



Take notice that a meeting of the City of Ashland Committee of the Whole will be held on **Tuesday, October 24, 2023** in- person in the City Hall Council Chambers, 601 Main Street W. Ashland, WI with the availability to attend virtually. **Meeting will begin immediately following the adjournment of the City Council Meeting** to consider and act upon the following agenda.

To join the meeting from your computer, tablet or smartphone:
<https://global.gotomeeting.com/join/500263957>

Or dial in using your phone. United States (Toll Free): 1-877-309-2073 Access Code: 500-263-957

Please contact the Clerk's office if you require accommodations to attend the meeting.

Tuesday, October 24, 2023 Ashland Committee of the Whole Meeting Agenda

1. **Roll Call**
2. **Approval of Agenda**
3. **Council President's Report**
4. **Administrator's Report**
5. **Discussion Items**
 - A. **Discussion and Possible Action Regarding the Proposed 2024 Ashland Common Council Meeting Calendar** *(Clerk)*
 - B. **Discussion and Possible Action on Applying for a Wisconsin Coastal Management Program Grant to Update the City of Ashland's Comprehensive Outdoor Recreation Plan (CORP)** *(Parks Director)*
 - C. **Continued Presentation and Discussion Regarding the 2024 City of Ashland Budget** *(Finance)*
6. **Items for Future Discussion**
7. **Adjourn**

The City of Ashland does not discriminate on the basis of sex, race, creed, color, national origin, sexual orientation, age or disability in employment or provision of services, programs or activities.

NOTE: Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals or individuals with limited English proficiency through auxiliary aids or services. For additional information

Ashland Committee of the Whole Meeting
Tuesday, October 24, 2023 – 6:00 PM
601 Main Street W. Ashland WI 54806



The CITY of
ASHLAND
WISCONSIN

or to request this service, contact the City Clerk's Office at 715-682-7071 (not a TDD telephone number)
or FAX: 715-682-7048

SUBJECT: Discussion and Possible Action Regarding the Proposed 2024 Ashland Common Council Meeting Calendar (*Clerk*)

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Clerk

CLEARANCES:

EXHIBITS: 1. Proposed 2024 Council Calendar

COMPLIANCE WITH STRATEGIC PLAN: NA

SUMMARY STATEMENT:

The 2024 Ashland Common Council meeting calendar includes consideration of the following:

- As stated in [Chapter 51, City Council Procedure](#), meetings are held on the second and last Tuesdays of the month with the exception of dates that may interfere with the election calendar and holidays, such as in August, November, and December 2024.
- Per WI State Statute, a Reorganizational Meeting is held on the third Tuesday of every April.
- Committee of the Whole meetings are held immediately after the scheduled Council meetings. It is up to the discretion of the Council President if a Committee of the Whole meeting will take place.
- At least three designated Committee Budget Work Sessions are held prior to the City Budget Public Hearing to approve the next year's budget, with the option of additional work sessions in lieu of regularly scheduled Committee of the Whole meetings if necessary.
- Special meetings due to deadlines or urgent matters may be added to the calendar at the Mayor's discretion and upon the availability of a quorum.
- Date(s) for a Council Retreat are not included in the proposed calendar but will be announced with plenty of advanced notice.

The Clerk is requesting suggestions from Council for changes or edits to the proposed 2024 Ashland Common Council Meeting calendar.

2024 CITY OF ASHLAND COUNCIL CALENDAR

January						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

COUNCIL MEETINGS



REORGANIZATIONAL MTG



ELECTION DAYS



BUDGET WORKSESSIONS



COUNCIL MEETING/
BUDGET HEARING



CITY OFFICES CLOSED



SUBJECT: Discussion and Possible Action on Applying for a Wisconsin Coastal Management Program Grant to Update the City of Ashland's Comprehensive Outdoor Recreation Plan (CORP) (*Parks Director*)

RECOMMENDATION: Approve to allow staff to apply for a Wisconsin Coastal Management Program (WCMP) Grant to update the City of Ashland's CORP.

DEPARTMENT OF ORIGIN: Parks and Recreation

CLEARANCES: Administration

EXHIBITS: 1. City of Ashland Parks & Recreation Comprehensive Outdoor Recreation Plan (2019-2024)

COMPLIANCE WITH STRATEGIC PLAN: The proposed project conforms to the goals and community values identified in the City of Ashland's Strategic Plan: Green Spaces, Development of Waterfront Development, Open Beaches, and Climate Change and Adaptation Plan.

