

## **Baileys Harbor Community Association Summary**

**Number of employees:** 1

**Number of volunteers:** BHCA has 67 business members and 48 community members-all volunteer status.

### **What is your Mission Statement?**

The Baileys Harbor Community Association Inc. (BHCA) mission shall be promotion and advancement of the Baileys Harbor community civic, cultural, economic, educational, and environmental activities.

Kendall Weisgerber Memorial Park Revitalization Project – The Baileys Harbor Community Association, Inc. has formed an AdHoc Committee to raise \$545,000 to completely replace the playground equipment making the park more inclusive for all ages and ADA Accessible.

### **What is the main source of your funding and what percent of your funding does that source provide?**

The BHCA is funded largely through the Door County Room Tax Collection. The Town of Baileys Harbor historically was the recipient of the funds and the BHCA provides an annual budget requesting funds for operation. The Town of Baileys Harbor then allocated an amount annually (varied annually based on the Town of BH budget). The process of Room Tax allocation in Door County has changed for 2022. The funds will be distributed through Destination Door County. The BHCA has been informed from The Town of Baileys Harbor the annual contributions to the BHCA will change based on this structure change. The Business & Community Members pay annual dues of \$250/\$50 (minor part of the budget). Events have minimal income and are largely run at a loss.

The Kendall Weisgerber Memorial Park Revitalization Project fundraising is a separate accounting of donations exclusively for the project. The BHCA administration of the project is paid through our general budget and no donations are used for this expense.

### **What is the geographic scope of your services throughout Door County?**

As the BHCA, primarily the Township of Baileys Harbor, but Kendall Park is a magnet for the larger Northern Door Community with its close connection to the waterfront, library, high speed internet and playground.

### **Explanation of how you serve Door County including primary programs your organization offers to the community.**

BHCA: The Baileys Harbor Community Association truly encompasses all aspects of our small town. With such a small population, there just aren't enough people to support the traditional number of social and business organizations. As such, when the Lions Club and Baileys Harbor Business Association were both collapsing 25 years ago, the BHCA formed to bridge the gap. Now, charged with all levels of local

economic promotion (website, tourist info office, brochure), tourism festivals (Brown Trout, 4th of July, Food Trucks and Floaties, Autumn Fest), and community events (free summer concerts in the park, outdoor yoga classes, weekly farmers market, Easter, Halloween, Christmas), BHCA boasts an equal number of business and community memberships. In addition to business and social events, the BHCA has also supported land purchases, tree plantings, and fundraising for township projects. This year, the BHCA has specifically targeted the need for updating, improving and opening access to the core town park – Kendall Weisgerber Memorial Park and Playground.

Kendall Weisgerber Memorial Park Revitalization Project: AdHoc Committee is seeking funds to rejuvenate our town's 30-year-old playground. The plan is to completely replace the playground facility making the park more inclusive for all ages and fully ADA accessible. Kendall Park is not just the geographic but also the social core of our community. The Town Hall complex is where we go for help with local issues, to visit the library for information, to gather at senior lunch and bring our children to play. Such a gathering point is vital to encourage physical activity in an area with high obesity rates and also to bring rurally isolated families together to facilitate in-person social activity to counter screen time in pre-K children and loneliness for older adults. More than just any playground, it is THE playground. We are without any other facility for this kind of activity -- no daycares and no school yards. Ordinary families are deeply challenged without affordable housing, without access to childcare, without reliable internet, with seasonal incomes that often divide families into shifts as parents work two jobs, day and night, in order to make ends meet. Many parents of young children rely on grandparents and even great grandparents for childcare. We also have a large seasonal retiree population that brings their grandchildren to the park. Free and open to the public from dawn to well after dark, Kendall Park has been and will continue to be a significant part of area families' lives. Outside and expanded to fill all the available land area, the improved facility will also allow for newly important social distancing and pandemic readiness. As such, this expansion of a thirty-year success is more important than ever.

### **How would you define the impact your organization is making in Door County?**

The BHCA is an integrated part of the larger effort (including Destination Door County and the Door County Economic Development Corporation) to promote and provide a high quality of life for all Door County residents and visitors through festivals, informational resources and funding. BHCA is an important promoter of the businesses in Baileys Harbor through marketing, social media, and events. The extent of the BHCA efforts has increased visitors to Baileys Harbor to enjoy our beautiful landscape, history, and warm community.

