

SUNNYVIEW EXPOSITION CENTER

PROPERTY PURCHASE

Identified as Parcel #0180278 and owned by the Netzer family for over 55 years, this 20 acre lot has been on the market since November. Last month the County decided to submit an *Offer to Purchase* for the north parcel that abuts the east boundary of the Expo Center. Although the County's *Offer to Purchase* was rejected by the Netzer family, a counter offer soon followed. The \$175,000 counter offer subsequently fell within the range of what the County felt was acceptable and the processes required to have the matter go before the County Board for consideration have since moved forward.

The reasons why the County is in need of acquiring added land along the eastern border of the Expo Center are as follows:

1. The various horse shows that have long been the mainstay of summer programming and revenue at the Expo Center have been increasing in size. Because these shows are now bringing in more and more RVs, campers and horse trailers onto the site, staff is beginning to struggle with where to park these large rigs so they do not interfere with other programs using the main parking lot and causing electrical overloads in some areas. The electrical hook ups within the main horse show area are tapped out as far as adding more plug-ins and the 11 acre area to the east has room on its panel for growth as well as the capacity to extend the electrical service further to the east, as necessary. In particular, the department's chief concern is that once the new stadium begins to regularly attract crowds of 4,000+ for grandstand shows, the main parking lot will have to assume a bigger role in accommodating the parking for these shows as well as events using the exposition building. These circumstances will force management to have to move horse show parking and camping into the limited space presently available on the east side of the Expo. As these horse shows continue to grow this limited space will quickly be used up and there will be no additional areas left unless new land is added to the east.
2. Because of the growth of the horse shows, it is anticipated that there likely will be a future need to build another barn on site, which has been in long range plans for over a decade. With nowhere else to put it, the building will likely be installed in what is presently an open field area on the northeast side of the property currently being used for RV camping purposes. Given this eventuality, this pending loss of space will further exacerbate the need to come up with more horse show camping and general parking accommodations.
3. In the coming years it is anticipated that with the potential for the new stadium to attract one or two large scale concerts or festivals to the Expo grounds, there will be an overwhelming need to accommodate crowd sizes of 30,000 or more people. In order to avoid the logistical conflicts that are likely to develop if the Community Park were to be regularly used as a back-up location for overflow parking at the Expo, it is management's aim to attempt to contain as much of the Expo related parking to areas situated on the north side of E. County Road Y. As such, more land must be acquired around the Expo to diminish the chances for conflicting use of the Community Park, promote safety for event attendees as well as park patrons, and to alleviate pressure on law enforcement to erect a formal staffed crossing area on East County Road Y.
4. Concerning the continued unprecedented growth being experienced by Life Promotions for Lifest, building of the new stage within the stadium has managed to free-up several new acres of camping in the front portion of the Expo which in all probability will be used up well ahead of schedule because of the higher than anticipated demand for camping space. It had originally been calculated that with relocation of the stage inside of what is now the stadium, Life Promotions would have a 10 year supply of land available to be able to address its increasing camping needs; this was based on a 6% per year growth rate.

As circumstances would have it, the most recent numbers taken from Life Promotion's 2018 Lifest camping projections indicate that there has been a 15% increase in camping reservations. Thus, with this year's growth in camping alone, Life Promotions is already nearly two years ahead of where the organization is supposed to be in accounting for available camping space at the Expo. Further, more land is needed to not only accommodate projected growth in camping, but also general daily parking needs as well as it is anticipated that a 12% rise in general daily attendance will take place in 2018.

5. Recently, the Parks Department initiated the beginning phases of updating the Sunnyview Expo Center Master Plan. As an early finding of that process it has been determined that one of the primary facility needs that must be addressed is to both improve and expand the hard surface parking areas at the facility. Unfortunately, one of the main challenges that will need to be confronted in doing so will be to come-up with new areas of the grounds to devote towards handling of the increased storm water run-off produced by the expanded hard surface areas. With land use at the Expo already at a premium, it is management's contention that the best means for dealing with the rise in storm water volume will be to purchase new land for retention purposes. Given this contingency, it is perhaps fortuitous that the Netzer family's counter offer includes with it a requirement that the County keep a 6 acre wetland area within the parcel in the same type of natural theme as it had originally been designed and developed into by Dr. Donald Netzer and that it be dedicated in memory of Dr. Netzer by show of a plaque or memorial bench. In having this 6 acre wetland area it will allow the County to more easily accommodate and account for the increased storm water run-off derived from added hard surface areas.