SUMMARY STATEMENT:

The City of Ashland is seeking approval to apply for funding to the WCMP to update the City of Ashland CORP. The CORP was last updated in 2019. In order to be eligible for Wisconsin Department of Natural Resources funding, the CORP must be updated/revised and then approved by the WDNR every 5 years. CORP's are guiding documents for municipalities intended to be used as a guide for accomplishing future development of parks, recreational activities, programs, and facilities.

The grant is due Friday November 3, 2023. The proposal will ask for \$50,000 from WCMP for the project. The match would be \$25,000, a 50/50 ratio.

Attached is the current CORP, a draft grant application may be available at the meeting.

Find yourself next to the water.



City of Ashland Parks & Recreation

Comprehensive Outdoor Recreation Plan (2019-2024)

Acknowledgements

Adopted: October 8, 2019

Prepared by:

Sara Hudson, Director of Parks & Recreation
Megan McBride, Director of Planning & Development
GRAEF Planning + Urban Design

Parks & Recreation Committee

Mike Amman
Sarah Jackson
Kevin Hass
Nancy Snyzder
Meagan Salman-Tumas

City Council

Mayor :: Deb Lewis
Ward 1 :: Holly George
Ward 2 :: Matthew MacKenzie
Ward 3 :: Sarah Jackson
Ward 4 :: Kate Ullman
Ward 5 :: Ana Tochtermann
Ward 6 :: Wahsayah Whitebird
Ward 7 :: Kevin Haas
Ward 8 :: Charlie Ortman
Ward 9 :: Elizabeth Franek
Ward 10 :: Dick Pufall
Ward 11 :: Jackie Moore

Find yourself next to the water.



Table of Contents

- I. Statement of Need.....4
- II. Goals & Actions.....5
- III. Capital Improvement Plan & Schedule.....11
- IV. Definitions.....15
- V. Planning Process.....19
- VI. Summary of Past Plans.....21
- VII. Description of the Planning Region.....22
 - A. Social Characteristics
 - B. Physical Characteristics
- VIII. Outdoor Recreation Supply Inventory.....32
- IX. Outdoor Recreation Needs Assessment.....63
 - A. Public Input
 - B. Ashland Needs Assessment Based on NRPA Recreation Needs Standards

I. Statement of Need

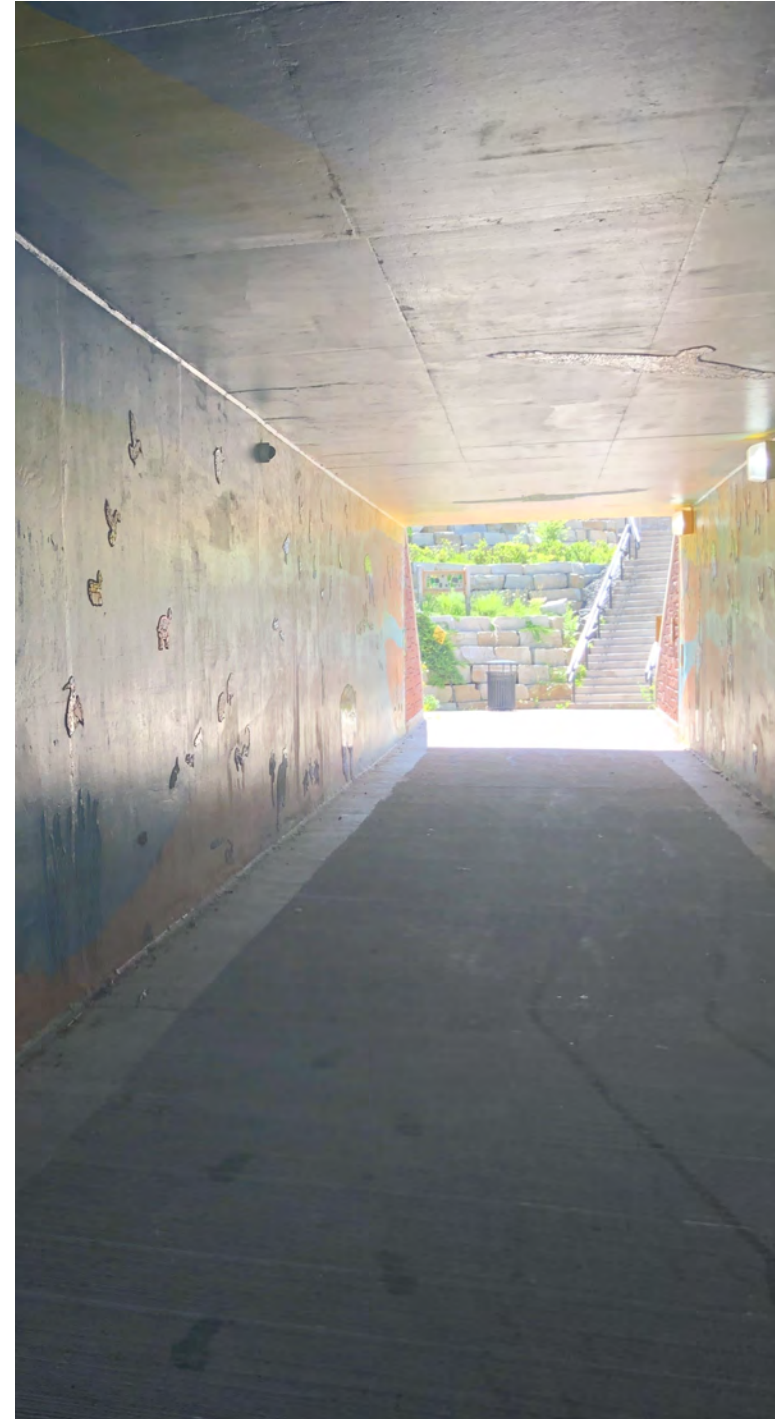
Park & Recreation Committee Mission Statement:

