



PARKS AND RECREATION MEETING

Thursday, July 10, 2025 at 5:00 PM

Public Safety Building | 8361 Co. Rd. 11 Breezy Point, MN 56472

(218) 562-4441 | Office Hours 8:00 a.m. - 4:00 p.m. | cityadmin@cityofbreezypointmn.us

AGENDA

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF MINUTES
5. PARKS MASTER PLAN DISCUSSION AND RANKING
 - A. Master Plan Proposals
 - B. Score Sheets
6. OLD BUSINESS
7. STAFF REPORTS
8. COMMITTEE MEMBER REPORTS
9. ADJOURN



Section 5, Item A.

Portal Entry
Railroad Themed
Sculptural

Controlled Intersections
Overhead Cross Arms
Pedestrian Connections to Neighborhood

Highway 53

Park Master Planning Services

City of Breezy Point

July 3, 2025



July 3, 2025

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

Re: Proposal for Park Master Plan Planning Services

Dear Mr. Zierden and Selection Committee,

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

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

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

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

Sincerely,
Ayres Associates Inc.



Chris Silewski, PLA
Manager – Landscape Architecture
Direct: 303.945.6732
SilewskiC@AyresAssociates.com



Christina Hiegel, PE
Director – Planning and Environmental Services
Direct: 307.760.9449
HiegelC@AyresAssociates.com

Firm Information

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

65+
YEARS IN BUSINESS

APPROXIMATELY
400
EMPLOYEES

12
OFFICES

7
STATES

Landscape Architecture and Planning Studio

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

Projects We've Recently Completed

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

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



\$292M
IN PUBLIC
FUNDING

21
PARK MASTER
PLANS
within past 10 years

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

Scope of Work

Task 1: Discover & Define

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

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

Deliverables for Task 1:

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

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

Task 2: Ideate & Refine

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

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

Deliverables for Task 2:

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

Task 3: Implement

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

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

Deliverables for Task 3:

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

Assumptions

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

Key Personnel

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

Chris Silewski, PLA

Project Manager/Landscape Architect

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

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



Alissa Santurri, PLA

Community Engagement/ Landscape Architect

Experience: 15 Years
Registrations: Professional
Landscape Architect

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



Amanda Arnold, AICP

Grant Writing/ Municipal Expert

Experience: 29 Years
Registrations: American Institute
of Certified Planners

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



Josue Gonzalez, PE

Infrastructure & Utilities/ Municipal Engineer

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

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



Paige Bernhardt, PLA CPSI

Park Design Expert/ Landscape Architect

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

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



Cost Proposal

We propose a not-to-exceed cost of \$17,200. A breakdown by phase is shown below.

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

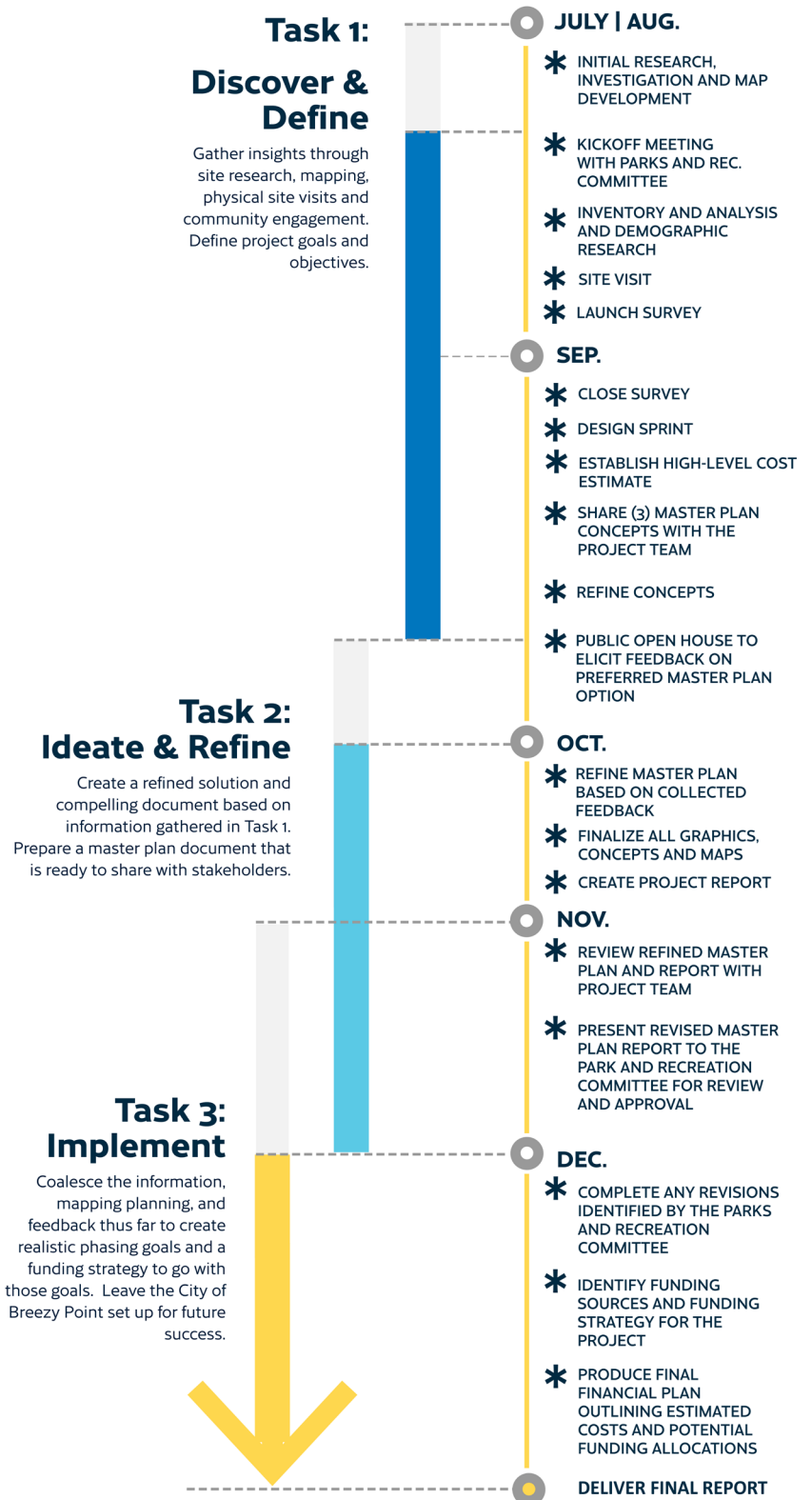
Assumptions

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

- 1. Additional Survey of the Site:** This task includes a full survey of the site including, topographic investigation, utilities, existing vegetation, and any other site information that is needed for a successful project outcome.
- 2. Additional Public Input:** This task provides an additional public engagement session and includes the preparation of materials, analysis of data, and all reimbursables.
- 3. Additional In Person Meeting:** This task includes one additional meeting with the Park and Recreation Committee and includes all reimbursables.

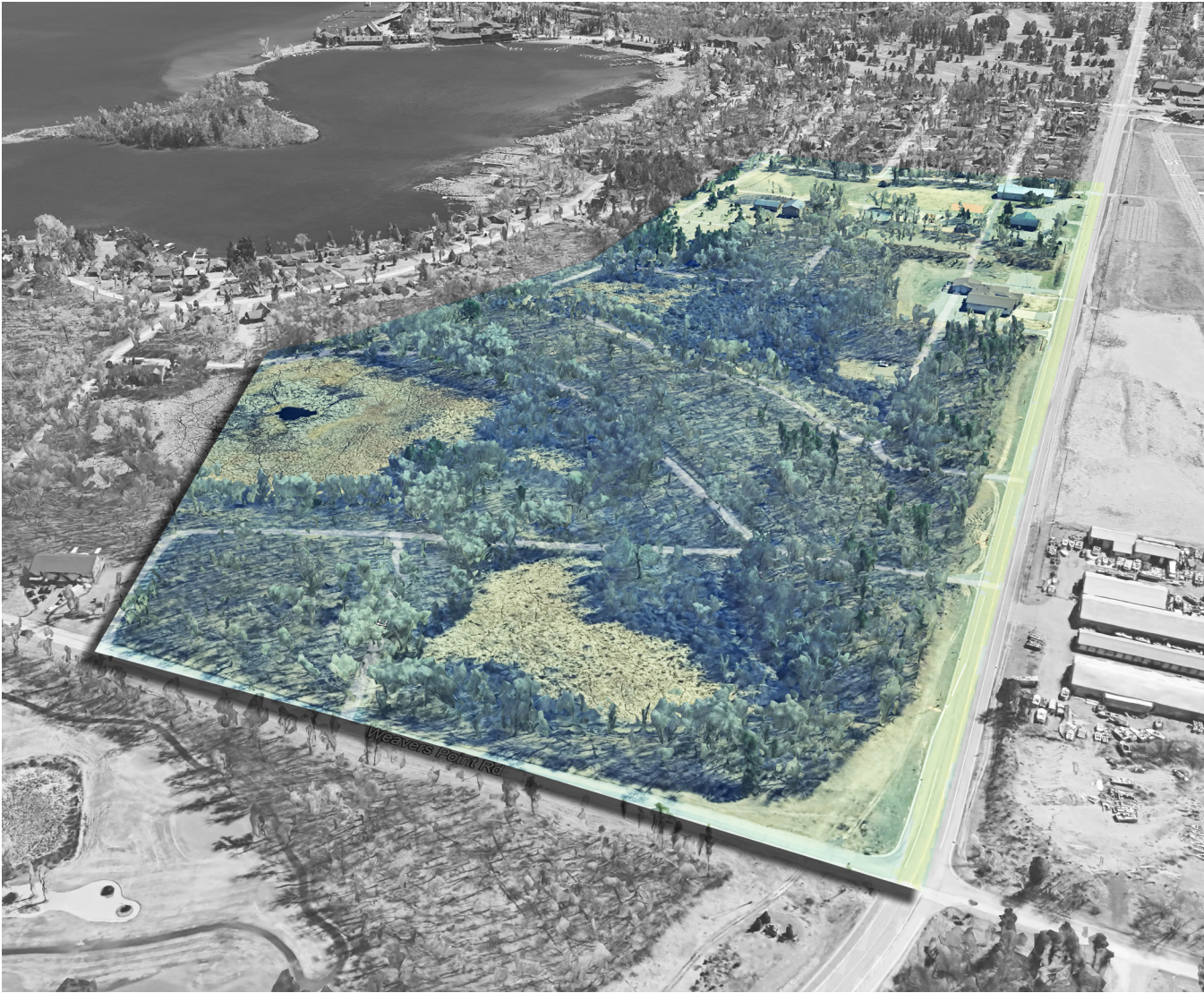
Schedule

Below is our proposed project schedule.



Emmons & Olivier Resources, Inc.
for City of Breezy Point

Proposal for Park Master Plan for the City of Breezy Point



07.03.2025





July 3, 2025

City of Breezy Point
Joe Zierden, Public Works Supervisor
8319 County Road #11
Breezy Point, MN 56472
jzierden@cityofbreezypointmn.us
218.820.8809

RE: Park Master Plan for the City of Breezy Point

Dear Mr. Zierden

Thank you for the opportunity to submit a proposal for the Breezy Point City Park Master Plan. Emmons & Olivier Resources (EOR) brings a seasoned and passionate team with deep experience in community-driven park planning, natural resource integration, and implementable design.

We approach each park as a unique place with untapped potential. Guided by decades of regional experience, our team combines practical, proven strategies with context-specific creativity. What sets us apart is our commitment to integrating natural resource benefits, water quality, habitat, and tree preservation into every design. We believe it's our responsibility to honor land, water, and sky while serving the community.

Rob Stein, PLA, will lead our team as project manager. Rob has successfully completed numerous master plans across the Midwest, including small enhancements and large-scale transformations. He ensures each plan is vision-driven, budget-aware, and ready for implementation—often recommending logical phasing strategies to stretch dollars and minimize disruption.

At Breezy Point, we will craft three design options rooted in community input and site potential, leading to a final plan that is beautiful, functional, and fundable. Our interdisciplinary team—including engineers and ecologists collaborates closely to develop solutions that don't just work on paper but endure in the real world. When a city values both recreation and natural systems, we know we're aligned and energized.

