	3		13,500	\$13,500
				36,038	15,850	\$51,888
6	Park Lot Destination Sign	Metal post and panel	11	65,794	17,850	\$83,644
				65,794	17,850	\$83,644
7	Pay Station Shield	Metal post and panel	11	48,400	2,275	\$50,675
				48,400	2,275	\$50,675
8	Parking Lot Banners	UV printed graphic	32	23,120	18,975	\$42,095
				23,120	18,975	\$42,095
9	Brandbumps	custom decorated 24" x 48" panels	57	19,950	7,925	\$27,875
		installation by Brandbumps	57	1,140	0	\$1,140
		travel/labor	1	3,563	0	\$3,563
				24,653	7,925	\$32,578
10	Civic Destination Sign	Post & Panel	9	54,450	4,300	\$58,750
				54,450	4,300	\$58,750
11	Misc	Labor to install items 1-8, and 10	1	34,950	0	\$34,950
		Meeting with client and/or Site visits by Zebradog	5		6,600	\$6,600
		5 trips with 1-2 staff members				
		Supervision of installations	4		4,800	\$4,800
		4 days on site during installation				
		Mileage, meals - 9 trips			727	\$727
				34,950	12,127	\$47,077
	Total Fabrication & Installation (does not include sales tax)			\$476,055	\$133,377	\$609,432

PROPOSAL

28 SEPTEMBER 2017 | CITY OF WISCONSIN DELLS | Wayfinding Fabrication & Installation | Chris Tollaksen - (608) 253-2542

SUMMARY / SCOPE OF WORK

DELIVER (IMPLEMENTATION PHASE)

\$609,432

(Anticipated expenses included in the total above)

PAYMENT TERMS

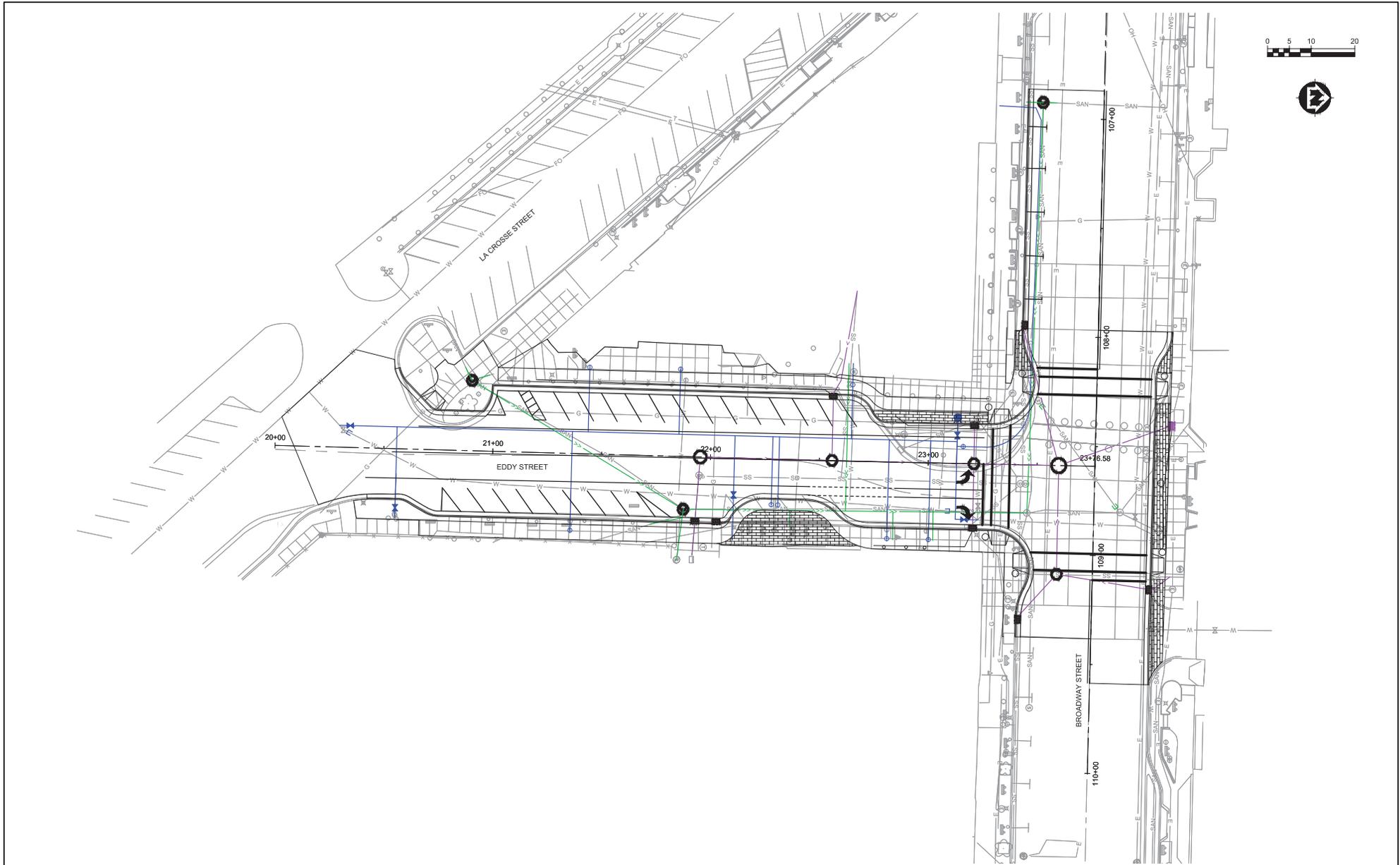
- A 25% down payment will be charged at project inception. Remaining fees will be billed monthly as incurred.
- Changes to scope may result in adjustment of fees and a scope revision.
- Sales tax not included (if applicable).
- ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.