The Parks and Recreation Committee of the City of Ashland, Wisconsin is a municipal agency formulated to meet the needs for recreational resources to improve the quality of life for regional residents and visitors. This is accomplished through preserving, maintaining and improving services, facilities, parks, and open spaces.

The City of Ashland Comprehensive Outdoor Recreation Plan (CORP) 2019-2024 is the fourth in a series of Wisconsin Department of Natural Resources (WDNR) recognized recreation plans. Ashland has developed and submitted approved five-year recreation plans in 1988, 1991, and 2013. The 2019 Recreation Plan is a revised and updated version of these past plans and is intended to be used as a guide for parks and recreation development through 2024. Although this plan is designed to serve the City of Ashland, residents from the surrounding areas will undoubtedly use the facilities and program opportunities that the Ashland Parks & Recreation Department (APR) provides. Community feedback as part of this process prioritized maintenance of the existing parks, expanding and improving the trail system, and considering a future aquatic facility.

This Plan is intended to be used as a guide for accomplishing future development of parks, recreational activities, programs, and facilities within the City of Ashland, serving as:

- (1) a source of information,
- (2) a guide for identifying and correcting deficiencies,
- (3) an indicator of goals and objectives,
- (4) a framework for making decisions, and
- (5) a means of stimulating public interest, participation and stewardship in local community recreation opportunities.



II. Goals & Actions

Goal 1: Complete the implementation of the Oredock Concept Design Report priorities

Actions	Cost	Timeline
<i>Complete the walkway to the end of the dock.</i> <i>Build out the park amenities as outlined in the Ashland Oredock Concept Design Report .</i> <i>Develop programming and identify community partners for programming implementation on and near the Oredock.</i> <i>Strengthen connections from the Oredock to other parks and trail amenities for an enhanced waterfront experience.</i> <i>Leverage investment in the Oredock for additional neighborhood, redevelopment, and tourism opportunities.</i>	• \$\$\$\$ - see Capital Improvements Plan (Chapter III for additional details)	2019

Goal 2: Formulate partnerships in the region to promote volunteer opportunities and strengthen relationship with both organizations and individuals

Actions	Cost	Timeline
<i>Refine and improve current Friends of the Park program information to better define volunteer opportunities in Ashland City Parks.</i> <i>Identify area organizations potentially interested in partnering with Parks & Recreation to improve parks.</i> <i>Develop and distribute publications for the Friends of the Parks program.</i> <i>Survey area organizations to determine interest in sponsoring a City park.</i>	• Marginal coordination costs	2019 — 2024

Goal 3: Create Master Park Plans for each park based on individual needs, and state and national standards

Actions	Cost	Timeline
Collaborate between the Department of Public Works and the Parks & Recreation Committee to identify work schedules for each park.	• \$\$	2019 — 2022
Include standards for ADA-compliance for each Master Park Plan.		
Coordinate Master Park Plan and ADA-compliance schedules with public safety issues, availability of funds, and park usage.		
Calculate costs for updating each park in line with ADA standards.		