We look forward to working with you to shape a resilient, and inspiring future for Breezy Point City Park.

Sincerely,

A handwritten signature in black ink, appearing to be 'Rob Stein', written in a cursive style.

Rob Stein, PLA
Senior Landscape Architect
Emmons & Olivier Resources, Inc.
rstein@eorinc.com

KEY PROJECT PERSONNEL & BACKGROUNDS

EOR's team brings deep experience in park planning, design, and community engagement. We will provide steady leadership and clear communication from start to finish. The staff below will lead the Breezy Point Park Master Plan.



Robert L. Stein, PLA, CPSI, ASLA - Project Manager, Landscape Architect

Rob has 20 years of experience as an environmental designer, and community planner. His experience covers initial concept planning to construction documentation and administration, through final project completion. His work includes park and open space planning and design, public engagement, grant funding, streetscape design, environmental education, wayfinding, 3D modeling, site renderings, and illustrated concept plans. Rob provides oversight for public and private spaces, focusing on sustainable and natural site designs for communities.



Britta Hansen, PLA, ASLA - Landscape Architect

Britta has 15 years of experience as a landscape architect and project manager who designs and constructs public spaces, parks, school and corporate campuses, and stormwater management features. She specializes in site design that weaves together elements of conservation, sustainability, education, performance, and art. Britta leads projects from master planning and iterative concept design to construction documentation. She is a trained visual artist who incorporates artistic elements and interactive interpretive experiences into her work.



Marla Brown - Landscape Designer/Graphics Specialist

Marla has 4 years of experience as a landscape designer crafting sustainable landscapes that promote ecosystem resilience and biodiversity to connect people with the earth. Focusing on environmental health and the restorative power of nature, she has incorporated green infrastructure and native landscaping into projects for public parks, libraries, non-profits, and government agencies, seeking to balance the health of people and ecosystems within the built environment. Marla is adept across all levels of the design process including concept planning, visualization, and documentation, bringing her attention to detail to each project to create vibrant landscapes that welcome all users.



Chris Long, CMWP - Ecological Designer

Chris has 9 years of experience as an ecological designer specializing in habitat restoration with a focus on wetland management, design, and permitting. His field experience includes resource monitoring and sampling, wetland delineations, wildlife surveying, construction management and observation. Chris utilizes his formal education in water resources, permaculture, GIS, and the fine arts to create engaging educational materials, infographics, and illustrations for EOR's management plans and design projects.



Derrek Lash, PE - Civil Engineer

Derek brings expertise in complete project delivery, including project management, site and utility design, land development permitting, and bidding and construction administration for civil construction projects ranging from \$50k to over \$12 mil. He is adept at stormwater management solutions for difficult sites and has implemented projects across the Midwest and in CA, WA, TX, and MD. Derek has worked on stormwater reuse, dam removal, street reconstruction, wetland creation, iron-enhanced sand filters, permeable pavements, and other water centric projects.

"EOR has been an outstanding partner to the Minneapolis Park and Recreation Board and their work on the Bottineau Field Park redesign has been outstanding. Their team demonstrated exceptional creativity and technical expertise, thoughtfully incorporating community input into every stage of the project. The result is a revitalized park that truly meets the needs of the neighborhood. We appreciate EOR's collaborative approach and commitment to delivering high-quality, lasting improvements for Minneapolis parks."

Carol Hejl Stone, Design Project Manager, Minneapolis Park & Recreation Board

PROJECT EXPERIENCE



DATE:
Under Construction
Completion Fall 2025

LOCATION:
Fitchburg, WI

CLIENTS:
Engberg Anderson Architects/
City of Fitchburg

FITCHBURG HUB

As part of Fitchburg’s Healthy Neighborhoods Initiative (HNI), EOR was engaged to plan and design this signature park space, delivering vital recreational, social, and educational opportunities to a high-priority, underserved area of the city.

This dynamic community park features a four-season building at its heart, serving as a welcoming gathering place year-round. Amenities include a pedestrian plaza, innovative playscapes with custom surfacing design, a full-sized basketball court with integrated pickleball lines, a new parking area, and a unique all-wheels park. The all-wheels park offers an inclusive experience for riders of all types, while the dedicated bike skills course is thoughtfully designed for users of all ages and abilities, featuring multiple routes and specialized elements that encourage skill development and

confidence building.

Sustainable stormwater management is seamlessly integrated into the landscape, maximizing green space and enhancing the park’s natural beauty. Stormwater features, planted with native species, efficiently manage runoff and reduce peak flow rates, while interpretive signage provides educational opportunities for visitors about local ecology and environmental stewardship.

Client Benefits:

- *The park serves as a signature community asset, elevating the quality of life and fostering neighborhood pride.*



DATE:
2023-Ongoing

LOCATION:
Minneapolis, MN

CLIENT:
Minneapolis Park &
Recreation Board

BOTTINEAU FIELD PARK MASTER PLAN & ENGAGEMENT

Located in the heart of the vibrant NE Minneapolis arts district, Bottineau Field Park was suffering from aging equipment and disrepair. EOR worked with MPRB to prepare a plan to revitalize the park and bring new amenities to this diverse neighborhood. The process began with an extensive and customized engagement strategy to gain community input from the park’s primary users. This work involved developing a custom art-based engagement session to take place during the spring Art-a-Whirl event as well as school-based and recreation-center based engagement activities to garner input from the kids who use the park the most.

From this engagement, EOR developed a vision for the park as a vibrant community hub featuring a full-size basketball court and skateable plaza as well as a new splash pad and playground,

refurbished wading pool deck, and updated interior trails, and park lighting. In addition, EOR worked with the Mississippi WMO to design integrated habitat improvements and green stormwater infrastructure in the park to increase climate resiliency and human health.

Client Benefits:

- *Coordination with MWMO garnered grant funds for additional habitat improvements and stormwater features.*
- *Site amenities reflect the will of the everyday park users.*



DATE:
2018-2019

LOCATION:
Dubuque, IA

CLIENT:
City of Dubuque

EAGLE POINT PARK MASTER PLAN

Eagle Point Park is a historic 100-acre park located in Dubuque, Iowa on a bluff overlooking the Mississippi River. The park, which is home to historic architecture and landscape architecture as well as potential native american burial mounds and other cultural resources, has suffered ecological decline over recent decades due to heavy park use, pressures from invasive species, and stormwater runoff issues. However, the park remains very popular with city residents due its many scenic overlooks, multiple pavilions, playgrounds, tennis courts, splash pad, and other recreational amenities.

EOR worked with city staff to engage the public and develop an environmental restoration plan to improve soil conditions within the park, convert under-used turf lawns to native

prairie plant communities, and treat stormwater runoff at the source. EOR also provided ecological monitoring in the park to chart baseline wildlife populations and plant communities and demonstrate ecological improvement over time.

Client Benefits:

- *Stakeholder engagement informed the public and garnered support.*
- *Worked around historic and archaeological elements to maintain integrity of the park.*
- *Dedicated efforts to protect existing trees on site.*



DATE:
2025-Ongoing

LOCATION:
Cumberland, WI

CLIENT:
City of Cumberland

CUMBERLAND TOURIST PARK MASTER PLAN

EOR led the master planning process for Tourist Park, beginning with a comprehensive site tour and assessment to understand community use, physical conditions, and environmental challenges. From this foundation, we developed a series of concept alternatives that evolved through public and stakeholder input into a final preferred concept. The final design reorganized the park layout to better serve residents and visitors alike—introducing a central performance structure, improved pedestrian circulation, updated play areas, an enhanced beach experience, and integrated green infrastructure to manage stormwater and protect water quality.

Let me know if you'd like a longer version or one tailored for a portfolio, website, or grant application.

Client Benefits:

- *Tailored the plan to protect and enhance existing items to reduce cost.*
- *Reorganized space to accomidate City events.*
- *Layered storwater and water quality benefits into the plan to treat water before entering the lake.*
- *Dedicated efforts to deliver the needs of the community in the planning effort.*



DATE:
2018

LOCATION:
Crosby, MN

CLIENT:
Crow Wing SWCD

CROSBY CITY HALL STORMWATER IMPROVEMENTS

The City of Crosby, Minnesota is located on the north shore of beautiful Serpent Lake, a regional recreation amenity. The City suffers from a common combination of aging stormwater infrastructure and lack of funding to improve or replace problem pipes. EOR worked with the Crow Wing Soil & Water Conservation District, through a grant from the Minnesota Land and Legacy Fund, to abandon an aging pipe to the lake and re-direct flows from downtown Crosby to an underground stormwater treatment unit and series of rain gardens located at City Hall.

This project involved 500' of street improvements including concrete piping, catch basins, and manholes, as well as a proprietary stormwater treatment unit and a new connection to the lake. Work within the street ROW was complicated by multiple

discoveries of unmarked, forgotten, and/or abandoned utilities. EOR worked with city officials and contractors to troubleshoot these issues in the field and find alternate routes to keep the project on track.

Client Benefits:

- *The project prevents 4.7 lbs of phosphorus and almost 1,000 lbs of suspended solids from entering Serpent Lake every year.*
- *Rain garden plantings beautify the City Hall landscape.*
- *Replacement of aging stormwater infrastructure.*



Iron-Enhanced Sand Filter - Summer Place Cabins & Serpent Lake Beyond

DATE:
2016

LOCATION:
Deerwood, MN

CLIENT:
Crow Wing SWCD

SUMMER PLACE STORMWATER IMPROVEMENTS

Summer Place, originally a vacation resort on the shores of Serpent Lake, is a cabin community which was experiencing intense and damaging flooding during moderate to severe storm events. The Summer Place Homeowners Association partnered with the City of Deerwood to supply the land for a stormwater improvement project at Summer Place.

EOR designed a multi-stage treatment train to treat over 30 acres of urban runoff with an infiltration swale, infiltration basin, and iron-enhanced sand filter. The iron-enhanced sand filter is the first of its kind in this region of Minnesota. EOR worked to coordinate a challenging stakeholder process including the City of Deerwood, the Summer Place Homeowners Association, the Serpent Lake Association, and several private homeowners who were impacted by the project.

Client Benefits:

- *Residents of Summer Place no longer experience flooding of their yards and cabins.*
- *The project prevents 30 lbs of Phosphorus, 125 lbs of Nitrogen, and almost 1,000 lbs of suspended solids from entering Serpent Lake every year.*
- *The project was honored by the Minnesota Pollution Control Agency with a Community Partnership Award in 2016.*

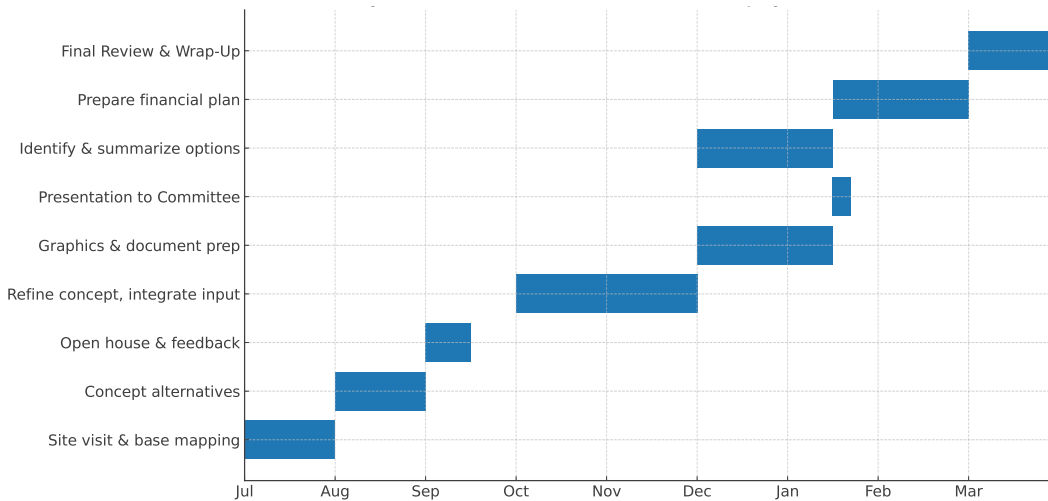
APPROACH

We are excited for the opportunity to partner with the City of Breezy Point to create a visionary and community-driven park master plan that will serve residents and visitors for years to come. We will begin with a comprehensive site visit to evaluate existing park features, topography, and spatial constraints, followed by a kickoff meeting with the Park & Recreation Committee. This initial effort will ensure a clear understanding of the City’s goals and the physical context of the park. Based on that input, we will develop three thoughtful and distinctive concept alternatives that reflect community values and promote year-round recreational use.