Since the key use intended for the added property revolves around addressing the increasing need for more camping and parking space, it is anticipated that over the next several years a 14 acre area within the 20 acre parcel will need to be converted from cropland to turf; this will mirror the conditions maintained within other camping areas built on porous surfaces. Consequently, it will require between two-to-three years of development before it will be viable to use for camping purposes. It is estimated that given this three year schedule, the total conversion cost will come-out to approximately \$21,000 (labor, material and equipment included) most of which will be completed using in house resources and the County Highway Department.

Lastly, it is to be noted that this property coming on the market is a once in a generation opportunity to purchase land to buffer the Expo grounds from what may eventually become conflicting development. Further, the purchase of the Expo west annex property in 1993, former Sportsman's Park, proved to be invaluable for continued growth of events taking place on the grounds. It is anticipated that purchase of the Netzer property will be equally prudent.

Rob Way
Winnebago County Parks & Expo Director



SUNNYVIEW EXPOSITION CENTER

Winebago County



UNDERGROUND UTILITIES

THESE RECORD DRAWINGS HAVE BEEN PREPARED, IN PART, ON THE BASIS OF INFORMATION COMPILED AND FURNISHED BY OTHERS. THE SURVEYOR AND ARCHITECT WILL NOT BE RESPONSIBLE FOR ANY ERRORS OR OMISSIONS WHICH HAVE BEEN INCORPORATED INTO THIS DOCUMENT AS A RESULT. SOME UTILITIES HAVE BEEN LOCATED BY MAPS PROVIDED BY OTHERS - LOCATIONS ARE APPROXIMATE. PRIVATE UTILITIES MAY EXIST BUT ARE NOT SHOWN ON MAP. CONTACT DIGGERS HOTLINE FOR LOCATIONS. FIELD VERIFY SANITARY AND STORM SEWER PIPE SIZE AND PIPE LOCATION. UNDERGROUND UTILITIES SHOWN ON THIS MAP ARE BASED IN PART ON MARKINGS BY DIGGERS HOTLINE. (TICKET # 6107416)

SURVEYOR'S CERTIFICATE

SCOTT GROHOLSKI, REGISTERED LAND SURVEYOR DO HEREBY CERTIFY THAT THIS IS A TRUE AND CORRECT COPY OF A TOPOGRAPHICAL SURVEY. AS MADE BY ME ON 10/28 - 11/16, 1999 DATED THIS DAY OF

SCOTT GROHOLSKI (# 2281) REGISTERED LAND SURVEYOR

PRELIMINARY TOPOGRAPHIC MAP VERIFICATION CERTIFICATE

THIS IS A PRELIMINARY COPY OF THE TOPOGRAPHIC MAP WE ARE PROVIDING FOR YOUR SITE. PLEASE REVIEW AND MAKE ANY MODIFICATIONS THAT WILL MAKE THE MAP MORE ACCURATE (MAKE MODIFICATIONS IN RED PEN). PAY SPECIAL ATTENTION TO UNDERGROUND UTILITIES. VERIFY WHAT IS SHOWN AND ADD ANY ADDITIONAL UTILITIES YOU MAY KNOW OF. OUR FINAL MAP WILL BE BASED ON THE INFORMATION YOU HAVE PROVIDED. SO IT WOULD BE GREATLY APPRECIATED IF YOU COULD SEND THE MAP BACK TO OUR OFFICE WITHIN ONE WEEK. AFTER YOUR REVIEW AND MODIFICATIONS HAVE BEEN COMPLETED, PLEASE SIGN THE DRAWING, VERIFYING THAT YOU HAVE REVIEWED OUR PRELIMINARY MAP. THANK YOU FOR YOUR TIME AND EFFORTS.