Goal 4: Develop and maintain a “Priority List” for park updates

Actions	Cost	Timeline
Utilize information from Master Park Plans and ADA-compliance implementation schedules to determine “Priority List” for effective utilization of available funds.	• Marginal coordination costs	2019 — 2021
Refer to “Priority List” before conducting any improvements in Ashland parks.		

Goal 5: Establish “Rules of Working Order” for Parks & Recreation Department & the Department of Public Works

<i>Actions</i>	<i>Cost</i>	<i>Timeline</i>
<i>The Parks & Recreation Department and Department of Public Works will independently generate pros and cons on the current working order between the two departments.</i>	• Marginal coordination costs	2019 — 2020
<i>The Parks & Recreation Department will work with the Parks & Recreation Committee, the Department of Public Works, the Public Works Committee, and the City Administrator to identify areas of working orders. The “Rules of Working Order” will be presented to the City Council.</i>		

Goal 6: Pursue a lease or acquisition of the Clarkson Coal Dock for future development

<i>Actions</i>	<i>Cost</i>	<i>Timeline</i>
<i>Identify the current owner and leasing or acquisition price for the land.</i>	• \$\$\$\$	2022 — 2024 (exploration and feasibility prior to 2024, potential Capital Improvements beginning in 2024)
<i>Determine funding opportunities with grants and designated waterfront development funds.</i>		

Goal 7: Continue the enhancement of the Ashland Trail System

<i>Actions</i>	<i>Cost</i>	<i>Timeline</i>
<i>Expand and improve the trail system as possible, including connected mountain bike trails.</i>	• \$-\$\$ (depending on the project)	2019 — 2024
<i>Enhance the trail with amenities such as viewing areas, seating, exercise equipment, educational signage/ historical markers, lighting, and additional paved surfacing. See the City of Ashland Bike Plan.</i>		

Goal 8: Create more camping opportunities in Ashland

Actions	Cost	Timeline
Identify public areas suitable for campground development.	\$-\$\$\$\$ (depending on where—for instance consideration of the Clarkson Dock will entail site clean-up and other potential considerations, but a higher impact for revitalization in Ashland)	2019 — 2024
Obtain public input on selected location.		
Determine funding opportunities with grants, capital improvement funds, or special revenue funds.		

Goal 9: Establish a Restricted Parks Fund to fund parks capital improvements & potentially programming

Actions	Cost	Timeline
Consult with the Director of Finance to determine legal ability to create a designated special revenue fund for capital improvements in Ashland parks.	Marginal coordination costs and buy-in from leadership to create a restricted fund.	2019 — 2021
Work with the Department of Public Works Director to create guidelines for the types of funds eligible for the special revenue fund.		
Once establish, use the special revenue fund solely for capital improvements in Ashland parks.		

Goal 10: Create a cost / benefit program to analyze Parks & Recreation Programming

Actions	Cost	Timeline
Outline all current programming and their associated costs.	Marginal coordination cost	2019 — 2022
Determine a pricing schedule that not only covers all associated costs but also generates revenue based on Fee Schedule Models provided by the Wisconsin Park & Recreation Association.		
Submit the pricing schedule for approval by the Common Council.		

Goal 11: Establish a regular review schedule for staff & programming

Actions	Cost	Timeline
Review the yearly calendar to determine most suitable time to schedule programming reviews.	Marginal coordination cost	2019 — 2021
Develop universal guidelines for programming and staff reviews to ensure only those programs that meet the needs of the community in a cost-effective way are continued.		
Utilize a survey system to gather public input during the review process.		

Goal 12: Explore the feasibility of converting open grass areas into native landscaping

Actions	Cost	Timeline
<i>Consider options to convert underutilized mowed grass areas into native landscaping to cut down on mowing expenses.</i> <i>Identify public property that would be appropriate for this (not utilized for recreation, not within vision triangles for traffic safety, etc.)</i> <i>Incrementally transition appropriate lands to native landscaping and prairie.</i>	• \$-\$\$ (more costs up front for conversation, fewer costs long-term for maintenance)	2019 — 2024

Goal 13: Explore the feasibility of developing a pool or aquatic center

Actions	Cost	Timeline
<i>Determine partners for further consideration of options and funding relating to swimming options in Ashland.</i> <i>Consider swimming programming at the lake in the interim for swim lessons.</i> <i>Undertake a feasibility study with partners to determine the potential for an aquatic facility. If deemed possible, begin work on capital campaign for the investment.</i>	• \$\$\$\$	2024