We will organize and attend a public open house to present the alternatives and gather feedback directly from residents and stakeholders. This input will guide the refinement of a preferred plan, which may be one of the original concepts or a hybrid. We will ensure the plan includes clear diagrams, engaging graphics, and high-level cost estimates to communicate design intent and implementation considerations.

We will compile a comprehensive final master plan document that integrates community feedback, City priorities, and achievable outcomes. This document will be visually rich, actionable, and aligned with the vision of the Park & Recreation Committee. In parallel, we will identify viable funding sources, including grants and partnerships, to support phased implementation and align with the City’s annual park budget. Our team’s experience in similar park and lakefront projects ensures we will bring creativity, clarity, and lasting value to the planning process.

PROJECT SCHEDULE



*This is a proposed schedule, but we are open to customizing it to meet the needs of the City.

COST FEE ESTIMATE

Task	Description	Fee (Lump Sum)
Task 1	Site Visit, Meeting with Park & Recreation Committee, and Master Plan Concept Alternatives. Public Open House Presentation.	\$12,500
Task 2	Compiling of the Master Plan (Document & Graphics). Present Park and Recreation Committee.	\$11,500
Task 3	Identify Future Funding Sources.	\$3,600
Subtotal (Tasks 1-3)		\$27,600
A1 (Optional)	Additional surveying of the site. *Allowance only; final fee may vary based on scope of survey needed.*	\$5,000
A2 (Optional)	Additional public input session..	\$5,200
A3 (Optional)	Additional in-person meeting with Park & Recreation Committee.	\$2,800
Total (Including Optional Tasks)		\$40,600

CITY PARK MASTER PLAN

Breezy Point, Minnesota

Prepared by



Planning | Landscape Architecture | Urban Design

Proposal for Planning & Design Services
July 3, 2025



800 Washington Ave. N. Suite 207
Minneapolis, MN 55401
612-338-0800 | hkgi.com

CITY OF BREEZY POINT
Joe Zierden, Public Works Supervisor
8319 County Road #11
Breezy Point, MN 5647

RE: Proposal for the City Park Master Plan for Breezy Point

Dear Mr. Zierden:

I am pleased to present this proposal to provide park planning and design services for City Park, which serves both residents and tourists with city services and recreational open space. City Park’s developed and undeveloped land offer an opportunity to provide passive and active recreation areas, natural areas and trails, and city facilities in one cohesive campus. Although the possibilities are limitless, the master plan for City Park needs to be grounded in reality and based on a practical budget. HKGi’s experience working with communities around Minnesota brings a collaborative and practical approach to park planning and design.

Park and public space design has long been a core HKGi service, with the firm completing hundreds of park, trail, and public space improvement projects. In our site design work, we focus on creating welcoming spaces that are not only attractive and exciting places, but also function efficiently and provide the community with ecological and public health benefits. Our landscape architecture team has delivered park design projects at all scales and levels of complexity, from regional athletic facilities to neighborhood playgrounds.

HKGi understands the stakeholder engagement and site plan development services for City Park are intended to provide a design framework and implementation plan the city will use to guide a potential phased reinvestment in the park. The city has a desire to ensure that park improvements respond to community needs and maximize the value of reinvestment by identifying priority projects that achieve multiple community goals. The park’s design should build on existing amenities, capitalize on desirable natural features, and respond to the surrounding context of residential streets and Pelican Lake.

Our process will engage key stakeholders early in the process to develop a preliminary shared understanding of project goals and opportunities. We will use those initial findings to guide the master plan concepts and open house plan. Our approach will build upon the input we receive to craft a design reflective of the shared vision to develop a project that carries community support and buy-in from those responsible for implementation.

Our recommendations will account for operational considerations, financial constraints, regulatory requirements, as well as potential funding and construction approaches to provide a project roadmap that is implementable and flexible with an emphasis on long term sustainability and adaptability. At the core of our approach are the four principles at the center of our practice: collaborate, listen, explore, and create. HKGi’s work plan as proposed on the following pages is guided by these principles and designed to keep the focus on the community’s unique needs, insights, and opportunities.

We are excited to be considered for this important project, and we appreciate the opportunity to submit our proposal for the City Park Master Plan.

Sincerely,



Gabrielle Grinde, PLA (MN)
Project Manager & Landscape Architect
608-852-3370 | gabrielle@hkgi.com



Years of Experience: 17

Education

Master of Landscape Architecture, University of Minnesota-Twin Cities

Registrations

Landscape Architect, Minnesota License No. 50416

Gabrielle Grinde PLA (MN)

Principal/Project Manager

Gabrielle will serve as Principal in Charge and Project Manager for this project. Comprehensive community park, trail, recreation, and open space planning have been important components of Gabrielle’s work throughout her career. Her ability to engage in creative problem solving with stakeholders, agency staff, and consulting partners has been a key element in her success. She has conducted park and trail planning and design in a variety of complex contexts.

Relevant Project Experience

- East Dock Park Improvements | Bayfield, WI
- Lumberjack Landing Master Plan | Stillwater, MN
- Recreation Area Park Master Plan | Grand Marais, MN
- Eckert Blufflands Park Master Plan | St. Croix County, WI
- Lakefront Park Master Plan | Prior Lake, MN
- St. Louis River Corridor Neighborhood Park Master Plans | Duluth, MN



Years of Experience: 9

Education

Master of Landscape Architecture and Bachelor of Environmental Design, University of Minnesota

Jordan Hedlund

Landscape Design & Visualization

Jordan will provide design and visualization services for this project. He provides site design, concept planning, and a wide range of park and trail planning and design at HKGi, and he also has several years of experience providing design and project management for a playground design/build firm. He brings a passion for park design and has developed a broad base of knowledge about park amenities, trends, and programming options.

Relevant Project Experience

- Neighborhood Parks Design Improvements | Apple Valley, MN
- Grams Park Nature Play Design | Sherburne County, MN
- Endazhi-Nitaawiging Schoolyard Improvements | Red Lake, MN
- Soldier’s Field Park Improvements | Rochester, MN
- Kennedy Park Improvements | West St. Paul, MN
- City Park Concept Plan and Improvements | Corcoran, MN



Years of Experience: 7

Education

Bachelor of Landscape Architecture, Iowa State University

Hannah Schmitz

Landscape Design & Visualization

Hannah will provide visualization technical services and landscape design support for this project. Hannah has recently provided similar services on projects such as the Commons Park improvements in Fridley, East Dock Park in Bayfield, and Commons Ballfield in Excelsior.

Relevant Project Experience

- Parks and Trails System Master Plan | Alexandria, MN
- East Dock Park Improvements | Bayfield, WI
- Lakefront Park Master Plan | Prior Lake, MN
- Commons Park Improvements | Fridley, MN
- City Park Concept Plan and Improvements | Corcoran, MN
- Keewaydin Park Improvements | Minneapolis, MN
- Park and Recreation System Master Plan | Nisswa, MN

EXPERIENCE



East Dock Park

BAYFIELD COUNTY, WISCONSIN

HKGi is finalizing the East Dock Park Master Plan for the City of Bayfield, Wisconsin. The park enjoys an ideal lakeside location with views of Madeline Island across the harbor. An upgraded play area is the signature feature in the Plan HKGi created with community stakeholders and City staff, but a shoreline fire pit and bouldered viewing area, a flexible open lawn space, an expanded picnic area, and a musical play feature extend the park’s program to a broader set of potential visitors. The park shares space with the popular Bayfield Marina, so the Plan also includes strategically located berms, plantings, and walkways to address traffic and boat launch-related safety concerns for families using the play equipment.

CLIENT REFERENCES:

Kylie Vadnais | kylie.vadnais@gmail.com
Matt Carrier | City Council | mcbayfield@gmail.com

Lakefront Park

PRIOR LAKE, MINNESOTA

This 126-acre park features trails, a beach, a bandstand, and lots of play and athletic facilities. The City retained HKGi to conduct a master planning process to help City leaders understand what park improvements residents and stakeholders would like to see and to identify potential costs of replacing aging facilities and reconfiguring elements that no longer function effectively.

The improvement initiatives outlined in the plan include a mix of new program elements, upkeep of existing facilities, and reorganization of the park’s layout to address issues such as accessibility and conflicting uses in proximity to one another. Some of the more notable recommendations include new pickleball/tennis courts, an inclusive playground, a new winter warming house in a reorganized winter activity area, and a new disc golf course.

CLIENT REFERENCE: Steve Hart, Parks & Recreation Manager | 952-447-9822 | shart@priorlakemn.gov



South Valley Park

INVER GROVE HEIGHTS, MINNESOTA

HKGi assisted the City in implementing this park and trailhead through numerous phases of the project, beginning with preparing a master plan for the park and the adjacent North Valley Park. The master plan emphasized active living improvements to provide opportunities for neighborhood residents and other visitors to exercise and enjoy outdoor experiences. Following the master plan process, HKGi developed designs for a re-imagined park featuring improved equipment, and new, accessible amenities. HKGi provided overall leadership for the design of a new multi-season picnic structure, play area, and other improvements. Following concept planning, HKGi assisted in developing a successful MnDNR Outdoor Recreation grant, then produced construction documents, provided bid support, and monitored construction through completion.

CLIENT REFERENCE: Brian Swoboda, Parks Superintendent | bswoboda@ighmn.gov | 651-450-2582



Alexandria Park System Plan

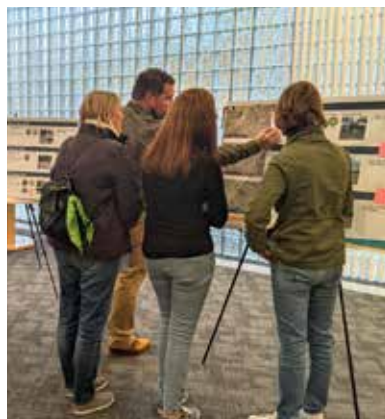
ALEXANDRIA, MINNESOTA

Recognizing the strong attraction the outdoors provides, the City has created an impressive park and trail system and retained HKGi to develop a Parks and Trails Master Plan to guide the community as it enhances its system and addresses ongoing operations and maintenance of its system.

Because HKGi conducted an efficient planning process, the firm was able to use budget savings on the project to create new concept plans for all 22 existing parks along with cost estimates for capital improvements. Cost estimates will assist in planning for operations and maintenance costs for each park, and the plan also identifies staffing and funding needs.

HKGi also produced a custom-designed asset management tool to assist the City in tracking budgetary needs and expenditures as the plan is implemented.

CLIENT REFERENCE: Bill Thoennes, Public Works & Parks Facilities Director | 320-759-3631 | bthoennes@alexandriamn.city



SCOPE & SCHEDULE

Task 1: Site Visit, Meeting with Park & Recreation Committee & Preliminary Master Plan Design

	AUG	SEP	OCT	NOV	DEC	JAN
» Project Kick off Site Visit & Meeting with Park and Recreation Committee (TRIP #1)	█					
» Evaluate the site, take photos, review project goals, schedule, parks issues and opportunities	█					
» Establish budget for improvements	█					
» Develop Base Map	█					
» Develop up to (3) draft concept plans		█				
» Present plans at Open House in Breezy Point (TRIP #2)			█			
» Prepare summary of open house input			█			

Task 2: Compiling of the Master Plan

» Prepare preferred park master plan concept, renderings, and graphics				█	█	
» Prepare written narrative of project goals and future improvements				█	█	
» Assemble graphically-engaging Master Plan document				█	█	
» Present overview of Master Plan to Park and Recreation Committee (TRIP #3)						█

Task 3: Identify Future Funding Sources

» Prepare list of funding options and sources						█
» Prepare planning level cost estimate for future improvements aligned with phasing scenarios						█
» Identify priorities and financial plan for implementation						█

FEES

We are open to discussing and re-evaluating the budget and scope in order to get to a fee and schedule that works for the city. We have proposed three separate trips in our scope, but could combine two to reduce the fee.