SUBMITTED: MARK SCHMITZ, ZEBRADOG

28 SEP 2017

ACCEPTED (PLEASE SIGN AND DATE)



PROJECT NO.	SCALE	AS SHOWN	NO.	DATE	REVISION	BY
00085080						
PROJECT DATE	DRAWN BY	INT				
F.S.	CHECKED BY	INT				

Preliminary

MSA
ARCHITECTURE | ENGINEERING | ENVIRONMENTAL
FUNDING | PLANNING | SURVEYING
1230 South Blvd Baraboo, WI 53913
(808) 356-2771 | (800) 362-4505
WWW.MSA-DESIGN.COM
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EDDY STREET RECONSTRUCTION
CITY OF WISCONSIN DELLS
COLUMBIA COUNTY, WISCONSIN

EDDY STREET PLAN - OVERVIEW

FILE NO.	00085080
SHEET	G14

2018 EDDY STREET RECONSTRUCTION
ENGINEER'S ESTIMATE OF PROBABLE COSTS
CITY OF WISCONSIN DELLS, COLUMBIA COUNTY, WISCONSIN

ITEM NO.	ITEM DESCRIPTION	ESTIMATED QUANTITY	UNITS	UNIT PRICE	TOTAL PRICE
GENERAL					
1.	Mobilization, Bonds, and Insurance	1	LS	\$ 52,000.00	\$ 52,000.00
2.	Tracking Pad	500	SY	\$ 12.00	\$ 6,000.00
3.	Clear Stone Weeper, Curb Line	4	EA	\$ 125.00	\$ 500.00
4.	Inlet Protection, Type C	8	EA	\$ 75.00	\$ 600.00
5.	Concrete Quality Control	1	LS	\$ 1,500.00	\$ 1,500.00
6.	Rock Excavation	100	CY	\$ 90.00	\$ 9,000.00
TRAFFIC CONTROL					
7.	Traffic Control	1	LS	\$ 11,500.00	\$ 11,500.00
SANITARY SEWER					
8.	Sanitary Manhole, Type 1	3	EA	\$ 3,250.00	\$ 9,750.00
9.	12-inch PVC Sanitary Sewer	180	LF	\$ 68.00	\$ 12,240.00
10.	8-inch PVC Sanitary Sewer	310	LF	\$ 42.00	\$ 13,020.00
11.	6-inch PVC Sanitary Lateral	150	LF	\$ 32.00	\$ 4,800.00
12.	8-inch Ductile Iron Force Main and Reconnect	6	LF	\$ 85.00	\$ 510.00
13.	12-inch x 6-inch PVC Wye and Reconnect	5	EA	\$ 425.00	\$ 2,125.00
14.	8-inch x 6-inch PVC Wye and Reconnect	2	EA	\$ 250.00	\$ 500.00
15.	Connect to Existing Sanitary Sewer	1	EA	\$ 850.00	\$ 850.00
16.	Connect to Existing Sanitary Sewer Manhole	1	EA	\$ 750.00	\$ 750.00
17.	8-inch Kor-n-Seal Boot, Field Install	1	EA	\$ 1,950.00	\$ 1,950.00
18.	Remove Existing Sanitary Manhole	1	EA	\$ 500.00	\$ 500.00
19.	Adjust Existing Sanitary Manhole Casting	3	EA	\$ 450.00	\$ 1,350.00
20.	Abandon Existing Sanitary Sewer In-Place	60	LF	\$ 30.00	\$ 1,800.00
WATER MAIN					
21.	8-inch DIWM	340	LF	\$ 48.00	\$ 16,320.00
22.	6-inch DIWM	100	LF	\$ 55.00	\$ 5,500.00
23.	8-inch Valve and Box	2	EA	\$ 1,650.00	\$ 3,300.00
24.	6-inch Valve and Box	3	EA	\$ 1,350.00	\$ 4,050.00
25.	8-inch x 8-inch Tee	2	EA	\$ 550.00	\$ 1,100.00
26.	8-inch x 6-inch Tee	2	EA	\$ 550.00	\$ 1,100.00
27.	8-inch x 6-inch Reducer	2	EA	\$ 350.00	\$ 700.00
28.	8-inch Bends	2	EA	\$ 300.00	\$ 600.00
29.	6-inch Bends	2	EA	\$ 250.00	\$ 500.00
30.	8-inch Plug	2	EA	\$ 200.00	\$ 400.00
31.	8-inch MJ Cap	3	EA	\$ 150.00	\$ 450.00
32.	6-inch MJ Cap	1	EA	\$ 150.00	\$ 150.00
33.	Hydrant, Complete	1	EA	\$ 3,750.00	\$ 3,750.00
34.	1-inch Water Service	280	LF	\$ 35.00	\$ 9,800.00
35.	2-inch Water Service	250	LF	\$ 45.00	\$ 11,250.00
36.	1-inch Corporation, Curb Stop, Curb Box, and Reconnect	8	EA	\$ 550.00	\$ 4,400.00
37.	2-inch Corporation, Curb Stop, Curb Box, and Reconnect	2	EA	\$ 950.00	\$ 1,900.00
38.	1-inch Temporary Testing Setup, Complete	1	EA	\$ 650.00	\$ 650.00
39.	Abandon Existing Water Main	2	EA	\$ 850.00	\$ 1,700.00
40.	Connect to Existing Water Main	2	EA	\$ 1,500.00	\$ 3,000.00
41.	Remove Existing Valve and Box	3	EA	\$ 275.00	\$ 825.00
42.	Remove Existing Curb Stop and Curb Box	1	EA	\$ 200.00	\$ 200.00
43.	Remove Existing Hydrant	1	EA	\$ 250.00	\$ 250.00
44.	2-inch Rigid Utility Insulation	320	SF	\$ 3.50	\$ 1,120.00