III. Capital Improvement Plan & Schedule

Year	Park	Proposed Project	Priority	Estimated Cost	Outside Funding Source	Outside Funding Amount	Funding Needed
2019	Ashland Oredock Redevelopment Phase 1	Final Engineering and bidding documents for the redevelopment of the 1923 section of the Oredock.	<i>In-progress</i>	\$ 700,000	Trust, Donations, Grants	\$ 700,000	\$ -
2019	Ashland Oredock Redevelopment Phase 2	Stuntz Ave Gateway: Reconnection of Stuntz Ave to US Hwy 2, including new utilities. Site prep for upland redevelopment.	<i>In-progress</i>	\$ 1,500,000	Trust, Grant	\$ 1,000,000	\$ 500,000

2020	Redevelopment of Kreher Park	Updated bathhouse, playground equipment, and electrical at all RV sites. Installation of a splashpad, new playground, ADA surfacing, upgrade equipment. Design, engineering and construction documents.	1	\$ 100,000	WFD, Grant	\$ 50,000	\$ 50,000
2020	Replacement of Gymnastics Equipment	The competition beam and is aging and need replacement. All levels of gymnastics use this equipment.	2	\$ 5,000	CIP, School District	\$ 1,000	\$ 4,000
2020	New Playground Boards and Equipment Upgrades at Prentice, Bayview, Kreher, and Bay City Parks.	Upgrading equipment such as swings, chains, bouncy things, ADA surfacing.	1	\$ 20,000	CIP grant, Donations	\$ 2,000	\$ 18,000
2020	Replacement of Gymnastics Spring Floor System	The current system that is in the gymnastics gym is over 10 yrs. old. The equipment is needed for the safety of our gymnasts.	2	\$ 20,000	CIP, BAGPO, Ashland School District	\$ 1,000	\$ 19,000
2020	City Dock	City Dock is being undercut by the wave action of Lake Superior making it safety hazard for park patrons and city staff. Seeking funding to implement plan.	3	\$ 500,000	CIP grant	\$ 200,000	\$ 300,000
2020	New Playground Equipment at Prentice Park	A new playground would help revitalize the Prentice Parks. Includes ADA surfacing. Park is heavily used and equipment is old.	1	\$ 60,000	CIP Donations Grants	\$ 30,000	\$ 30,000
2020	Kreher Park/Superfund Site Redevelopment - Phase 2	Development of former NSP Superfund Site, phase 2 includes the construction/installation of a new boating landing.	1	\$ 1,100,000	CIP Donations Grants	\$ 955,000	\$ 145,000

Year	Park	Proposed Project	Priority	Estimated Cost	Outside Funding Source	Outside Funding Amount	Funding Needed
2021	Redevelopment of Kreher Park	Updated bathhouse, playground equipment, and electrical at all RV sites. Installation of a splashpad. A new playground would help revitalize Kreher Park. Includes ADA surfacing. This park is heavily used based on the beach, campground, trail and pavilion. Equipment is no longer safe. Construction.	1	\$ 500,000	CIP, Donations, General Fund Grant	\$ 250,000	\$ 250,000
2021	Stormwater Outfall Investigation to Improve Water Quality	Two stormwater outfalls within City limits test positive for human E.coli. Each outfall is located near a public swimming beach. APR would like to work with NC and the Utilities Dept. to find where these contaminants are coming from and form a plan to correct them.	1	\$ 25,000	Grant	\$ 12,500	\$ 12,500
2021	CivicRec Online Registration/Reservation System	APR would like to purchase a new online registration and reservation system that is user friendly, meets the needs of the dept. and is able to be integrated into the City's current website.	1	\$ 30,000	CIP	\$ -	\$ 30,000
2021	Kreher Park/Superfund Site Redevelopment - Phase 3	Development of former NSP Superfund Site, phase 3 includes installation of lighting and paving of the parking lot and thoroughfare. This phase could also include installation of seasonal utilities onsite.	1	\$ 600,000	Donations, Marina Loan Grants (RBF, SFR)	\$ 250,000	\$ 350,000
2021	East End Community Park	East End Community Park: The East End Skating Rink, playground and tennis courts are in need of updating. Tennis court needs to be resurfaced (\$60,000). Community members have expressed interest in creating a basketball court in half the existing tennis court (\$5,000). Skating rink needs grading and lime (\$10,000). Bathrooms are not ADA compliant and warming shack's floor is sagging (\$60,000). Playground equipment is very old (\$20,000). Installation of small raised bed community garden (\$5,000).	3	\$ 150,000	CIP Donations Grant	\$ -	\$ 150,000
2021	Ashland Rails to Trails System (ARTS) Repair	Repaving and updating the ARTS.	1	\$ 900,000	WisDOT WFD Donations	\$ 740,000	\$ 160,000
2021	Maslowski Beach Redesign Phase 2 - Western Beach	Implementation of the Maslowski Beach Redesign and green infrastructure on the western most beach (pavilion to end of park).	2	\$ 150,000	CIP Grants, General Fund	\$ 75,000	\$ 75,000
2021	Central Railyard Park Tennis Court	Tennis court resurfacing. Repainting of tennis and pickleball lines.	2	\$ 80,000	CIP Grants, General Fund	\$ 10,000	\$ 70,000