FEE PER TASK PROPOSAL

The table contains our proposed fee per task to conduct the work plan contained in this proposal.

We have also included cost estimates for the optional additional tasks.

Costs for the optional tasks will vary depending on the desired scope.

		FEE
TASK 1	SITE VISIT, PARK & REC. COMM. MTG	\$9,600
TASK 2	COMPILING THE MASTER PLAN	\$8,200
TASK 3	IDENTIFY FUNDING SOURCES	\$2,200
TOTAL PRICE		\$20,000
TASK A1	<i>Additional surveying of the site (depends on extents)</i>	\$5,000+
TASK A2	<i>Additional Public Input (open house or online survey)</i>	\$3,500
TASK A3	<i>Additional in person meeting with park & Rec. Committee</i>	\$2,300



Proposal for Park Master Plan for the City of Breezy Point

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



Key Personnel



**KEITH KINNEN, PLA | LANDSCAPE ARCHITECT/
ENVIRONMENTAL SPECIALIST**

**Landscape Architecture, B.S., North Dakota State University;
Environmental Design, B.S., North Dakota State University**

Keith is a Registered Landscape Architect with broad expertise in site planning and design. His well-rounded portfolio includes city and environmental planning, park and streetscape design, stormwater management, traffic calming, recreational trails, and shoreland alteration. While his technical background is extensive—including wetland delineation, design, mitigation, and environmental assessments—Keith’s greatest asset is his creativity. He consistently delivers innovative solutions and fresh design ideas, which define his work. Keith has successfully led numerous projects in northern Mcommunities, such as urban revitalizations, warming houses, parks, bike and pedestrian trails, splash pads, and master plans. His familiarity with regulatory agencies and environmental clearance processes ensures efficient planning and minimal project delays, setting a smooth course for all project disciplines.



MIKE KARVAKKO, PE | PRINCIPAL ENGINEER

Civil Engineering, B.S., Michigan Technological University

With nearly 25 years of professional experience, Mike’s resume includes numerous aspects of civil engineering for a wide variety of municipal, aviation and recreational type projects primarily spread around Northern Minnesota. Mike is currently a licensed Civil Engineer in Minnesota, North Dakota, Michigan, and Wisconsin. As the Principal-in-Charge, Mike will oversee all aspects of the project. Mike currently serves as the City Engineer for the Cities of Fosston, Bagley, and Northome. Mike’s involvement will include oversight of all tasks Karvakko Engineering would perform for the City. Mike is ultimately responsible for ensuring your project is served in the capacity you need.



Key Personnel



JERRY BOLIN, P.E. | CIVIL ENGINEER

Civil Engineering, B.S., North Dakota State University; Engineering, A.S., Itasca Community College

Jerry has been on our team working on municipal, aviation, and recreational projects across northern Minnesota since 2019. As a licensed Civil Engineer, his experience ranges from project formulation and funding acquisition, through design, construction, and project closeout. While at Karvakko, Jerry quickly took interest in project management, specifically in the municipal and aviation sectors. His meticulous personality, communication skills, understanding of a community’s needs and desires, and passion for engineering make him an amazing asset to have on any project team. His enthusiasm to provide the utmost service to his clients make him invaluable on each project he’s working on.



GRACE JOHNSON | GRANT SPECIALIST

Linguistics, B.A., University of Minnesota

Grace joined the Karvakko team in March 2025, bringing with her two years of grant management experience from the FAA. As the Grant Specialist at Karvakko, Grace deftly identifies funding opportunities, crafts compelling proposals, and ensures grant compliance from execution to closeout. Beyond her titular duties, Grace has also taken a keen interest in the community planning process and has exerted her knowledge of federal and state requirements to develop airport master plans. Her written communication abilities, attention to detail, and willingness to adapt her skills to serve a variety of projects make her an excellent asset to the team.



Experience



Movil Maze Master Plan

Client:
Beltrami County

Year Services Provided:
2016-2018

Project Description: Karvako Engineering was hired by Beltrami County to develop a master plan for Movil Maze, a popular public park known for its extensive mountain bike trail system. Key elements of the plan included schematic designs for a new lodge building to serve as a central gathering space, improved landscaping to elevate the park's natural appeal, and the addition of functional amenities such as ski and bike racks. The plan also proposed a new, visually appealing entrance sign to enhance visibility and identity. A detailed cost estimate was provided to assist the County with future budgeting and phased implementation.



South Riverview Park

Client:
City of Roseau

Year Services Provided:
2015-2017

Project Description: Karvako Engineering provided design services for the revitalization of South Riverview Park in Roseau, Minnesota. The project began with the development of a detailed master plan to guide the long-term vision and phased improvements of the park. Following the completion of the master plan, Karvako Engineering designed several key park features, including a new splash pad, playground area, decorative landscaping, and a new skateboard park. These upgrades resulted in enhanced recreational opportunities and aesthetic appeal for the community.



Red Lake Nation Family Services Center

Client:
Red Lake Band of Ojibwe

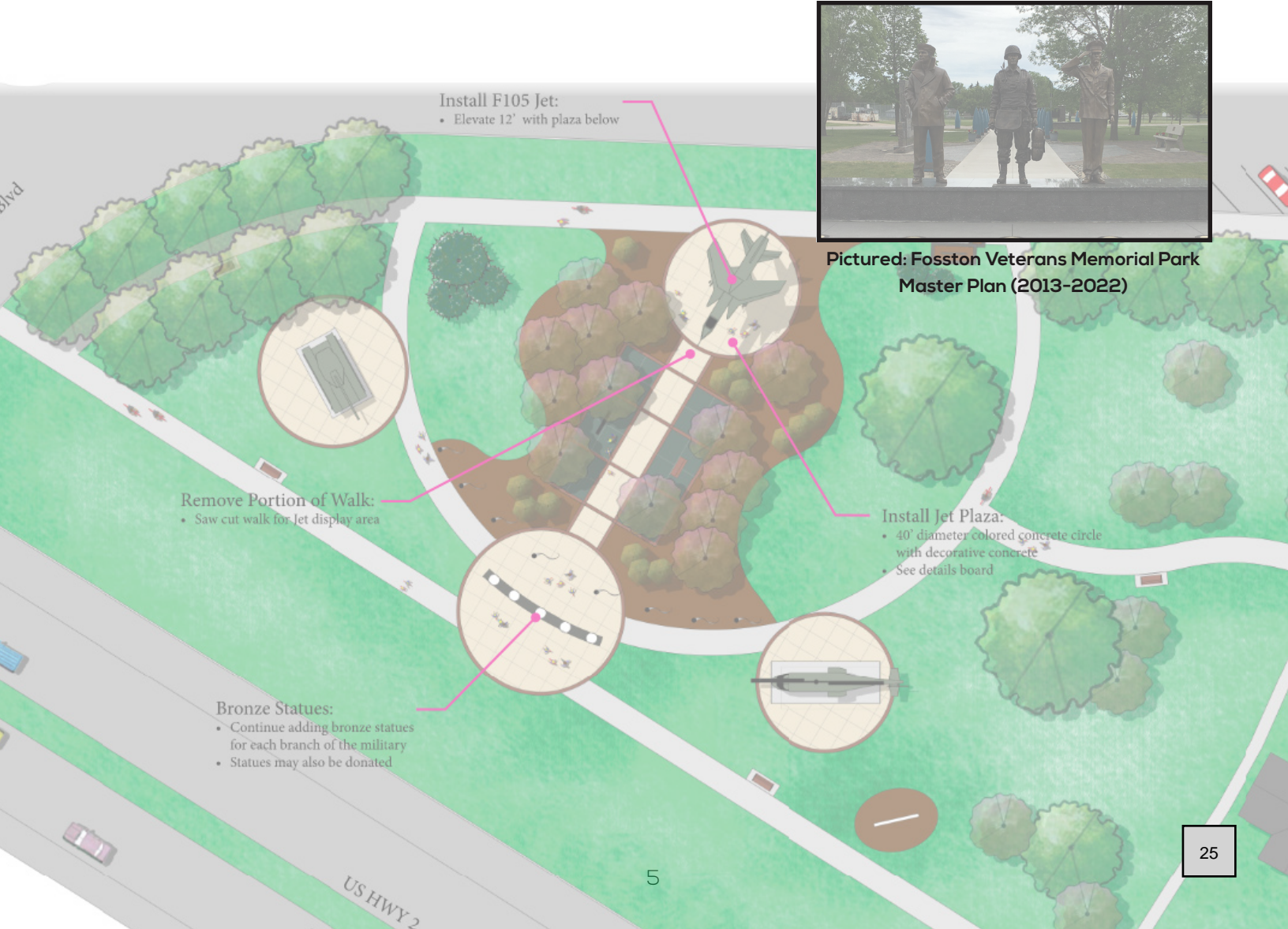
Year Services Provided:
2021-2023

Project Description: Karvako Engineering provided comprehensive landscape architecture services for the new Red Lake Family Services Center, located within the Red Lake Indian Reservation in Minnesota. The project scope included the design of a culturally responsive and family-focused outdoor space, featuring a playground area, sculptures, a fire pit, and additional site enhancements to support community use and engagement. The final design integrates natural elements and culturally significant features to foster connection, recreation, and reflection for residents and visitors alike.



Cost & Schedule

Task Name	Start	End	Price (Lump sum)
Task 1: Site visit, meeting with Park & Recreation Committee and Preliminary Master Plan	July 2025	September 2025	\$10,000
Task 2: Compiling of the Master Plan	September 2025	October 2025	\$10,000
Task 3: Identify future funding sources	July 2025	October 2025	\$4,000
Total Price			\$24,000
Task A1: Additional surveying on site (per day)			\$1,700
Task A2: Additional public input (per meeting)			\$1,200
Task A3: Additional in-person meeting with Park & Recreation Committee			\$1,200



Pictured: Fosston Veterans Memorial Park Master Plan (2013-2022)



PARK MASTER PLAN FOR THE CITY OF BREEZY POINT

JULY 3, 2025



Mr. Joe Zierden, Public Works Supervisor
City of Breezy Point
8319 County Road #11
Breezy Point, MN 56472
jzierden@cityofbreezypointmn.us

RE: Statement of Proposal to Provide Park Master Plan for the City of Breezy Point

Dear Mr. Zierden and the Park and Recreation Committee Members,

Thank you for the opportunity to introduce Moore Engineering’s team and expertise for this project. We’ve highlighted our experience partnering with communities to identify the wants and needs of their residents when it comes to parks and public spaces. In this proposal, you’ll find a QR code linking to our webpage with examples of similar projects we’ve completed.

I am confident that the Moore team can provide you with a plan your community can support and be proud of as different phases get completed. My experience as a County Coordinator in Region 5 will be a valuable asset, as I’ve successfully applied for and secured grant funding through many of the unique opportunities available in this region. I led the master planning committee for the Wadena County fairgrounds after the 2010 tornado event, which is a space that is used year-round for events with many different diverse groups who all had input. We also finalized plans that guided us through the grant application process and ultimately led to securing construction funding.

While visting your site and seeing your new City Hall nearing completion, I see tremendous potential to have an entire City Hall Park campus that serves the community of Breezy Point for generations to come.

We appreciate the opportunity to submit our proposal and foster our relationship with the City of Breezy Point. Should you have any questions or need additional information, please contact me at 218.296.0757.

Respectfully,

Moore Engineering Inc.

Ryan Odden, PE | Senior Project Manager
ryan.odden@mooreengineeringinc.com | 218.296.0757
1808 East Fir Avenue | Fergus Falls, MN 56537

PRELIMINARY PLANNING AND PUBLIC ENGAGEMENT

We understand Breezy Point seeks a practical, engaging, and community-rooted Master Plan for its City Park. The site offers limited space but year-round potential. The city is home to a tight-knit, middle- to high-income population, with a mix of young families and older adults. Our public engagement strategy is designed to maximize community input, visibility, and participation across Breezy Point's year-round and seasonal population.

PUBLIC ENGAGEMENT RELEVANT EXPERIENCE

Our team has recently led several successful public engagement efforts across the region, demonstrating our ability to design outreach strategies that are accessible and effective.