R.H. RETTLER & ASSOCIATES, INC.

SCOTT GROHOLSKI REGISTERED LAND SURVEYOR

RHINELANDER SCHOOL DISTRICT

SCHOOL REPRESENTATIVE

BENCH MARK

ELEVATIONS BASED ON DATUM RECEIVED FROM CITY OF OSHKOSH ENGINEERING DEPT. CITY OF OSHKOSH, WI. TOP OF THE NORTHEAST CORNER OF WATER FOUNTAIN NORTH OF TENNIS COURTS ON WINNEBAGO COMMUNITY PARK SITE, SOUTH SIDE OF COUNTY HIGHWAY TRUNK. ELEVATION = 770.23. TOP NUT ON HYDRANT, LOCATED ON THE WEST SIDE OF THE MAIN SUNNVIEW PARK ENTRANCE. ELEVATION = 778.28. SPIKE IN POWER POLE, LOCATED AT THE WEST ENTRANCE OF THE SOUTH EASTERN GRAVEL LOT. ELEVATION = 777.86.

DESCRIPTION

LOCATED IN THE NORTHWEST 1/4 OF THE SOUTHEAST 1/4, THE SOUTHWEST 1/4 OF THE SOUTHEAST 1/4, THE NORTHEAST 1/4 OF THE SOUTHWEST 1/4, AND PART OF THE SOUTHEAST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 25, TOWNSHIP 19 NORTH, RANGE 16 EAST, CITY OF OSHKOSH, WINNEBAGO COUNTY, WISCONSIN.

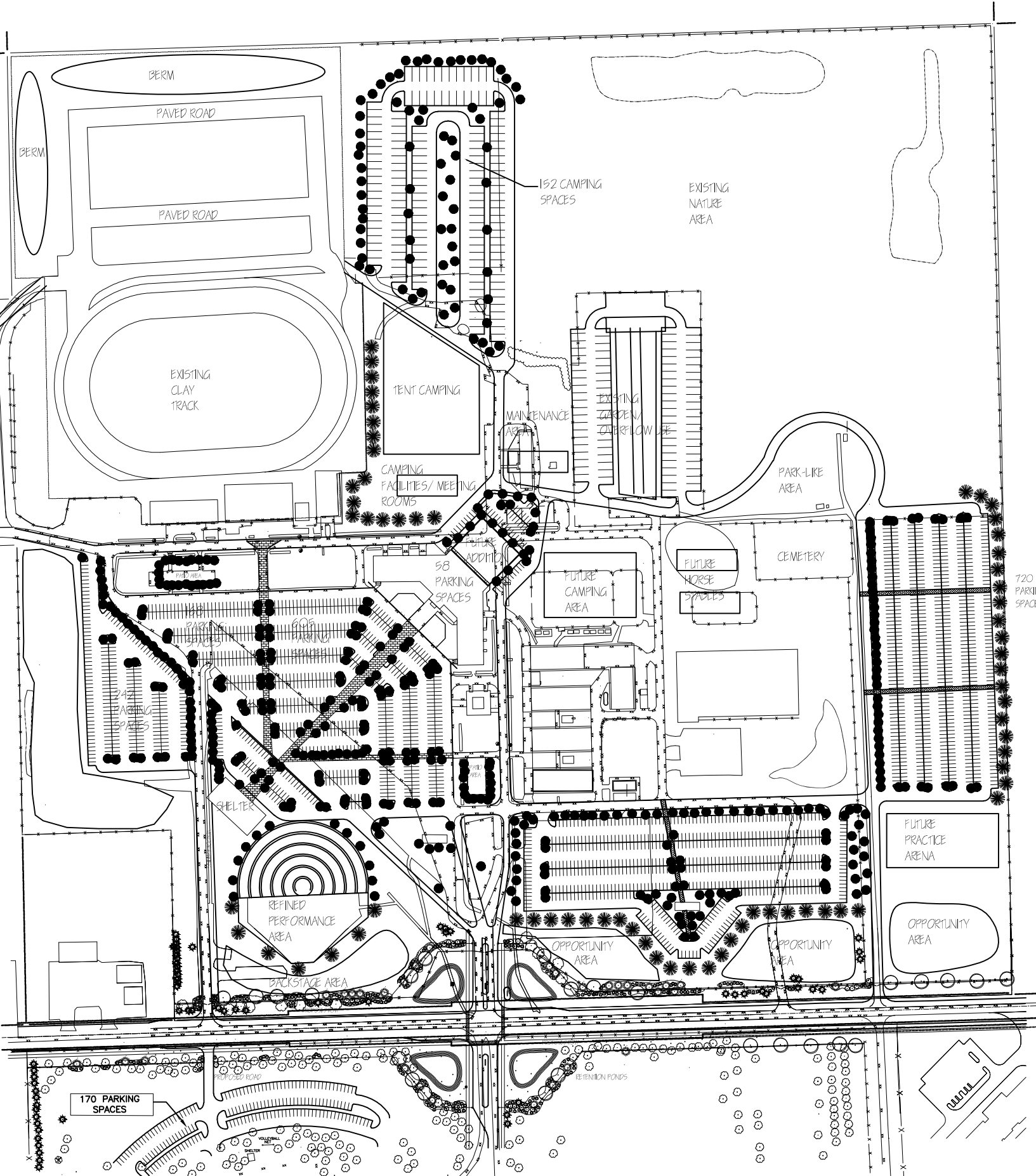
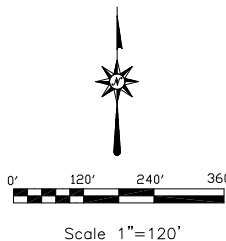
SURVEYORS NOTE