Year	Park	Proposed Project	Priority	Estimated Cost	Outside Funding Source	Outside Funding Amount	Funding Needed
2022	New Playground Equipment at Bayview Park	A new playground would help revitalize the Bayview. Includes ADA surfacing. This park is heavily used and equipment is getting old.	1	\$ 60,000	CIP, Donations, and Grant	\$ 10,000	\$ 50,000
2022	Construction of an Outdoor Amphitheater at Bayview Park	construction of a bigger stage for Concerts in the Park, Bay Days, car shows, etc. would enhance the park and potentially revenue.	3	\$ 500,000	CIP Donation and Grant	\$ 300,000	\$ 200,000
2022	Bay City Creek Riparian Corridor Restoration and Pedestrian Trail	Bay City Creek is a dynamic system and has been drastically effected form urbanization. Assessment and green infrastructure designs would help reduce runoff from the City's Stormwater System and the City Snow Storage site and protect the City's drinking water supply – Lake Superior. Installation of the newest pedestrian corridor in the City linking the Ashland Oredock to Northland College and the Ashland School District.	2	\$ 1,000,000	CIP Grant	\$ 500,000	\$ 500,000
2022	Kiyi Docking Facility	Lift station constructed for dock still needs pumps and controls to complete the project. This also may present an opportunity to incorporate a few RV campsites with full hook-ups. Possible gravity flow to lift station.	3	\$ 55,000	None	\$ -	\$ 55,000
2022	Kreher Park Road(s)	Rebuild portions of RV campground road base; pave all areas to include boat ramp & prep; boat trailer parking; entrance road from Prentice Ave into park; parking lot in front of restroom bldg.; campground loops (4).	1	\$ 200,000	Grant	\$ 100,000	\$ 100,000
2022	Shoreline Stabilization and Restoration- Bay City Creek Peninsula	Since the demolition of the Oredock superstructure, Wave and wind action is eroding the shoreline from the Oredock east to the mouth of Bay City Creek. This erosion is effecting the Waterfront Trail, Historic Boat Houses, Gilligans Island (Bay City Creek Peninsula) and Lake Superior.	3	\$ 150,000	CIP WFD Grant	\$ -	\$ 150,000
2022	Ashland Oredock Redevelopment, Phase 4	Continued Development of the 1916 section of Oredock and Upland Areas	1	\$ 1,000,000	Donations, Grants, Trust	\$ 500,000	\$ 500,000

Year	Park	Proposed Project	Priority	Estimated Cost	Outside Funding Source	Outside Funding Amount	Funding Needed
2023	Kreher Park RV Campground Expansion	Design and construction of long term RV sites on the upper bluff of Kreher Park. Amenities to include shower, bathroom, sanitary, electric and water.	1	\$ 200,000	CIP WFD Grant	\$ 100,000	\$ 100,000
2023	Lights at the Skate Park	Installation of timed lights at the skate park would help reduce vandalism and unwanted behaviors that happen at the skate park. PD requested this improvement.	3	\$ 80,000	CIP WFD Grant	\$ -	\$ 80,000
2023	Prentice Artesian Wells			\$ 30,000	WFD	\$ -	\$ 30,000

2024	Acquisition and Recreational Development of Clarkson Coal Dock		4	\$ 2,000,000	CIP Grant Partnerships	\$ -	\$ 2,000,000
2024	Penn Ball Fields Restrooms	Current rest rooms are no ADA complaint and energy efficient. PW staff is recommending demolition of the current rest room and replace with a porta potty. Current slab would be used, construction of screen fence would also be installed.	2	\$ 20,000	None	\$ -	\$ 20,000

TOTALS \$ 11,735,000 \$ 5,786,500 \$ 5,948,500

IV. Definitions

Terms:

MINI-PARKS

Mini-parks are defined as small parcels of land used for flower beds, fountains, and other park related features. Each mini-park is under an eighth of an acre and is usually found downtown on a corner parcel or between buildings. These spaces are beautified to add to the attractiveness of the community and to provide a natural reprieve in an otherwise developed area.