STORM SEWER

45	Storm Manhole, 72-inch Type 3	1	EA	\$	4,500.00	\$	4,500.00
46	Storm Manhole, 60-inch Type 2	1	EA	\$	3,500.00	\$	3,500.00
47	Storm Manhole, 48-inch Type 1	4	EA	\$	2,500.00	\$	10,000.00
48	Storm Inlet, Type III	8	EA	\$	1,550.00	\$	12,400.00
49	24-inch HDPE Storm Sewer	240	LF	\$	65.00	\$	15,600.00
50	18-inch HDPE Storm Sewer	100	LF	\$	50.00	\$	5,000.00
51	15-inch HDPE Storm Sewer	30	LF	\$	45.00	\$	1,350.00
52	12-inch HDPE Storm Sewer	190	LF	\$	38.00	\$	7,220.00
53	8-inch PVC Storm Sewer	110	LF	\$	36.00	\$	3,960.00
54	6-inch PVC Storm Sewer	30	LF	\$	35.00	\$	1,050.00
55	4-inch Drintile	360	LF	\$	18.00	\$	6,480.00
56	8-inch x 6-inch PVC Storm Sewer Wye & Roof Drain Connect	4	EA	\$	650.00	\$	2,600.00
57	Connect to Existing Storm Sewer Structure	1	EA	\$	750.00	\$	750.00
58	Temporary Storm Pipe Connection for Staging	1	EA	\$	750.00	\$	750.00
59	Remove Existing Storm Structure	8	EA	\$	450.00	\$	3,600.00
60	Remove Existing Storm Sewer Pipe	100	LF	\$	15.00	\$	1,500.00
61	Abandon Existing Storm Sewer In-Place	210	LF	\$	30.00	\$	6,300.00

ROADWAY

62	Unclassified Excavation	1	LS	\$	55,000.00	\$	55,000.00
63	Underground Concrete Vault Removal, 744 Eddy St.	1	LS	\$	2,500.00	\$	2,500.00
64	Remove Existing Concrete Planters	1	LS	\$	4,500.00	\$	4,500.00
65	Sawcut and Remove Concrete Planter End Wall, 38 Broadway	1	LS	\$	1,500.00	\$	1,500.00
66	Replace Concrete Planter End Wall, 38 Broadway	1	LS	\$	2,500.00	\$	2,500.00
67	Salvage and Reinstall Existing City Street Signs	1	LS	\$	750.00	\$	750.00
68	Asphalt Sawcutting	150	LF	\$	3.00	\$	450.00
69	Concrete Sawcutting	300	LF	\$	5.00	\$	1,500.00
70	Remove Asphalt Pavement	1,800	SY	\$	2.50	\$	4,500.00
71	Remove Concrete Walk	1,150	SY	\$	5.00	\$	5,750.00
72	Remove Concrete Pavement	1,400	SY	\$	8.50	\$	11,900.00
73	Remove Existing Pedestrian Railing	1	LS	\$	500.00	\$	500.00
74	3-inch Select Crushed Material	1,280	TON	\$	14.50	\$	18,560.00
75	1 1/4-inch Dense Graded Base	2,800	TON	\$	14.25	\$	39,900.00
76	Excavation Below Subgrade (EBS) with Breaker Run and Fabr	250	CY	\$	35.00	\$	8,750.00
77	Retaining Wall	220	VSF	\$	65.00	\$	14,300.00
78	30-inch Concrete Curb and Gutter, Type L	900	LF	\$	13.50	\$	12,150.00
79	5-inch Concrete Sidewalk	7,800	SF	\$	4.75	\$	37,050.00
80	7-inch Concrete Driveway	400	SF	\$	6.50	\$	2,600.00
81	9-inch Concrete Pavement	1,380	SY	\$	54.00	\$	74,520.00
82	9-inch Concrete Pavement, Colored Pedestrian Crossing	142	SY	\$	85.00	\$	12,070.00
83	Curb Ramp Detectable Warning Field	48	SF	\$	32.00	\$	1,536.00
84	4-inch Asphaltic Concrete Pavement	1,820	SY	\$	14.80	\$	26,936.00
85	Pedestrian Safety Railing	224	LF	\$	180.00	\$	40,320.00
86	Decorative Pavers (Pattern 1)	1,880	SF	\$	16.00	\$	30,080.00
87	Clear Stone Decorative Paver Subbase	150	TON	\$	14.00	\$	2,100.00

TRAFFIC SIGNALS

88	Conduit Rigid Nonmetallic Schedul 40 3-Inch	531	LF	\$	7.00	\$	3,717.00
89	Pull Boxes Steel 24x42-Inch	5	EA	\$	715.00	\$	3,575.00
90	Concrete Bases Type 1	5	EA	\$	550.00	\$	2,750.00
91	Concrete Bases Type 10	2	EA	\$	4,000.00	\$	8,000.00
92	Concrete Control Cabinet Bases Type 9 Special	1	EA	\$	1,500.00	\$	1,500.00
93	Cable Traffic Signal 3-14 AWG	144	LF	\$	1.00	\$	144.00
94	Cable Traffic Signal 5-14 AWG	438	LF	\$	1.00	\$	438.00
95	Cable Traffic Signal 15-14 AWG	657	LF	\$	2.00	\$	1,314.00
96	Electrical Wire Traffic Signals 10 AWG	1,364	LF	\$	0.75	\$	1,023.00
97	Electrical Service, Meter Breaker Pedestal	1	LS	\$	1,250.00	\$	1,250.00
98	Pedestal Bases	5	EA	\$	225.00	\$	1,125.00
99	Traffic Signal Standards Aluminum 9-Foot	1	EA	\$	400.00	\$	400.00
100	Traffic Signal Standards Aluminum 13-Foot	1	EA	\$	450.00	\$	450.00
101	Traffic Signal Standards Aluminum 15-Foot	3	EA	\$	450.00	\$	1,350.00
102	Install Poles Type 10	2	EA	\$	1,500.00	\$	3,000.00
103	Install Monotube Arms 30-ft	2	EA	\$	2,000.00	\$	4,000.00
104	Traffic Signal Face 3S 12-Inch	6	EA	\$	800.00	\$	4,800.00
105	Traffic Signal Face 4S 12-Inch	4	EA	\$	900.00	\$	3,600.00
106	Pedestrian Signal Face 16-Inch	6	EA	\$	225.00	\$	1,350.00
107	Pedestrian Push Button	6	EA	\$	250.00	\$	1,500.00
108	Signal Mounting Hardware	1	LS	\$	3,500.00	\$	3,500.00
109	Luminaires Utility LED C	2	EA	\$	430.00	\$	860.00
110	Field System Integrator	1	LS	\$	3,800.00	\$	3,800.00
111	Install Luminaire Arms Steel (6-ft)	2	EA	\$	1,000.00	\$	2,000.00
112	NEMA TS-S Type 2 Traffic Signal Control Cabinet	1	LS	\$	16,500.00	\$	16,500.00
113	Network Switch	1	EA	\$	2,500.00	\$	2,500.00
114	Ethernet Radio	1	EA	\$	7,000.00	\$	7,000.00
115	Installing Non Intrusive Detection Unit & Clamp Arm	1	EA	\$	2,500.00	\$	2,500.00