Kendall Park: Kendall Park is named in honor of Kendall Weisgerber, a young Baileys Harbor girl that passed away tragically in 1991. After her death, her family, friends, and local residents raised money and donated their labor and construction equipment to create a safe place for children in town to play. The Park was constructed on the Town Hall property in 1992 and has been the heart and soul of our small community ever since. If you've ever attended a festival in Baileys

Harbor, you've probably been to Kendall Park. Thirty years later, it's time to rebuild this great place!

Kendall Park is not just the geographic but also the social core of our tiny community. The Town Hall complex is where we go for help with local issues, to visit the library for information, to gather at senior lunch and bring our children to play at the playground. Such a centralized gathering point is vital to encourage physical activity in an area with high obesity rates and also to bring rurally isolated families together to facilitate in-person social activity to counter screen time especially in pre-K children. More than just any playground, it is THE playground. We are without any other facility for this kind of activity -- no daycares and no school yards. Our proposal also expands the traditional playground opportunities to include age-friendly activities – music and more laughter! The musical pieces encourage inherently inclusive activities that are both social and creative. Music enhances cognitive skill, reduces anxiety, and is just plain fun for all ages and abilities. The Inclusive Whirl (with its zero-entry design, bench seating and large platform surface) reopens the door for an otherwise reduced physically-able age group to the gleeful delight of spinning! Laughter, along with its myriad of health benefits from stress reduction to positive mental health, is universal and contagious bridging social gaps to build community!

Ordinary families are deeply challenged without affordable housing, without access to childcare, without reliable internet, with seasonal incomes that often divide families into shifts as parents work two jobs, day and night, in order to make ends meet. Free and open to the public from dawn to well after dark, Kendall Park has been and will continue to be a significant part of area families' lives. Outside and expanded to fill all the available land area, the improved facility will also allow for newly important social distancing and pandemic readiness.

As such, this expansion of a thirty-year success is more important than ever. As a committee of parents, grandparents, business owners and coordinators, we speak from direct experience as to the importance of what we propose. The current park does not meet our children's needs as toddlers nor for those with physical challenges. Nor does the current facility take full advantage of all the available land area, reducing users' ability to social distance in this new era of pandemic recovery and readiness. For families, the improved park will be an out of school, after school, off hours, on weekends and a during holidays resource providing easy access to the library, some of the best Wi-Fi in the area (a vital resource in Northern Door), and fun place to exercise.

In addition, the site is also our town's economic core where we host multiple seasonal festivals vital to our tourist economy where thousands of seasonal visitors (at times tens of thousands) also use this easily accessible facility. The playground is the center around which these festivals are built. The park is an integral part of our pandemic-impacted economy tied directly to the center of our township's campus that includes the expanded marina, town hall, library, fire station, public bathrooms and extensive parking. Outside activity has been what has kept our community financially solvent since 2020 and we need to proactively work to strengthen such resources.

Over the last ten years, despite a 12% growth in population for the northern half of Door County (fourth highest in Wisconsin), our workforce has declined by almost 10%. Our aging population (four times the national average) is a significant part of that workforce decline as affordable housing has disappeared being filled with the

double burden of newly arrived retirees and huge summer-season tourism demands. Without a workforce, all aspects of our community's lifestyle are at risk of being left understaffed from tradespeople to caregivers, restaurant workers to house cleaners, and mechanics to bank clerks. As a community, the best way to sustain our high quality of life is to make sure our workforce is strong. Multiple organizations from county government to the county-wide United Way have identified rebuilding the workforce as a priority. Going forward, the Door County Economic Development Corp is proposing high density apartment buildings without greenspace as a way to fulfill the acute need for labor of all types. Unfortunately, such methodology leaves young families without room to run, making public parks even more vital. Kendall Park combines the best of all public access points with parking, bathrooms, library, town office, easy access to the waterfront at the adjacent town marina, easy walking distance to community businesses and overall safe space for everyone to gather. First built 30 years ago following the tragic death of a neighborhood child, this safe space makes even more sense today.

**What is your annual budget?**

The BHCA 2022 Budget is for \$189,050 of income. This is 50% from Room Tax, 42% from events, and 8% from membership. BHCA 2022 expenses are projected at \$178,500, this includes the administration of the Kendall Weisgerber Memorial Park Revitalization Project.

Kendall Weisgerber Memorial Park Revitalization Project budget is \$540,634.

**If you were to receive a donation from 100+WWC, how would that donation be used?**

100% of 100+ Women funding would go to Kendall Park. Up to a \$5000 donation would be recognized with a 12"x12" memorial brick. Over \$5000 would be recognized with an engraved plaque mounted on a piece of playground equipment. Over \$10000 would be recognized with a 12"x12" memorial brick, and engraved plaque, and specific signage honoring large donors as part of the installation.