For Beltrami County's CSAH 21/Bemidji Avenue Corridor Study, we led a targeted outreach campaign to engage everyday users and nearby residents. By partnering with local schools and promoting a mobile-friendly survey through posters, newsletters, and social media, with an incentive drawing, we gathered input from over 200 participants. These insights informed design alternatives and built trust around the study.

For the City of Bemidji's Climate Action Plan, we designed a community engagement campaign focused on climate risks such as flooding and extreme temperatures. Using the message "A More Resilient Bemidji Starts With You," we reached residents through utility bill inserts, local TV, social media, and flyers. The effort resulted in 200 survey responses and ensured community priorities were reflected in the final plan.

Our focus on public engagement has led to multiple park and recreational projects that have become a focal point for the communities that have constructed them. Listed below are a few we would like to highlight:

- River's Bend Master Plan - West Fargo, ND
- Shadow Wood Park & Splash Pad - West Fargo, ND
- Rendezvous Park - West Fargo, ND
- The Wild's Dev. & Dakota Park - West Fargo, ND

Moore will take all our experience from these projects and apply it to the City of Breezy Point to have a thoughtfully planned space that will serve the community for years in the future. Planning for parking and restrooms that serve multiple specific use areas such as playgrounds, hockey rinks, or pickleball courts will help ensure the project funding is used effectively.

PROPOSED SCOPE AND DELIVERABLES

Task 1: Site Visit, Meeting with Park & Recreation Committee, and Preliminary Master Plan Design

Our team at Moore will deliver a comprehensive and collaborative planning process that includes foundational site analysis, multiple plan alternatives, and public input opportunities that are engaging and accessible. The following scope outlines our core tasks as defined in the RFP, along with additional engagement deliverables designed to enhance transparency, participation, and community ownership of the final Master Plan.

1. Site Visit, Park & Recreation Meeting, Determine Project Timelines
 - Kickoff meeting and coordination with City staff and Parks Committee to define project schedule and goals.
2. Site Maps, Renderings, and High-Level Cost Estimates of the Plan
 - Development of three Master Plan options, each with illustrative maps and estimated costs.
3. Presentation for the Public Open House
 - Custom engagement boards
 - Handouts with plan concepts and survey information
4. Compiling Open House Feedback
 - Collection and synthesis of all public feedback into a refined plan direction.

Task 2: Compiling of the Master Plan

The Moore team will work with the Park Recreation Committee reviewing and prioritizing the information collected in Task 1. Moore's Landscape Architect will take that guidance and create the deliverables for Task 2. A Master Plan Document including the finalized conceptual designs, detailed site maps, renderings and high-resolution graphics, written narratives of project goals and presentation to the Park and Recreation Committee.

Task 3: Identify Future Funding Sources

Moore Engineering has long appreciated the complexity of identifying, securing, and managing state and federal infrastructure funding. Our company has therefore served clients by consistently providing Project Managers who know how to navigate the nuances of state and federal funding programs and their many compliance requirements. We're proud to say that Moore has an extensive track record and a hard-earned reputation for providing clients with custom-fit funding strategies and services. Moore recently extended and enhanced this commitment by developing a dedicated team of funding experts that is led by Josh Wayt, Moore's Funding Specialist. The Funding Group performs a diverse suite of pre-award services that fosters winning proposals characterized by content that is both compliant and compelling. The Funding Group will develop a thorough understanding of specific opportunities by analyzing solicitation documents and communicating with funding agency staff, research diverse state, federal, non-profits, regional sources such as Sourcewell and the Initiative Foundation to create a robust and comprehensive approach to funding. Task 3 deliverables will be a report detailing those potential opportunities and how to use the local city budget of \$50,000.00 to maximize matching funds. A financial plan will be laid out to align with the phases and goals decided in the previous tasks.

Related Experience



Dakota Park (The Wilds Development)
West Fargo, ND

The project included construction of a new regional park to provide park amenities for approximately 750 residential homes. Moore Engineering developed concept drawings showing the Park District and Developer potential park layouts that included site amenities ranging from a multi-purpose court for pickleball, roller hockey and winter ice rink; warming house with restrooms; parking lot; and the first playground with a 16' tall slide on a West Fargo playground. After determining the park layout, Moore Engineering worked with various consultants, suppliers and manufacturers to select products that met the needs while keeping cost of project within the anticipated budget. Moore Engineering provided plans and specifications for all site amenities along with sanitary sewer, water main and storm sewer infrastructure, construction engineering, construction staking and contract administration on behalf of the Owner. Dakota Park has become very popular and satisfies the needs of West Fargo residents.



SCAN FOR MORE
MASTER PLANNING
EXPERIENCE



Ryan Odden, PE
Sr. Project Manager

Education: BS in Construction Engineering, North Dakota State University

Professional Experience: Moore Engineering since 2023 | County Government - 22 Years

Ryan brings 24 years of experience in local government across all phases of project development and delivery. He has worked on survey crews, project design, construction inspection, and project management. His experience has given him the knowledge and insight to be an effective project manager and understand the broad responsibilities required for the role. As County Engineer, Ryan built productive relationships with the County Board, City Councils, and Township Boards by providing guidance and advice to the communities he served. He was responsible for creating and maintaining long-term construction and highway maintenance programs for the local transportation system. He also served as the Bridge Inspection Program Administrator, overseeing maintenance, funding, and replacement programs for county, city, and township bridge structures.



Darin Fellbaum, PE
QA/QC

Education: BS in Civil Engineering, North Dakota State University

Professional Experience: Moore Engineering since 2025 | County Government - 8 Years

Darin brings eight years of experience in County Government, working across all phases of project development and delivery. As Wadena County Engineer, he managed day-to-day Highway Department operations, identified needs for the Local County Road and State Aid Highway Systems, and developed proactive capital improvement plans to align projects with available funding. He served as the Bridge Safety Inspection Program Administrator, ensuring thorough inspections of 85 County and Township bridges. Darin also built strong working relationships with local township and city partners by offering guidance and advice on road and bridge issues. He has extensive experience navigating various funding sources, including Local, State, State Aid, Bonding, and Bridge Bonding.



Chad Feigum, ASLA, PLA
Sr. Landscape Architect

Education: BA in Landscape Architecture, North Dakota State University
BA in Environmental Design, North Dakota State University

Professional Experience: Moore Engineering since 2023 | Other Firms - 22 Years

Chad has worked throughout the country since 2000 in landscape architecture, site planning, and project design. His holistic knowledge and insight covering the entire project development process provides detailed project management while maintaining the overall project goals. Chad's experience in private and public development work provides clients with a unique perspective to get their projects designed, approved, and constructed. He is experienced in client relations, neighborhood partnership building, due diligence, entitlements, municipal and development processes, master planning, retail and multi-family developments, park design, and construction administration, to cover the entire project from inception to completion.



Josh Wayt
Funding Specialist

Education: BS in Secondary English Education, University of South Florida
MA in Linguistics, University of Virginia

Professional Experience: Moore Engineering since 2022 | Other Firms - 10 Years

Josh brings 10 years of experience in grant writing and management, including roles at Sisseton Wahpeton College and as a consultant for tribal communities across the Midwest and Northern Plains. He takes a collaborative approach that fosters trust and meaningful contributions across diverse teams. Josh has led successful efforts securing major grants from state, federal, and private sources. Since joining Moore, he has improved systems for application development and award management while providing project teams with actionable insights through strong relationships with funding agencies and thorough research. He is passionate about aligning proposals and awards with client needs and priorities.



Lauren Weller
Public Engagement

Education: BS in Journalism and Technical Communication, Colorado State University
MS in Agricultural Science, Colorado State University
Certificate in Public Engagement, Pepperdine University

Professional Experience: Moore Engineering since 2024 | Other Firms - 11 Years

Lauren joined Moore Engineering in 2024, bringing over a decade of experience in public outreach and communications. In her roles at Colorado State University, she built international partnerships, led communications teams, and supported R1 research initiatives. Her work has earned three national marketing awards and she was recognized as one of BizWest Magazine's 40 Under Forty in 2023. She has also completed a Public Engagement certificate through Pepperdine University's Davenport Institute, expanding her skills in inclusive outreach and innovative engagement tools. At Moore, she supports efforts to integrate community input into project planning and communication.

Task	Description	Price (LS)
1	Site Visit, Meeting with Park & Recreation Committee, and Preliminary Master Plan Design	\$2,500
2	Compiling of the Master Plan	\$3,000
3	Identify Future Funding Sources	\$2,000
Total Price		\$7,500

Task	Additional Tasks (optional)	Price (LS)
A1	Additional surveying of the site - survey work for verifying locations of proposed improvements to site boundaries and adjacent properties	\$2,000
A2	Additional public input - MooreEngage Interactive Mapping tool creating one page handouts with information about the planning process, branded graphics and suggested post language for City website and Facebook page. Flyers and postcard mailer, stakeholder outreach with a in person meeting with a hybrid option.	\$1,750
A3	Additional in person meeting with Park and Recreation Committee	\$450



RESPONSE TO REQUEST FOR PROPOSALS

BREEZY POINT CITY HALL CAMPUS PARK MASTER PLAN

CITY OF BREEZY POINT, MN | PUBLIC WORKS DEPARTMENT

JULY 3, 2025



APPROXIMATE MASTER PLAN AREA (60 ac.) | 2024 GOOGLE IMAGE
 BREEZY POINT, MN
 Photo: Google Earth

SUBMITTED BY:

SUBMITTED FOR:

SGA GROUP INC.

Landscape Architecture • Planning • Urban Design

105 2nd Street S., Suite 1
 Buffalo, MN, 55313
 Phone (763) 355-9002
www.sgagroupinc.com



8319 County Road 11
 Breezy Point, MN 56472
 Phone: (218) 562-4441
www.cityofbreezypointmn.us

July 3, 2025

Mr. Joe Zierden
Public Works Supervisor
City of Breezy Point, MN
8319 County Road 11
Breezy Point, MN 56472

Re: Request For Proposals (RFP)
Project: Breezy Point City Hall Park Master Plan

Mr. Zierden,

SGA Group, Inc. is pleased to provide our submittal in response to your May 30, 2025 RFP for the above-noted project. Our goal is to provide planning & design services in a creative manner, which will address all the individual items listed in your RFP. Naturally, our services will include sustainable and resilient principles embedded in the work.

SGA Group, a Service-Disabled Veteran-Owned Small Business (SDVOSB), was formed in January of 2011. We practice landscape architecture and fall under the NAICS code 541320. SGA Group is a corporation, under the laws of the State of Minnesota and certified as a Small Business Enterprise (SBE). Our background is in park planning, small-scale site development and master planning. We are prepared to address your project with an office focus, making sure we include everything necessary to execute a successful plan prior to park site design and implementation phases.

Our approach will be to work cooperatively with the Breezy Point community to create the City Park Master Plan in a way that looks and feels good from 'all angles' surrounding and within the site boundary. We make the design process thoughtful, comfortable, and aesthetically relevant, creating a park master plan that is integrated and functions as a unique asset to your City and community. We will make sure the health, safety, and well-being of the visitors are considered, within a variety of options provided along the way.

We are confident in our ability to complete all the work on time and on budget. We are SGA founding Partners with many years of experience leading multi-disciplinary firms - large and small. SGA Group will be comfortable guiding your project, from this critical planning phase to the design and implementation phases beyond.

I will be the primary contact and Principal representing the contractual authority on behalf of SGA Group. Thank you for your consideration and we look forward to hearing from you.

V/r,



A. Graham Sones, ASLA, PLA
Senior Vice President
SGA Group, Inc.
Email: graham@sgagroupinc.com
Cell: 612-245-2504

TEAM MEMBERS / INTRODUCTION

Both SGA partners have worked with larger firms before starting SGA Group. In our previous roles, as A/E large firm part-owners and department directors, we were responsible for all site-related work. We developed design fees & construction costs, schedules, and multi-disciplinary coordination. Our change orders averaged 2% or less.

Since 2011, we have continued to apply large-firm operating principles and project management techniques to our studio. Our many years of experience, national and local, combined with a variety of project types has given us a knowledgeable background in understanding what makes projects succeed or fail. Additionally, Mr. Gunderson has taught construction classes for over 20 years at the University of Minnesota and is well-versed in construction materials and product substitutions necessary to bring a project into compliance.