BANDSHELL

Band shells are large concave shells with special acoustic properties. Ashland has only one band shell, which is located in Memorial Park and constructed as part of the Veteran's Memorial. Over the years, the facility has received special interest from local donors to help with repairs. With time, the structure has finally succumb to age and is in desperate need of further repairs. Events held at this facility range from Ashland City Band performances, Music in the Park, and various other community gatherings. Situated at the intersection of two prominent highways, this facility is difficult to use but is of importance to the City of Ashland.

PAVILIONS

Pavilions are typically wooden structures located on designated park lands. These facilities are open on all sides, but offer shade and roof protection. Picnic tables are generally located under pavilions for use by visitors and residents. In Ashland, pavilions are available for rent for events, big and small. Rental rates are included in the comprehensive fee schedule, which is approved annually by the Common Council. Ashland has a total of eight pavilions of various sizes, six of which have electricity available.

CONCESSION STANDS

Concessions stands are places for the sale of food or beverage on designated park lands. There are five concession stands located in Ashland, four of which are located adjacent to ball fields. Prentice Park also has a concessions stand, which offers refrigeration and electricity — this facility is available for renters at an additional cost.

ARTESIAN WELLS

Artesian wells offer pure, untainted water sprung from glacier reserves located deep below ground. Renowned for their high-quality drinking water, these wells are becoming a popular stop for tourists, and have long been utilized by area residents as an alternative to City water.

INDOOR RECREATION FACILITIES

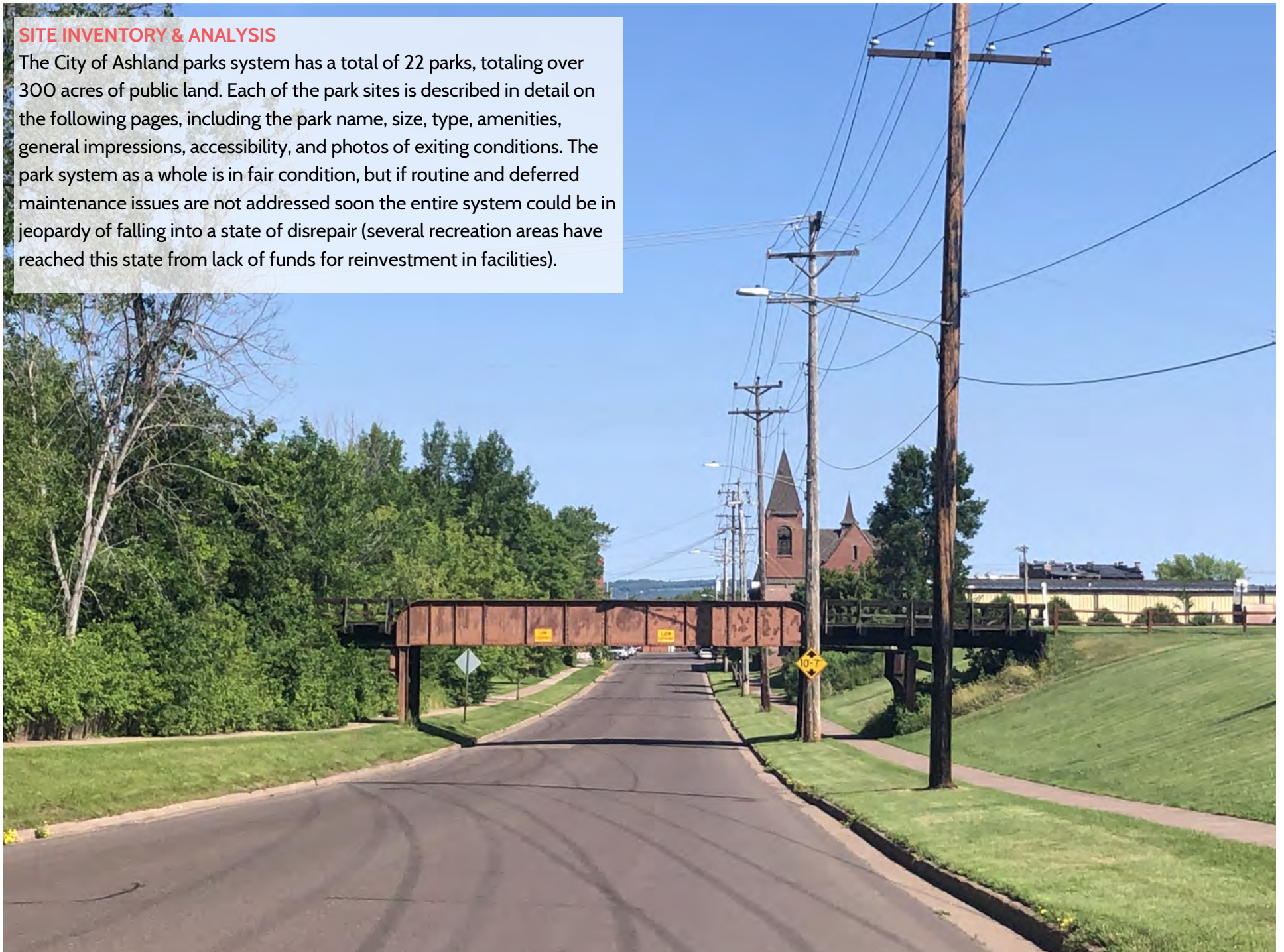
Ashland Parks & Recreation currently operates and resides in the Bretting Community Center. This is the only true indoor recreation facility operated by the City. The facility consists of a gymnastics gym, multi-use gymnasium, and a game room with game tables and an indoor playground. Adjacent to the Bretting Community Center is the City-owned but privately-operated Bay Area Civic Center. This facility has an indoor ice rink that is used abundantly throughout the winter months.