PAVEMENT MARKINGS

116	Marking Line Epoxy 4-Inch	1,500	LF	\$	2.50	\$	3,750.00
117	Marking Parking Stall Epoxy 4-Inch	470	LF	\$	5.50	\$	2,585.00
118	Marking Crosswalk Epoxy Transverse Line 6-Inch	300	LF	\$	7.25	\$	2,175.00
119	Marking Stop Line Epoxy 12-Inch	80	LF	\$	5.00	\$	400.00
120	Marking Arrow Epoxy, Type 2	2	EA	\$	200.00	\$	400.00
121	Roadway Sign	2	EA	\$	100.00	\$	200.00
122	Sign Pole	1	EA	\$	250.00	\$	250.00

TOTAL: Items #1-#122

		\$	796,748.00
5% Schedule Contingency	\$	39,837.40	
Subtotal	\$	836,585.40	
Direct Equipment Procurement	\$	12,336.00	
Engineering Design and Bidding	\$	105,193.00	
Project Total	\$	954,114.40	

DRAFT electrical location

2

2

Traffic Signal Control Cabinet

Weg Signaling Kiosk

Eddy St.

BP: 107+61.44

100+00

EP: 23+81.58

00+00

100+00

00+00

100+00

30'

30'

EXISTING TO REMAIN

MATCH EXISTING (LTP)

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

5 FEBRUARY 2018 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Medallion | Chris Tollaksen - (608) 253-2542

HISTORY

The City of Wisconsin Dells has asked Zebradog (ZD) to provide a scope of services for fabricating the Riverwalk Gateway bronze medallion presented July 19, 2017 (See page 2 for a reference). This document summarizes the remaining scope of work related to the production of this design element.

5 DELIVER IMPLEMENTATION PHASE

During the DELIVER phase, we will guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent and the medallion is fabricated. All final placement and coordination takes place. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues and overall quality concerns.

SCOPE / GOALS

- One (1) on site visit to confirm placement of bronze medallion
- Finalize drawing details and production art necessary for fabricator
- Review / approve material samples
- Fabricate 5' diameter bronze medallion and wooden jig
- Supervise installation - 4 hours onsite
- Establish punchlist

TIMELINE: 4 MONTHS

PROPOSAL

5 FEBRUARY 2018 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Medallion | Chris Tollaksen - (608) 253-2542

DELIVERABLES

- Online site work to confirm medallion placement
- Fabrication of medallion
- Fabrication of wooden jig

PROJECT ASSUMPTIONS

- Assumes work will not be completed during prime tourist season
- Installation TBD once construction schedule is provided
- City is responsible for rerouting pedestrian traffic around construction zone

NOT INCLUDED

- Installation of medallion and wooden jig by general contractor



Pricing based on the conceptual design above.

PROPOSAL

5 FEBRUARY 2018 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Medallion | Chris Tollaksen - (608) 253-2542

SUMMARY / SCOPE OF WORK

FABRICATION	\$11,125.
DESIGN FEES	\$1,500.
CONSTRUCTION MANAGEMENT- (2 SITE VISITS)	\$810.
ANTICIPATED EXPENSES (MILEAGE)	\$132.
TOTAL	\$13,567.

PAYMENT TERMS

- A 25% down payment will be charged at project inception. Remaining fees will be billed monthly as incurred.
- Changes to scope may result in adjustment of fees and a scope revision.
- Sales tax not included (if applicable).
- ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.



SUBMITTED: MARK SCHMITZ, ZEBRADOG

5 FEB 2018

ACCEPTED (PLEASE SIGN AND DATE)

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

22 NOVEMBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Anchor Exhibit Fabrication & Installation | Chris Tollaksen - (608) 253-2542

HISTORY

The City of Wisconsin Dells has asked Zebradog (ZD) to provide a scope of services for fabricating and installing an anchor exhibit at the Riverwalk entrance along Broadway. This document summarizes the scope of work related to implementing this structure.

5 DESIGN DETAIL / DELIVER IMPLEMENTATION PHASE

During the DELIVER phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. All physical items are produced and installed. All final telelectrical coordination takes place. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues and overall quality concerns.

SCOPE / GOALS

- One (1) on site meeting with client to review design of the exhibit
- Conference calls with client and team as needed
- Finalize design details and construction documentation for bidding
- Finalize fabrication and installation budget
- Review submittals from fabricator / approve material / lighting samples
- Fabricate structure
- Print / produce graphics for two-sided vignette
 - Side one of vignette to feature Riverwalk vignette locations
 - Side two of vignette to feature content/imagery about the anchor on display
- Schedule installation

* Client to provide all content regarding historic anchor that will be featured at the Broadway entrance

TIMELINE: 4-5 MONTHS

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

22 NOVEMBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Anchor Exhibit Fabrication & Installation | Chris Tollaksen - (608) 253-2542

DELIVERABLES

- Online meetings, site visits, vendor meetings (as needed)
- Construction of base for monument sign
- Fabrication and installation of new 2-sided vignette
- Install structure and graphics

PROJECT ASSUMPTIONS

- Assumes work will be coordinated and timed with the Eddy Street renovation project
- Coordination with Eddy Street contractor and signage installer required for installation of sign footing
- Footing plan schedule to change based on engineers final review of bridge
- Electrical service will need to be run to the proposed anchor location by others

NOT INCLUDED

- The client will provide the necessary contract documentation required for open bidding
- The client will publish the necessary bid notices
- Coordination/review of new curb design with WI DOT to acquire state approval to be done by others
- Client to arrange delivery of anchor to site

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

22 NOVEMBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Anchor Exhibit Fabrication & Installation | Chris Tollaksen - (608) 253-2542



Pricing based on the conceptual design above.