RELEVANT PAST-PROJECT EXAMPLE - featuring an example of our public park planning and development experience.

Bertram Chain-of-Lakes Regional Park, Monticello, MN - SGA founding partner, Graham Sones, was the principal design lead on this 112 ac. former YMCA Camp Manitou being converted to a (public) regional park with a City of Monticello Athletic Park component as well. Mr. Sones developed a Concept Master Plan with Wright County Parks Department, then worked with Wright County, and the YMCA of the Greater Twin Cities on several planning and development phases over a period of six years. The YMCA worked with SGA's Team for a re-imagined and developed (new) Camp Manitou within a 12-acre area of the park. Wright Co. Parks also worked with SGA on the Phase 1 development on the north end of Bertram Lake including the park entrance road, Visitor Center (Chalet), Accessibility/Trails, Beach Area, Picnic Shelters, Play Area, and Changing/Restroom Building.

Graham remains actively involved with this park as Chair of the Friends of Bertram Chain-of-Lakes, supporting park improvements and events.



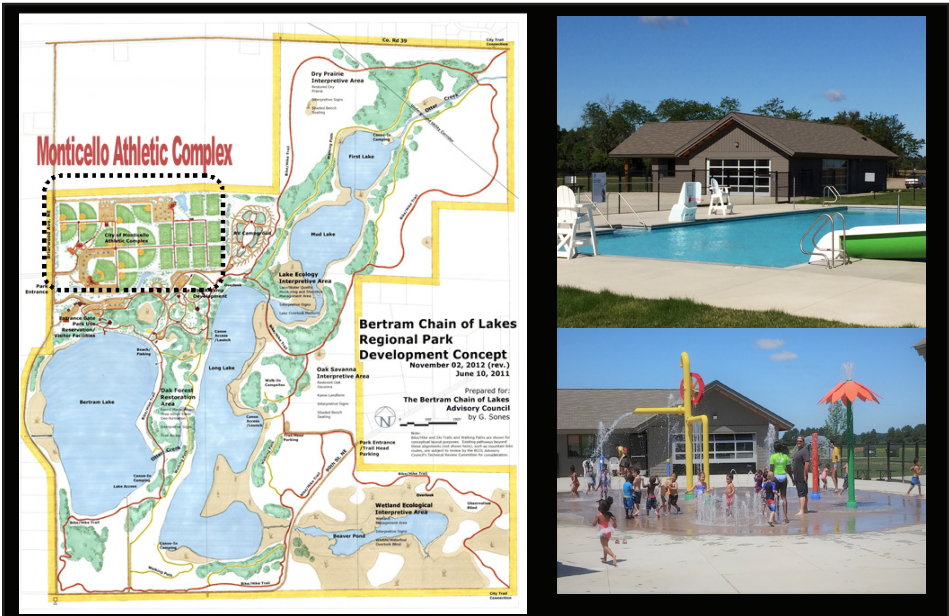
ROBERT (BOB) GUNDERSON, FASLA, PLA, CLARB
 FOUNDING PARTNER & PRESIDENT - SGA GROUP, INC.

PROPOSED PROJECT ROLE:
 COMMUNITY OUTREACH & PUBLIC ENGAGEMENT (COPE)
 DESIGN RESEARCH & ANALYSIS



GRAHAM SONES, ASLA, PLA
 FOUNDING PARTNER & SENIOR VICE PRESIDENT - SGA GROUP, INC.

PROPOSED PROJECT ROLE:
 PROJECT MANAGER & POINT OF CONTACT
 PRINCIPAL DESIGNER



PROJECT UNDERSTANDING

SGA Group (SGA) has thoroughly read the **Breezy Point City Park Master Plan – Request for Proposal**. We have reviewed the aerial mapping to get a sense of the site and surrounding environment. In addition, SGA Group has read the city's 2024 'Parks and Recreation Master Plan' and the 2011 'Parks, Trails, and Open Space Master Plan', to get familiar with the observable issues. The knitting together of the current park uses with the proposed park development will have to be performed in a sensitive manner, to enhance the connection of the new park spaces with the city's public offices and nearby residential housing.

This project aims to transform the current 5.8-acre City Park and adjacent acreage to the north of the park into a well-designed, accessible park that can act as a four-season "crown jewel" of Breezy Point.

We will, initially, convene with the Park & Recreation Committee and city staff, to define project goals and objectives, desired outcomes, key progress indicators, and the extent of community outreach and public engagement required. City and stakeholder reviews will occur after Tasks 1 and 2 and each major event, to demonstrate transparency; establish momentum; and instill a stewardship ethic for the development of the park.

PROJECT APPROACH

The following is SGA Group's work plan, listing a path to follow from beginning to end. It is a guideline and can easily be modified to meet the City of Breezy Point's concerns and emergency scheduling issues.

The planning and schematic design/design development phases of this project are broken out, below. This list identifies where the project is in the process and, also, shows where interventions can be made, if necessary

SGA, with guidance from the Park & Recreation Committee and city staff, will take a systematic approach to conceiving this project, starting with:

TASK 1 – SITE VISIT, MEETING with PARK & RECREATION COMMITTEE and PRELIMINARY MASTER PLAN DESIGN

Site investigation:

1. *Develop base mapping*
2. *Photographic reconnaissance of the site*
3. *Site analysis of physical and cultural conditions*

Initial Planning (pre-design):

1. Participatory Process

SGA will be responsible for developing a Community Outreach & Public Engagement (COPE) process, in coordination with the city, which reaches all affected stakeholders and has tangible results. SGA Group uses the International Association for Public Participation (IAP2) model of public participation for the COPE component in its projects. This model emphasizes five standards of public participation, for stakeholders: Informing; Consulting; Involving; Collaborating; and Empowering.

SGA partners, each, have over 30 years of experience working with the public, while with other firms and with SGA. This has given us wide experience working with diverse groups and varied outreach and engagement techniques. Recently, and currently, our efforts have been in Minneapolis, MN, with the

Minneapolis Park & Recreation Board; Fairmont, MN; Sandstone, MN; and Buffalo, MN, with municipal governments. We work with each client to determine which type of COPE they would prefer and are, therefore, comfortable using. SGA is experienced in both electronic (website surveys) and hard copy formats (handout comment cards, paper survey questionnaires, etc.). In addition, we are experienced in leading public open houses (indoors), participating in community celebrations/events (outdoors), one-on-one interviews, and project tours.

COPE should begin after base mapping is completed, continue through the project, and end when the city and stakeholders are satisfied with the results.

SGA experience with COPE has been with stakeholders interested in parks & recreation, new housing developments, K-12 schools, and religious institutions.

2. Vision

SGA will provide a clear vision(s) for City Park, based on community feedback, which emphasizes the historical foundation of the park and its importance to the present-day City of Breezy Point.

Conceptual Design (C):

Produce three (3) design options that include historic sensitivity; public accessibility; landscape development and green space; hardscape features; and sustainability and resiliency issues. SGA will "blend" these considerations, and more, into concepts that will transform City Park into an outdoor space that respects Breezy Point's history, is comfortable for resident's & "up north" visitors alike, is manageable to maintain, and could function as a "feature" attraction in town. Concepts will be varied, to give stakeholders distinct choices to

choose from. SGA will create three (3) distinct options of high, medium, and low development, which include social, cultural, and environmental strategies. These options will be presented to the project team, for review & comment.

Schematic Design (SD):

Develop a preliminary City Park master plan from the three (3) design options, above. SGA will produce a general design plan for the park which will show approximate sizes & shapes for each element. This plan will include, at a minimum, the following: active and passive use zones; private "semi-private" public use areas; a hierarchy of spaces; stormwater management; utility corridors; and environmental and planting strategies. Present this plan to the public at a scheduled open house event.

TASK 2 - COMPILING of the MASTER PLAN

Design Development (DD):

Refinement of preliminary City Park master plan. SGA will produce a specific design plan for the park which will illustrate the landscape development, including sections/elevations, details of elements & structures, dimensioning, and landform grading. Presentation of refined City Park master plan to the Park & Recreation Committee for review & approval.

TASK 3 - IDENTIFY FUTURE FUNDING SOURCES

Construction Funding:

SGA will investigate funding sources, to take the project from Design Development (DD) - the end of this phase of the RFP - to Construction Documents and Specifications (CD) and continue through to the construction of City Park improvements.

Collaboration with city staff to identify the final scope of services, phasing, and timeframe implementation

SGA GROUP APPROACH TO FULFILLING THE PROJECT GOALS & OBJECTIVES

Specific Methods for implementing our approaches:

- Research. The history of the site will be studied thoroughly to give/maintain a "sense of place", which will be critical for the success of the City Park improvements.
- Study. Each zone will be looked at to understand how natural on-going environmental changes are affecting the use of the park and quality of experience for each user. We will layer the cultural, social, and environmental issues to determine similarities and differences between each zone.
- Prioritizing key elements in each zone. To determine vibrant use of the space, instead of the normal "pretty, but under-used" common scenarios.
- Designating levels of importance. Each of the zones will have a hierarchy of materials, colors, plantings, and pavements. By doing this, we can respond to budget priorities, phasing, and emergency concerns that come up as the city does its future planning for the park.
- "Next use scenarios". The degree of "flexibility" of each zone will be investigated to accommodate "next use" scenarios, to make sure that funding is being applied to the most feasible current resource and anticipated future use.

Sustainability:

SGA Group is a firm which has always practiced with a sustainable focus. We incorporate nature-based sustainable solutions and resilient strategies into every project we work on. We will apply a rating systems type of analysis to evaluate the overall efficiency of the City Park site. We are familiar with and use LEED guidelines (Leadership in Energy and Environmental Design), Minnesota Sustainable Building Guidelines (B3), and SITES (Sustainable Sites Initiative) in designing our projects. We will use these "green" guidelines to establish a high level of sustainability & resiliency to the park and then add regenerative systems to this approach. This "good-to-better-to-best" approach could put Breezy Point in the vanguard of leading the way in new ideas for city park development.

Operations:

SGA Group will present strategies, options, and alternatives which Preserve, Conserve, and effectively Use each zone in the park. We will recommend materials that are long-lasting, harmonious with their surroundings, and recognizable to people. SGA will illustrate environments people are comfortable in and use "green" infrastructure Breezy Point can properly implement and maintain.

SGA Group Responsibilities:

1. Follow guidance from the Park & Recreation Committee and city staff.
2. Stay on schedule and task.
3. Provide valid, defensible solutions that lead to instilling a sustainable stewardship ethic for City Park.

'SETTLERS BROOK PARK'

Client | City of Buffalo, MN
 Completion | January, 2024



BRIEF

New 2.5-acre passive/low-intensity neighborhood park. Services: Planning and Design Development.

Construction Documents scheduled for the 2nd quarter of 2026. \$800,000 development budget. Four months project (office) duration.

RELEVANCE

Planning/design strategies used, relevant to Breezy Point City Park

development:

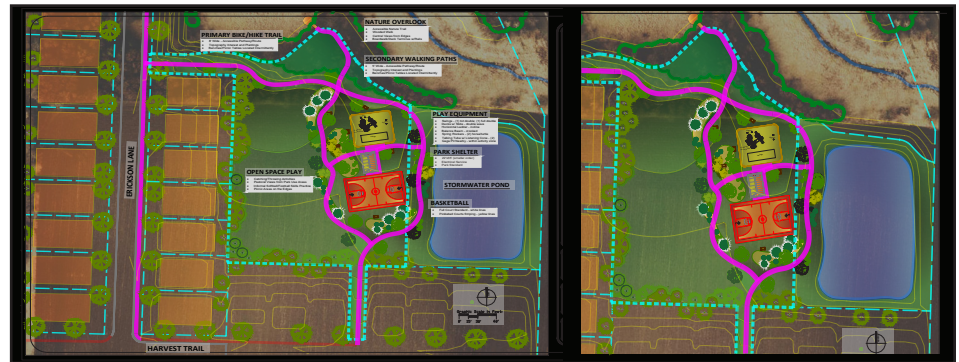
- Initial visioning services
- Includes similar program elements anticipated for the City Park
- Has site-specific proximity to urban development and natural amenities such as the City Park appears to possess

PROJECT REFERENCE

CONTACT

Mr. Lee Ryan, City of Buffalo, MN, Parks & Recreation Director
 212 Central Ave., Buffalo, MN
 763-684-5429 (office)
 lee.ryan@ci.buffalo.mn.us

PREFERRED CONCEPT | SETTLERS BROOK PARK



'WEST PULASKI PARK'

Client | City of Buffalo, MN
 Completion | March, 2023

BRIEF

City Park redevelopment of a (8.5-acres) passive/low-intensity with a new splash pad concept. Services: Planning and Design Development, DNR Outdoor recreation grant application, cost estimate.