FOR CULVERT INVERT ELEVATIONS, THAW THE PNTS LAYER.

LEGEND

These standard symbols will be found in the drawing.

- LIGHT POLE
- POWER POLE
- GUY
- TELEPHONE PEDESTAL
- POLE
- TELEPHONE MANHOLE
- SANITARY MANHOLE
- WATER MANHOLE
- STORM MANHOLE
- CATCH BASIN
- WATER VALVE
- HYDRANT
- HARRISON MONUMENT FOUND
- #6 RE-BAR FOUND
- COMPUTED PROPERTY CORNER
- CHAIN-LINK FENCE
- SANITARY SEWER
- STORM SEWER
- POWER OVERHEAD
- BURIED ELECTRIC
- BURIED GAS
- BURIED TELEPHONE
- WATER MAIN
- FIBER OPTICS
- EDGE OF BITUMINOUS
- FLAG POLE
- TREE
- PINE TREE
- BUSH
- ELECTRIC METER
- GAS METER
- GAS VALVE
- CONTOUR LINE
- SIGN
- PK NAIL/SPIKE
- GUARD POST
- WATER FAUCET
- ELECTRIC BOX
- AIR CONDITIONING
- 4" PVC PIPE
- BIRD HOUSE
- ANCHOR
- ELECTRIC TRANSFORMER
- STUMP
- HEDGE



REVISIONS

DATE	2/21/00
BY	BOB MEER
DATE	8/17/00
BY	BOB MEER
DATE	8/17/00
BY	BOB MEER

LANDSCAPE ARCHITECTURE
ENGINEERING
LAND-USE PLANNING
SITE CONSTRUCTION MANAGEMENT
SITE MAINTENANCE
2017 INDEPENDENT PARK DRIVE - MEDICAL POINT, WI 54909
2017 INDEPENDENT PARK DRIVE - MEDICAL POINT, WI 54909
TELEPHONE: 715-241-2025 FAX: 715-241-0451 EMAIL: rrettl@rrettl.com



SITE MASTER PLAN
SUNNIEW EXPO CENTER
CONCEPTUAL PLAN

SUNNIEW EXPOSITION CENTER
WINNEBAGO COUNTY
PARKS DEPARTMENT
OSHKOSH, WISCONSIN