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

22 NOVEMBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Anchor Exhibit Fabrication & Installation | Chris Tollaksen - (608) 253-2542

SUMMARY / SCOPE OF WORK

DESIGN DETAIL, PRODUCTION ART, PRODUCTION MGMT.	\$18,307
FABRICATION / INSTALLATION	\$39,250
STRUCTURAL ENGINEERING/ REVIEW OF BRIDGE	\$6,800
TOTAL	\$64,357

PAYMENT TERMS

- A 25% down payment will be charged at project inception. Remaining fees will be billed monthly as incurred.
- Changes to scope may result in adjustment of fees and a scope revision.
- Sales tax not included (if applicable).
- ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.

REIMBURSABLE EXPENSES

Expenses related to the performance and delivery of basic services will be billed in addition to the fees for basic services. Reimbursable expenses will be invoiced at actual cost and will include costs associated with printing of project documentation, courier, postage, stock material, software, travel costs, meals and lodging.



SUBMITTED: MARK SCHMITZ, ZEBRADOG

22 NOV 2017

ACCEPTED (PLEASE SIGN AND DATE)

HISTORY

The City of Wisconsin Dells has asked Zebradog (ZD) to provide a scope of services for fabricating and installing the banner program presented July 19, 2017 (See page 2 for a reference). This document summarizes the remaining scope of work related to implementing the new banner program throughout the Dells River Arts District.

5 DELIVER

IMPLEMENTATION PHASE

During the DELIVER phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. All physical items are produced and installed. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues and overall quality concerns.

SCOPE / GOALS

- One (1) on site meetings with client to finalize all content and locations for banners with client
- One (1/2) day on site to field verify final site conditions / prep for integration
- Finalize construction documentation and rebid as necessary
- Finalize fabrication and installation budget
- One (1) on site meeting with selected vendor to walk through scope and placement of banners
- Review / approve material/ color samples
- Print / produce graphics - pricing is based on Rainbow's quote for pressure sensitive vinyl
- Schedule installation
- Supervise installations - one (1) day on site

TIMELINE: 3-4 MONTHS

PROPOSAL

9 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Banner Fabrication & Installation | Chris Tollaksen - (608) 253-2542

DELIVERABLES

- Online meetings, site visits, vendor meetings (as needed)
- Fabrication and installation of banners

NOT INCLUDED

- The client will provide the necessary contract documentation required for open bidding
- The client will publish the necessary bid notices
- Coordination with WI DOT to acquire state approval to be done by others



Pricing based on the signage design above. Final copy is pending.

PROPOSAL

9 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Banner Fabrication & Installation | Chris Tollaksen - (608) 253-2542

Wisconsin Dells Banners-ZD to Procure Banners and Project Manage						
Item #	Exhibit	Description	Qty	Fabrication & Installation (includes 25% markup)	High Resolution Production, Content Procurement & Production Management	Total Production, PM Fabrication & Installation
1	Banner Program	high resolution art for 8 unique designs and 3 different sizes	1	0	12,825	\$12,825
		fabrication and installation of 27" x 54" pressure sensitive vinyl to existing aluminum banners	80	25,000	0	\$25,000
				25,000	12,825	\$37,825
	Misc.	1/2 day onsite to review final locations- 2 ZD staff members	1		1,200	\$1,200
		1 day onsite to supervise installation	1		1,200	\$1,200
		mileage - 4 trips			264	\$264
					2,664	\$2,664
	Total Fabrication & Installation			\$25,000	\$15,489	\$40,489

PROPOSAL

9 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Banner Fabrication & Installation | Chris Tollaksen - (608) 253-2542

SUMMARY / SCOPE OF WORK

DELIVER (IMPLEMENTATION PHASE)

\$40,489

(Anticipated expenses included in the total above)

PAYMENT TERMS

- A 25% down payment will be charged at project inception. Remaining fees will be billed monthly as incurred.
- Changes to scope may result in adjustment of fees and a scope revision.
- Sales tax not included (if applicable).
- ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.



9 OCT 2017

SUBMITTED: MARK SCHMITZ, ZEBRADOG

ACCEPTED (PLEASE SIGN AND DATE)

MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: CONCEPT RENDERINGS

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN



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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: DEMOLITION

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

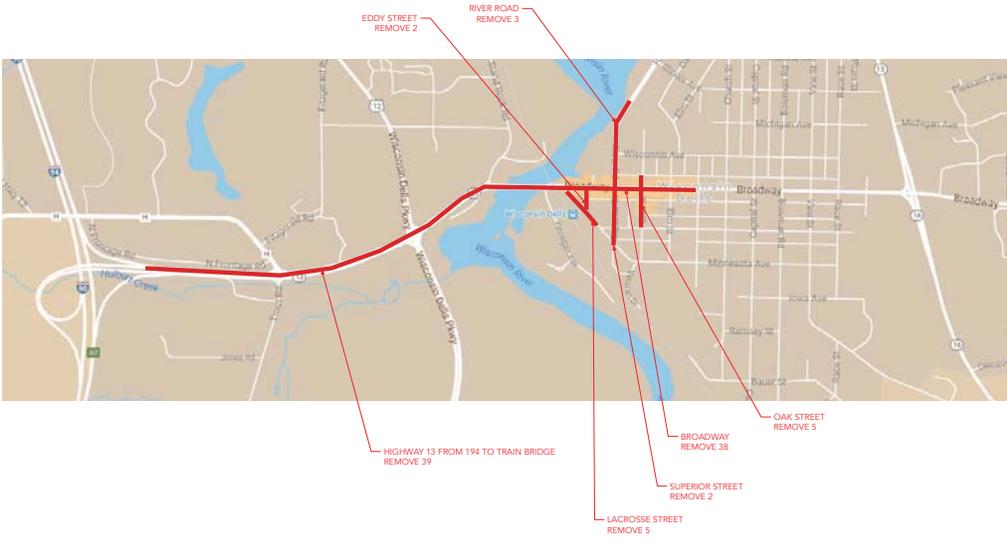
JOB SPECS

DEMOLITION

Remove all current banners with outdated logos and events. Salvage mounting hardware and return to City of Wisconsin Dells

Zebradog's preliminary survey indicates that banners required to be removed include:

- Highway 13 from 194 to Train Bridge
Quantity to remove = 39
- Broadway Avenue
Quantity to remove = 38
- Lacrosse Street
Quantity to remove = 5
- Eddy Street
Quantity to remove = 2
- Superior Street
Quantity to remove = 2
- River Road
Quantity to remove = 3
- Oak Street
Quantity to remove = 5
- Elm Street
Quantity to remove = 0
- Cedar Street
Quantity to remove = 0
- Church Street
Quantity to remove = 0
- Capital Street
Quantity to remove = 0