Construction Documents scheduled for the 2nd quarter of 2026. \$750,000 park redevelopment budget. Ten month project (office) duration.

RELEVANCE

Planning/design strategies used, relevant to Breezy Point City Park development:

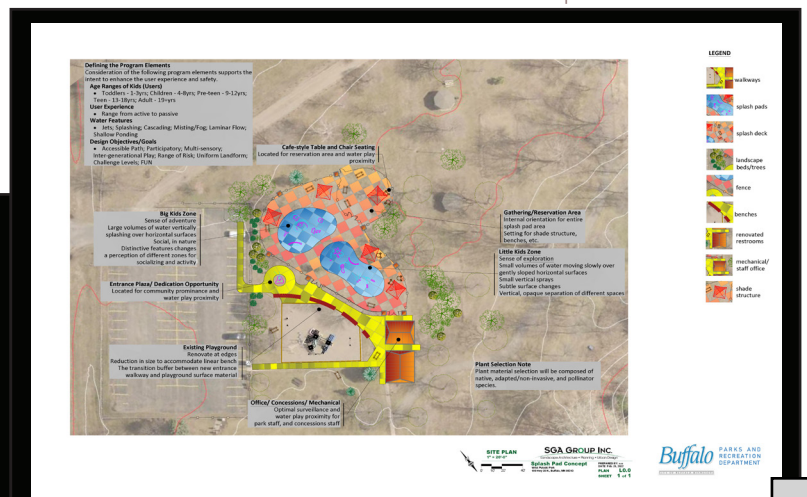
- Initial visioning services
- Services included funding sources research and application
- estimation of costs/budget

PROJECT REFERENCE

CONTACT

Mr. Lee Ryan, City of Buffalo, MN, Parks & Recreation Director
 212 Central Ave., Buffalo, MN
 763-684-5429 (office)
 lee.ryan@ci.buffalo.mn.us

PREFERRED CONCEPT | WEST PULASKI PARK



'GOMSRUD PARK REDEVELOPMENT'

Client | City of Fairmont, MN
 Completion | June, 2023

BRIEF

Premier (most popular city-wide) 14-acre city park in Fairmont. SGA Group completed the renovation planning for this park in 2022 and Phase 1 Construction Documents (w/ specs.) in June of 2023.

SERVICES

Research & recreation/athletics analysis, public engagement including public meetings & City website survey. Design concept development (4 distinct

scenarios), presentations to City staff, Park Board and City Council, cost estimating. Publishing of 2-part compendium report describing analysis of park needs and existing park amenity inventory. Additional services included production of park sustainability & resilience overlays, and grant writing submittal for MN DNR outdoor recreation grant.

PROJECT REFERENCE

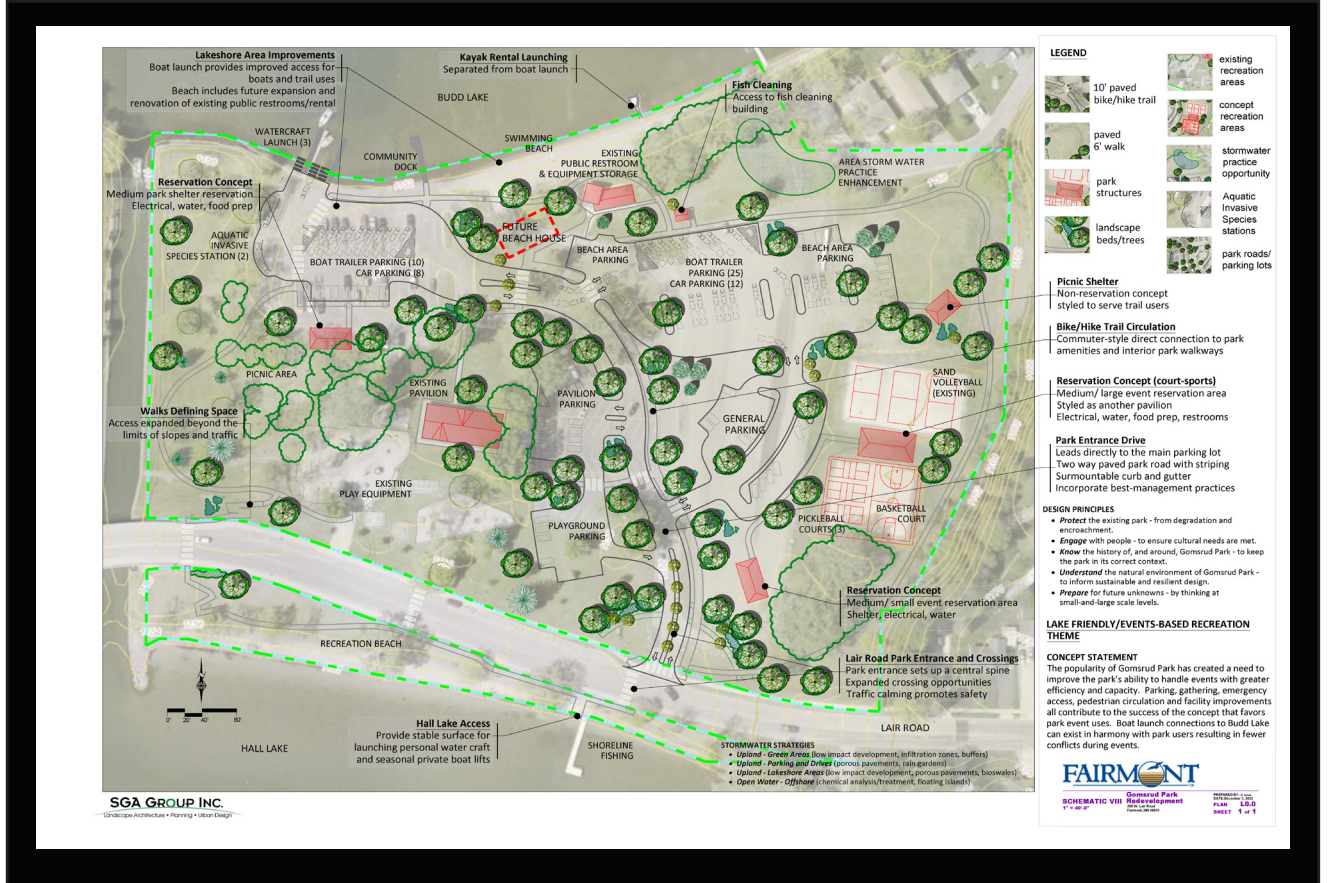
CONTACT

Mr. Nick Lardy, City of Fairmont, MN, Parks Superintendent
 100 Downtown Plaza, Fairmont, MN 56031
 507-235-9330 (office)
 nlardy@fairmont.org

SWIMMING BEACH | GOMSRUD PARK



PREFERRED CONCEPT SCHEMATIC | GOMSRUD PARK AT BUDD AND HALL LAKES



**PROFESSIONAL BIO**

As of July 2025

Graham Sones

Landscape Architect
ASLA, PLA
SGA Group, INC.

763.355.9002
graham@sgagroupinc.com

Mr. Graham Sones is Senior Vice President of SGA Group. He is a landscape architect with 29 years of professionally licensed experience within his 38-year career in private and public practice. His career focus has been within parks, recreation, public schools, historically significant landscapes, and some transportation projects. Prior to co-founding SGA Group, Inc., Graham was a Senior Landscape Architect and Director of Site Development for a nationally recognized educational architecture and planning firm, ATS&R, in Minneapolis, MN. While at ATS&R, Graham was responsible for the design, renovation, and expansion of multiple educational and recreational facilities in the states of Minnesota, Wisconsin, Illinois, and Indiana.

Graham qualified as a Historical Landscape Architect (HLA) under the National Park Service (NPS) through a position offered by the US Office of Personnel Management. His 2012 appointment by the ASLA-MN Chapter President as the Minnesota Liaison to the Historic American Landscapes Survey (HALS) exemplifies his dedication to historic landscape preservation.

Mr. Sones was appointed by Minnesota Governor Tim Walz to fulfill a four-year term on the state licensing board for design professionals. He served on the Credentialing Committee for the 21-member board. His term on the Minnesota Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience, and Interior Design (AELSLAGID) expired in June 2024.

EDUCATION

- University of Minnesota, Bachelor of Landscape Architecture, College of Agriculture, 1987.
- American Council on Historic Preservation (ACHP), Section 106 Training (Historic Preservation Act of 1966), 2013.
- Transportation Division University (TDU), Project Management Training, 1999.

ACTIVITIES/ORGANIZATIONS & MEMBERSHIPS

- American Society of Landscape Architects Historic American Landscapes Survey
- MN Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience, and Interior Design Minnesota Nursery and Landscape Association
- Society of Architectural Historians

LANDSCAPE ARCHITECTURAL LICENSE/REGISTRATIONS

- Minnesota Licensed Landscape Architect No. 24871
- Wisconsin Licensed Landscape Architect No. 547-014
- Illinois Licensed Landscape Architect No. 157.001236 - inactive
- Indiana Licensed Landscape Architect No. LA20700121 - inactive

**PROFESSIONAL BIO**

As of July 2025

Robert Gunderson

Landscape Architect
FASLA, PLA, CLARB
SGA Group, INC.

651-788-5523 / 763-355-9002
rgunderson@sgagroupinc.com

Mr. Gunderson is president of the SGA Group, a certified Service-Disabled Veteran-Owned Small Business (SDVOSB). He is a landscape architect with over 40 years of experience and has practiced nationally across the United States. Robert is a landscape architect and planner who has worked extensively within the practices of ecological planning and design, construction technology, sustainable site planning, irrigation system design, and “green” rating systems.

Preceding co-founding the SGA Group, Mr. Gunderson was part Owner/Principal and Director of Site Development at ATS&R, a national educational architecture and planning firm in Minneapolis, MN. While at ATS&R, Robert was partner-in-charge and responsible for the design, renovation, and enlargement of over 100 athletic fields and recreational spaces/parks in the Minneapolis-St. Paul metropolitan area.

Mr. Gunderson was formerly an Adjunct Associate Professor – 28 years – at the University of Minnesota-College of Design. In this role, he contributed to the site and water sections of the Minnesota Sustainable Building Guidelines (B3) for the State of Minnesota, taught design & technology courses, performed applied research, and served on university faculty consultative committees.

Robert is nationally board certified by the Council of Landscape Architectural Registration Boards (CLARB) and is a licensed Landscape Architect in two states.

EDUCATION**United States Army**

Ft. Rucker, AL

Warrant Officer Staff Course
Strategic-level Studies

University of Pennsylvania

Graduate School of Fine Arts
(now Weitzman School of Design)
Philadelphia, PA.