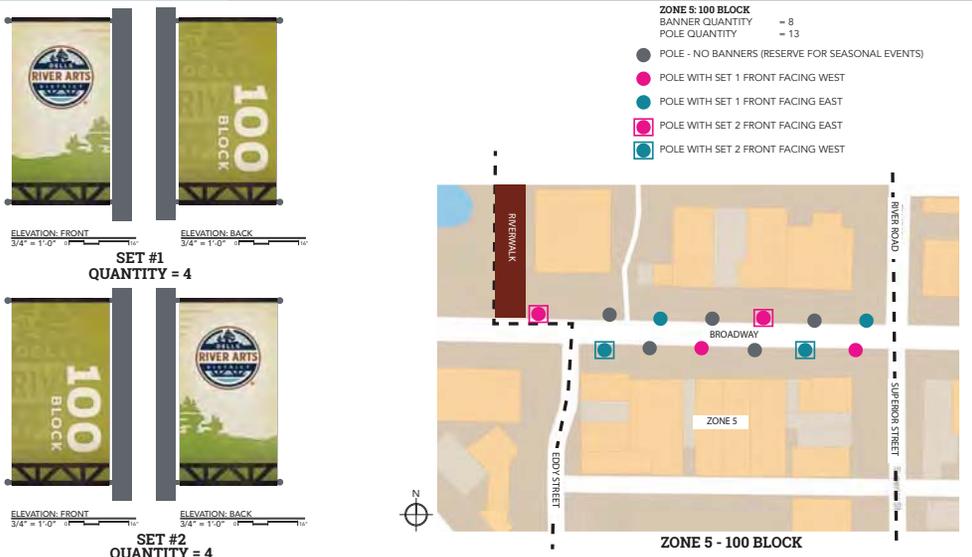
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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 5

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN



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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONES 2 & 3: ENTRY & BRIDGE

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DYNAMIC ENVIRONMENT DESIGN



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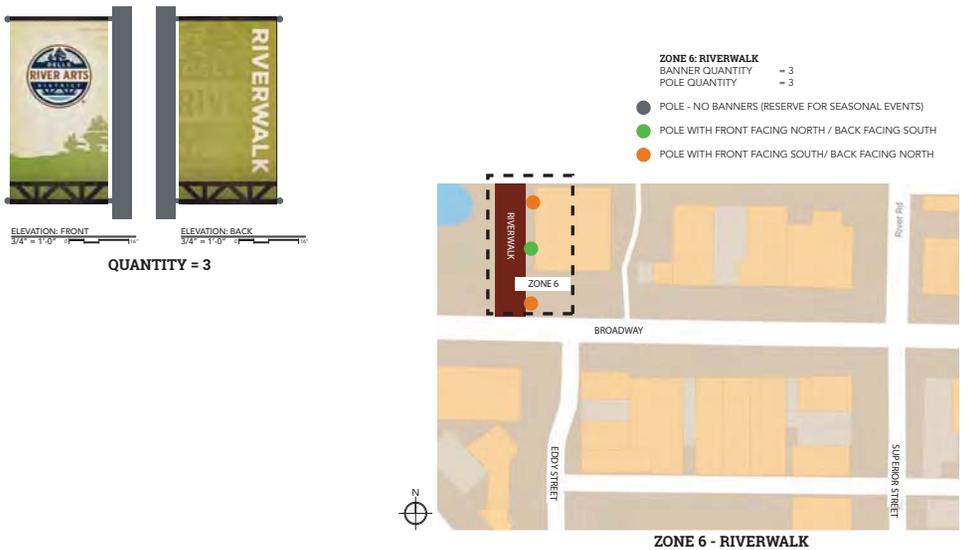
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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 6 - RIVERWALK

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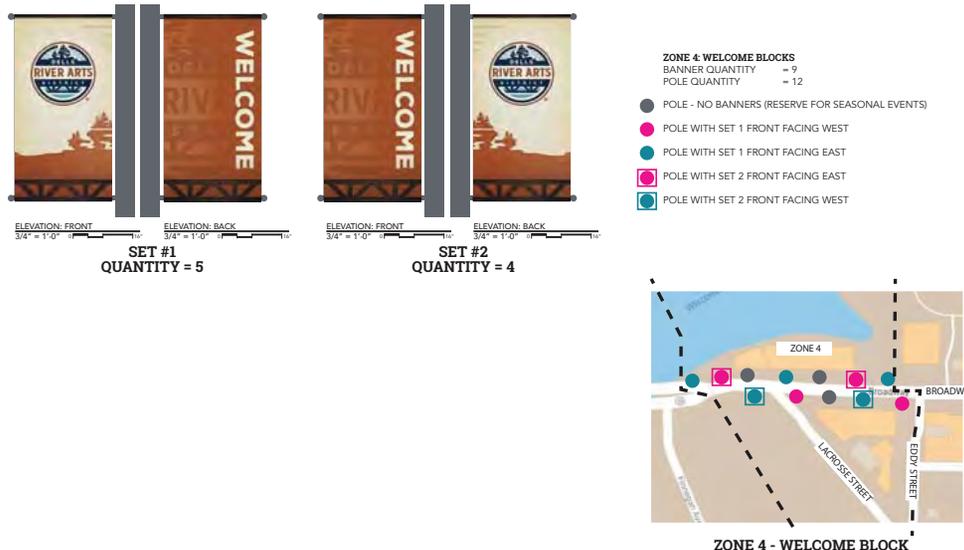
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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 4 - WELCOME BLOCK

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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 9 - 300 BLOCK

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN



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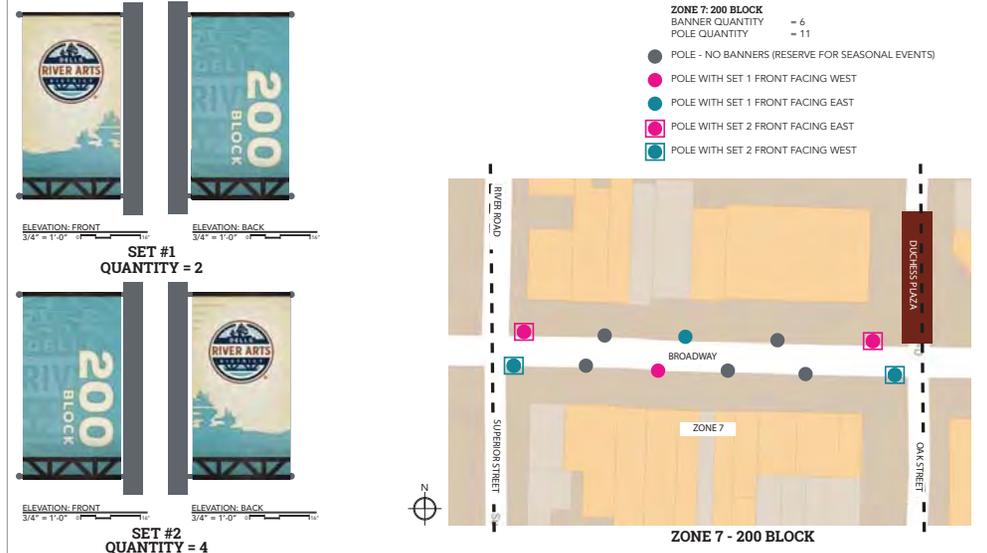
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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 7 - 200 BLOCK

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN



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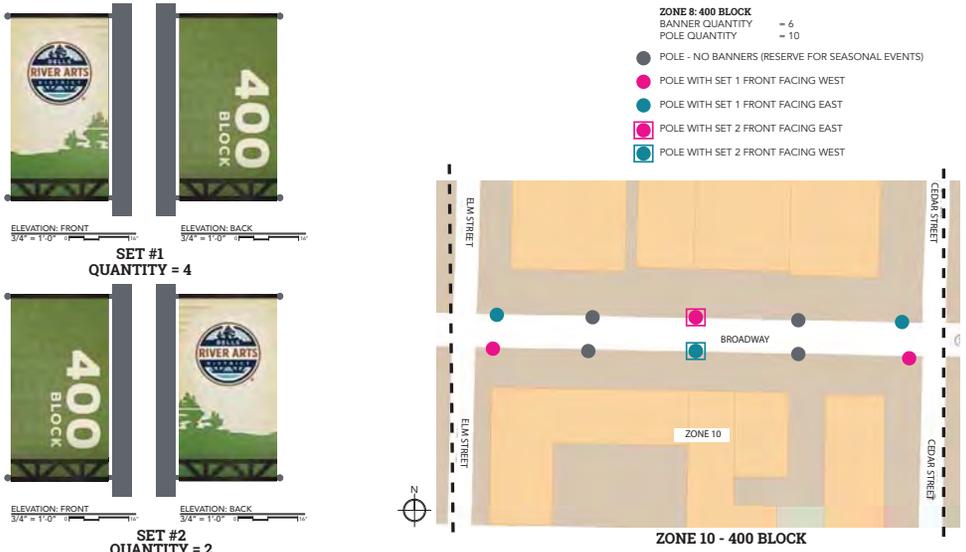
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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 10 - 400 BLOCK

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN



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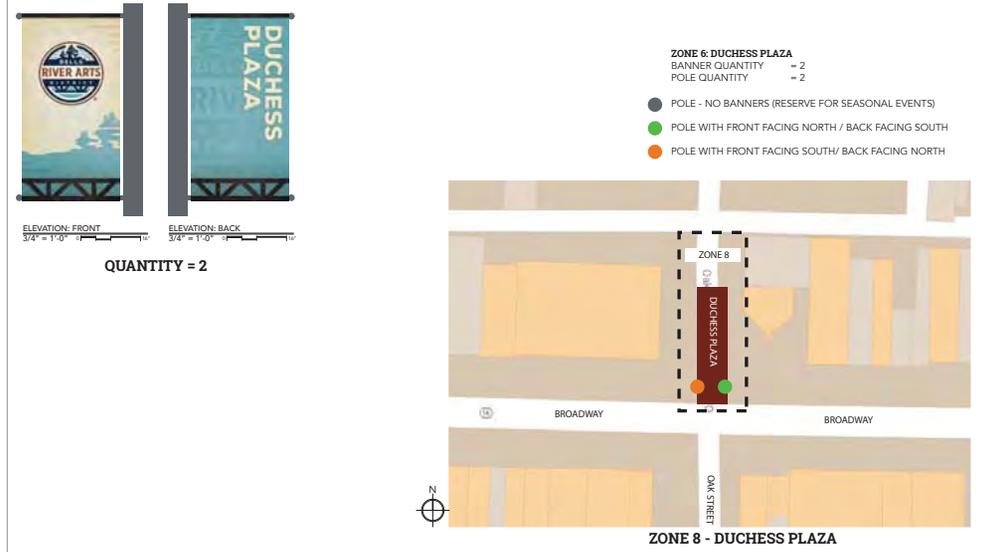
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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 8 - DUCHESS PLAZA

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MASTER DESIGN 17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 13 - 700 BLOCK WELCOME

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DYNAMIC ENVIRONMENT DESIGN

ZONE 13: WELCOME BLOCK
BANNER QUANTITY = 4
POLE QUANTITY = 7

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST

SET #1
QUANTITY = 2

SET #2
QUANTITY = 2

ZONE 13 - 700 BLOCK WELCOME

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MASTER DESIGN 17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 11 - 500 BLOCK

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

ZONE 11: 500 BLOCK
BANNER QUANTITY = 5
POLE QUANTITY = 9

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST

SET #1
QUANTITY = 3

SET #2
QUANTITY = 2

ZONE 11 - 500 BLOCK

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CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 14 - ENTRY FROM HIGHWAY 16

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

ZONE 14: ENTRY FROM HIGHWAY 16
BANNER QUANTITY = 10
POLE QUANTITY = 26

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST

SET #1
QUANTITY = 5

SET #2
QUANTITY = 4

ZONE 14 - ENTRY FROM HIGHWAY 16

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MASTER DESIGN 17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 12 - 600 BLOCK