Master of Landscape
Architecture (MLA)

Iowa State University of Science and Technology

Ames, IA

Bachelor of Science in Landscape
Architecture (BSLA)

LANDSCAPE ARCHITECTURAL LICENSE/REGISTRATIONS

- Landscape Architect in Minnesota (#19760)
- Landscape Architect in South Dakota. (#13417)
- Full Member and Fellow of the American Society of Landscape Architects (FASLA)
- Council of Landscape Architectural Registration Boards (CLARB), national certification (#28728)

CONSULTANT FEE | BREAKDOWN BY TASK - City Park Master Plan | Breezy Point, MN

Project Start-up \$ 500

Task 1 - (Mid-July 2025) Begin the following: \$10,750

- Site Visit - data collection/documentation of conditions, establishment of a project timeline
- Park & Rec. Committee Mtg. - program elements, history, boundary limits, base map, existing conditions input and analysis
- Synthesis of research, site data, and community input into no less than three (3) master plan conceptual ideas/options
- Preliminary Master Plan - based on best options and Master Plan Committee Community review Outreach & Public
- Public Open House Mtg. - Presentation of Preliminary Master Plan, engaging public, consider refining the plan, collect feedback

Related Additional Services - (A1 Subject to City approval):

- Property Survey - approx. (45 acres) \$ 7,500

Task 2 - (Mid-September 2025) Begin the following: \$ 8,800

- Compiling of the Master Plan incorporating preferred concepts
- Site maps, renderings, and high resolution graphics
- Site context, rationale, and program elements identified in written narrative and descriptive text
- Park & Rec. Committee Mtg. - Presentation of preferred Master Plan for review and approval

Related Additional Services - (A2 Subject to City approval):

- Public input meeting - outreach and feedback\$ 1,000

Task 3 - (November 2025) Begin the following: \$ 5,850

- Identification/Research Funding Sources - recreation and/or environmental funding opportunities based upon a \$50,000 annual parks commitment by the City for development and enhancement
- Publish a report detailing available grants, partnership opportunities available for park development project(s) and park improvements and further community engagement

Related Additional Services - (A3 Subject to City approval):

- In-person meeting - Park and Recreation Committee\$ 1,000

Quote for Additional Services - Separate Total\$ 9,500

- (A1-A3 Subject to City approval - estimated base values)

Planning & Design Fee Total **\$ 25,900**

END

PARK MASTER PLAN

THE CITY OF BREEZY POINT

JULY 3, 2025



Kerry Park – International Falls Comprehensive Park Master Planning

- A** PLAYGROUND AND SPLASH PARK
- B** ROTATED SOFTBALL FIELD
- C** SLEDDING HILL
- D** PARK ENTRY SIGN OR SCULPTURE
- E** ROLLERBLADE AND SCOOTER/ SKATING TRAIL
- F** OUTDOOR SKATING RINK/ SKATE PARK
- G** PARKING
- H** PARALLEL PARKING
- I** DIAGONAL PARKING
- J** DOG PARK
- K** HORSESHOE PITS
- L** BATHROOM/ CHANGING ROOM
- M** SCREENING TO STOP SLEDDERS
- N** OPEN RECREATIONAL FIELD

PROJECT OVERVIEW

The City of Breezy Point is building on recent park improvements, including the relocation of a small park shelter and development of a large, beautiful community garden by undertaking a comprehensive Master Park Plan for the City Hall Campus. These enhancements have already made the park a more welcoming and active community space, and the city now seeks to build on this momentum with a thoughtful, long-range vision for the park.

The goal of the Master Plan is to guide future development in a way that maximizes community benefit, enhances recreational opportunities, improves accessibility, and ensures the park remains a vibrant, inclusive space for years to come. The plan will be shaped through meaningful public engagement and aligned with the goals of the park and Recreation Committee, resulting in a clear and actionable road map for future improvements.

In addition to design recommendations, the plan will include strategies for phased implementation and funding, ensuring the city can pursue improvements in a fiscally responsible and sustainable manner.

PROJECT TEAM ROLES & RESPONSIBILITIES

Our multidisciplinary team brings together technical expertise and creative vision to deliver a successful master park plan. This team will collaborate closely with the City's Park and Recreation Committee and community stakeholders to complete the tasks outlined in the project scope. The project will be led by our landscape architecture team in collaboration with City Engineer Nick Peterson. We will consult with our funding department on Task 3, Funding Strategy Development, to provide feedback on our proposed strategy.



NICK PETERSON EIT
City Engineer
Technical Guidance, Infrastructure
Coordination, and Review

Nick supports site and linear design projects by assisting with layout, grading, stormwater management, and construction observation. His experience includes water system studies, water quality improvements, and road rehabilitation with responsibilities spanning production sheets, quantities, and cost estimates.



JILLIAN REINER PLA, RSP1, VP
Project Manager,
Professional Landscape Architect
Project Coordination, Conceptual Planning,
and Public Engagement

Jillian specializes in park design and multi-phase development, with a focus on creating community-centered outdoor spaces that balance recreation, accessibility, and sustainability. Her expertise in native planting, green infrastructure, and stakeholder engagement helps transform underused areas into vibrant, resilient public assets.



RYAN HERMES ASLA
Landscape Designer
Graphics, Renderings, and
Plan Refinement

Ryan is a landscape designer who creates memorable pedestrian experiences by seamlessly integrating built and natural environments. He prepares and oversees a range of landscape architecture deliverables, including conceptual plans, presentation graphics, construction details, and final documents.



ZOE HOFFMAN
Landscape Designer
Research, Cost Estimating, and
Production Support

Zoe specializes in conceptual design, regularly working on site layouts, circulation, and programming for projects of all sizes. She supports landscape and multidisciplinary teams by developing graphics, cost estimates, construction documents, and assisting with construction administration.

ESTIMATED TASK & HOUR BREAKDOWN

As outlined in the RFP, the City has laid out a clear process for developing the Campus Master Park Plan. In response, our team is providing a detailed breakdown of the steps required to complete each task. Each step has been assigned an estimated duration based on our experience with similar projects, ensuring transparency and helping the city understand the time and effort needed to carry out this work successfully.

TASK 1: SITE VISIT & PRELIMINARY MASTER PLAN DESIGN

TASKS	TEAM MEMBER(S)	ESTIMATED HOURS	SUMMARY OF RESPONSIBILITIES
PARK & RECREATION MEETING, SITE VISIT	City Engineer, Project Manager, Landscape Designer	12	Attend meeting, site review, establish goals & timeline
BASE MAP & SITE ANALYSIS	Landscape Designer, City Engineer	8	Create existing conditions map, review site utilities/infrastructure
CONCEPTUAL DESIGN DEVELOPMENT	All Designers	40	Develop 3 high level concept alternatives and supporting graphics to convey ideas
DEVELOP PREFERRED MASTER PLAN	Project Manager, Landscape Designer	24	Develop preferred master plan prepare maps & supporting high level 3D renderings for public open house
HIGH LEVEL COST ESTIMATE FOR PREFERRED OPTION	Landscape Designer	2	Create high-level estimates based on concepts
PUBLIC OPEN HOUSE PREPARATION	Full team	10	Prepare boards, visuals, and handouts
PRESENTATION AT PUBLIC OPEN HOUSE	City Engineer, Project Manager, Landscape Designer	8	Attend open house, facilitate discussion
OPEN HOUSE FEEDBACK SUMMARY	Landscape Designer	2	Compile feedback for presentation to Park & Recreation Committee

SUBTOTAL TASK 1: 106 HOURS = \$12,900

TASK 2: FINAL MASTER PLAN COMPILATION

TASKS	TEAM MEMBER(S)	ESTIMATED HOURS	SUMMARY OF RESPONSIBILITIES
FINAL PLAN REFINEMENT	Landscape Designer	12	Synthesize data, integrate feedback, finalize preferred plan
RENDERINGS & HIGH-RESOLUTION GRAPHICS	Landscape Designer	24	Update final visual materials – 3D photorealistic rendering
WRITTEN NARRATIVE	Project Manager, Landscape Designer	10	Compose project summary, goals, public input, design intent
PARK COMMITTEE PRESENTATION	Project Manager, City Engineer	4	Prepare and present compiled plan for review

SUBTOTAL TASK 2: 50 HOURS = \$7,500

TASK 3: FUNDING STRATEGY DEVELOPMENT

TASKS	TEAM MEMBER(S)	ESTIMATED HOURS	SUMMARY OF RESPONSIBILITIES
GRANT RESEARCH & STRATEGY	Landscape Designer, Funding Specialist	4	Identify relevant grant programs and funding partners
BUDGET PLANNING	Project Manager, Civil Engineer	8	Incorporate \$50K annual budget, outline cost/funding strategy
FINAL FUNDING REPORT	Landscape Designer, Funding Specialist	20	Prepare summary report and recommendations
SUBMIT TO THE CITY FOR FINAL REVIEW	Project Manager	2	Prepare and present compiled plan for review

SUBTOTAL TASK 3: 34 HOURS = \$5,100

TOTAL ESTIMATED HOURS: 190 HOURS = \$25,500

OVERVIEW OF ALL TASKS AND FINAL DELIVERABLES

- Preliminary Master Plan with conceptual site plan and high-level cost estimates
- Public open house presentation and compiled community feedback
- Final Master Park Plan document with detailed site maps, renderings, and written narrative
- Presentation of the final plan to the Park and Recreation Committee
- Funding strategy report outlining grants, partnerships, and annual budget planning

PROJECT COMPLETION

The final deliverables from all three tasks will be provided in both digital and print formats. The selected firm will be available to attend a final presentation or meeting to answer any remaining questions and assist with the next steps for implementation.

Additional tasks listed in the RFP are already incorporated into our proposed process, with the exception of a potential additional site survey. The need for this survey will be determined after we review existing site information with the City. If deemed necessary, we estimate the cost of additional survey work to range between \$3,500 and \$5,000, depending on the desired level of detail.



WANNIGAN REGIONAL PARK Frazee, MN

Widseth has been working with the Frazee Development Corporation (FDC) since 2023, preparing their final funding application through the FRMPTC portal. Our team joined this effort in the creation of a new regional park shortly after the park was given ‘high’ designation within the GRMPTC system. Our goals and objectives were to lead the GRMPTC master planning process, submit the plan, and prepare their first funding application to be submitted in July of 2024 to begin construction of the first phase of a future 168-acre natural-based resource park. Our experience with the GRMPTC and process has assisted their team in a collaborative process that has provided the community with a plan that they feel they had a part in creating after our public process and something that is phased into manageable steps for the City to maintain for years to come.





WIDSETH

ARCHITECTS ■ ENGINEERS
SCIENTISTS ■ SURVEYORS

CELEBRATING FIFTY YEARS | EST. 1975

Alexandria | Bemidji | Brainerd | Crookston | Duluth | East Grand Forks
Grand Forks | Hibbing | Mankato | Perham | Rochester | Wyoming

Request for Proposals (RFP) Rating Worksheet

RFP: City of Breezy Point Park Master Plan Proposer Name: Ayres

Rater: _____

	Category	Points	Score	Comments
1	Qualifications/experience of the project personnel/team	34		
2	Understanding and implementation of the project scope	33		
3	Cost	33		

Total Score: _____

Request for Proposals (RFP) Rating Worksheet

RFP: City of Breezy Point Park Master Plan Proposer Name: EOR

Rater: _____

Category		Points	Score	Comments
1	Qualifications/experience of the project personnel/team	34		
2	Understanding and implementation of the project scope	33		
3	Cost	33		

Total Score: _____

Request for Proposals (RFP) Rating Worksheet

RFP: City of Breezy Point Park Master Plan Proposer Name: HKGI

Rater: _____

Category		Points	Score	Comments
1	Qualifications/experience of the project personnel/team	34		
2	Understanding and implementation of the project scope	33		
3	Cost	33		

Total Score: _____

Request for Proposals (RFP) Rating Worksheet

RFP: City of Breezy Point Park Master Plan Proposer Name: Karvakko

Rater: _____

Category		Points	Score	Comments
1	Qualifications/experience of the project personnel/team	34		
2	Understanding and implementation of the project scope	33		
3	Cost	33		

Total Score: _____

Request for Proposals (RFP) Rating Worksheet

RFP: City of Breezy Point Park Master Plan Proposer Name: MOORE

Rater: _____

Category		Points	Score	Comments
1	Qualifications/experience of the project personnel/team	34		
2	Understanding and implementation of the project scope	33		
3	Cost	33		

Total Score: _____

Request for Proposals (RFP) Rating Worksheet

RFP: City of Breezy Point Park Master Plan Proposer Name: SGA

Rater: _____

Category		Points	Score	Comments
1	Qualifications/experience of the project personnel/team	34		
2	Understanding and implementation of the project scope	33		
3	Cost	33		

Total Score: _____

Request for Proposals (RFP) Rating Worksheet

RFP: City of Breezy Point Park Master Plan Proposer Name: Widseth

Rater: _____

Category		Points	Score	Comments
1	Qualifications/experience of the project personnel/team	34		
2	Understanding and implementation of the project scope	33		
3	Cost	33		

Total Score: _____