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DYNAMIC ENVIRONMENT DESIGN

ZONE 12: 600 BLOCK
BANNER QUANTITY = 4
POLE QUANTITY = 7

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST

SET #1
QUANTITY = 2

SET #2
QUANTITY = 2

ZONE 12 - 600 BLOCK

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Memo

To: David Holzem, DPW, City of Wisconsin Dells
From: Kevin Ruhland, PE, MSA
Subject: Woodside Ranch Access Traffic Counts
Date: February 7, 2018

I. Introduction

The Wisconsin Department of Transportation has indicated to the City of Wisconsin Dells a preferred intersection improvement for the Woodside Ranch Access to WIS 13. In the fall of 2017, the City installed a continuous traffic count unit at the intersection to collect supplemental traffic count data and assess if alternative improvements to WisDOT's required design (enhanced stop controlled intersection) should be considered. The following is a summary of the review of that data

II. Data Collected

The City of Wisconsin Dells installed a Gridsmart traffic detection camera at the Woodside access to WIS 13. Data collection began on Tuesday August 15, 2017, and was generally continuous until Friday December 1st, 2017. Due to technical difficulties, there is a gap from October 12 – October 21, 2017, however, it is not believed that data from this time period would substantially alter the findings of this review.

Data collected included continuous hourly turning movement count volume for both WIS 13 and the Woodside access. A total of 2,372 hours of data were collected, with 1,486 hours occurring between the typical warrant study count hours of 6 AM – 9 PM.

III. Traffic Signal Warrants

In coordinating with WisDOT in the past on the access design, it has generally been stated by WisDOT staff that alternatives to their recommended improvement would only be considered if traffic signal warrants were met at the access. Projections for development traffic have varied, so the City felt collecting actual continuous data would provide additional clarity on the need for alternative improvements.

MSA reviewed the traffic volumes, primarily comparing the volume to Warrant 1 for traffic signal installation as defined in the Manual on Uniform Traffic Control Devices. This warrant defines volume thresholds that must be met during 8-hours of a given day on both the main road and the side street. The volumes thresholds vary based on the speed of the main road and location of the access relative to other development. There is an additional "combination" threshold that is sometimes considered that is lower than the primary threshold that was also reviewed. The following table summarizes the warrants and

MEMO

February 7, 2018

volume thresholds considered for this review. Note that the requirements for condition 1a include a lower threshold on the main road, but a high threshold on the side street. Since side street volume is the more limiting factor, condition 1a was not reviewed in detail.

Table 1 – 70% Traffic Signal Warrant Volume Thresholds

	Main Road Volumes (WIS 13)	Side Street Volumes (Woodside)
Warrant 1b (interruption of continuous flow)	525 Vehicles	53 Vehicles
Warrant 1c (combination warrant)	420 Vehicles	42 Vehicles

IV. Data Review & Comparison

MSA reviewed and summarized the data in three ways as follows:

A. Hourly Volume Summary by Day

Figures 1 & 2 show dot plots of the hourly volumes for each day data was collected for WIS 13 and the Woodside Access respectively. The blue dots are the individual hours for each day and are arranged from highest volume to lowest volume along the Y-axis. The orange dots represent the Warrant 1b threshold that is typically required to be met for warranting of traffic signals. From these two plots we can see that a significant amount of the data points fall below the primary volume threshold

B. Hourly Volume Trends

Figures 3 & 4 show Weekday and Weekend/Holiday daily traffic trends for just the Woodside access. Each line on the chart represents a different day from the data set. We can see on the weekday plot, that there was virtually no exiting volume from the site on weekdays until 3 PM, and most of the weekday hours that exceed the volume threshold of 53 vehicles occurred at 5 PM and 6 PM. On weekends/holidays, the patterns are much more scattered, but only a handful of days show consistent volumes at or near the 53 vehicle threshold.

C. Total Hours vs. Signal Warrant Thresholds

Figures 5 & 6 summarize the percentage of hours that WIS 13 and the Woodside Access exceed each of the two warrant thresholds from Table 1 above. Two pie charts were created for each roadway, one that considers all hours of data, and a second that reviews only the typical hours considered during Warrant Analysis (6AM – 9PM). While there is a greater percentage of hours meeting the threshold when eliminating the overnight hours, Table 2 shows that the raw number of hours meeting the different thresholds is extremely small, and does not change whether the overnight is included or not.

Table 2 – Total Hours Meeting Warrant 1 Volume Thresholds by Road – 6AM – 9PM

	Total Hours	0 Volume Hours	Non Zero Volume Hours <Warrant 1C Threshold	>Warrant 1C, <Warrant 1B	Hours > Warrant 1B
Main Road (WIS 13)	1486	0	1015	291	180
Side Street (Woodside)		501	900	15	70

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February 7, 2018

Figure 7 shows the overlap of the main road (WIS 13) and side street (Woodside access) volumes for the period between 6 AM - 9 PM. The different slices represent how many hours meet the following thresholds.

Table 3 – Total Hours Meeting Warrant Thresholds, Both Roads – 6AM – 9PM

Hours where:	% of Hours 6AM-9PM	# of Hours 6AM-9PM
Both roads meet Warrant 1b	2.09%	31
Both roads meet Warrant 1c	3.365%	50
Main >1b, Side > 1c	0.20%	3
Main > 1c, Side > 1b	0.875%	13
Only one Road meets at least 1c	27.52%	409
Neither Road meets at least 1c	65.95%	980

V. Conclusions

From the data collected, the following conclusions can be drawn:

1. During the Time Period where data was collected, only Saturday, October 7 met the 8-hour warrant volume condition (Warrant 1B), while Sunday, October 9 also met 7 of 8 hours. When considering Warrant 1C, no other dates meet more than 6 hours over the course of the day. Based on the collected data, it is not likely WisDOT would feel alternative improvements are justified.
2. As noted at the time the traffic count unit was installed, the peak summer traffic and utilization of the Woodside facility had likely passed.
3. If, for a majority of the summer (June 1 – August 15), typical traffic volumes match or exceed the traffic experienced on the October 7/8 weekend AND extend either from Thursday or into Tuesday (4 straight days of warrants met), then there may be justification for considering alternative improvements at the access location.