PUBLIC SCHOOL FACILITIES

The Ashland School District and Ashland Parks & Recreation have an intergovernmental agreement that allows the Park and Recreation Department to use Ashland School District buildings free of cost. The Ashland Parks & Recreation Department rarely uses the facilities in exchange, but does offer the school district access to City facilities for no charge.

SITE INVENTORY & ANALYSIS

The City of Ashland parks system has a total of 22 parks, totaling over 300 acres of public land. Each of the park sites is described in detail on the following pages, including the park name, size, type, amenities, general impressions, accessibility, and photos of existing conditions. The park system as a whole is in fair condition, but if routine and deferred maintenance issues are not addressed soon the entire system could be in jeopardy of falling into a state of disrepair (several recreation areas have reached this state from lack of funds for reinvestment in facilities).



Classifications:

The National Recreation and Park Association (NRPA) has established standards for public park & recreation areas. This document applies these standards in analyzing the parks in Ashland, with the minor adjustment to the size range for the neighborhood park / playground category.

MINI-PARK

Description: Specialized facilities that serve a concentrated / limited population or specific group such as tots or senior citizens.

Contents: Play equipment; swings; slides; sandboxes; benches.

Service Area and Accessibility: Less than 1/4 mile.

Acres Per 1,000 people: 0.25 to 0.5 acres.

Size Range: 1 acre or less.

NEIGHBORHOOD PARK / PLAYGROUND

Description: Areas for intense recreational activities, such as field games, court games, crafts, playground apparatus areas, skating, picnicking, wading pools, and other activities.

Contents: Distinct play areas for school-age children; shelter structures; open space; areas for field games; off-street parking; lighting.

Service Area and Accessibility: 1/4 to 1/2 mile radius to serve a population up to 5,000 people.

Acres Per 1,000 people: 1.0 to 2.0 acres.

Size Range: 2 acres or more (NRPA standards indicate that Neighborhood Parks / Playgrounds should have a size range of 15 acres or more; for the purposes of this analysis, however, the size range of 2 acres or more is used).

COMMUNITY PARK

Description: Areas of diverse environmental quality. May include areas suited for intense recreational facilities, such as athletic complexes or large swimming pools. May include areas of natural quality for outdoor recreation, such as walking, viewing, sitting and picnicking.

Contents: Athletic complexes; swimming pools; picnicking areas; walking paths; natural features.

Service Area and Accessibility: Several neighborhoods; 1-2 mile radius.

Acres Per 1,000 people: 5.0 to 8.0 acres.

Size Range: 25 acres or more.

REGIONAL / METROPOLITAN PARK

Description: Areas of natural or ornamental quality for outdoor recreation, such as picnicking, boating, fishing, swimming, and camping.

Contents: Encompassing substantial natural resources.

Service Area and Accessibility: Several communities; 1-hour driving time.

Acres Per 1,000 people: 5.0 to 10.0 acres.

Size Range: 200+ acres.

REGIONAL PARK RESERVE

Description: Areas of natural quality for natural-oriented outdoor recreation, such as viewing / studying nature, swimming, hiking, fishing, camping, and trail uses. Generally, 80% of the land is reserved for conservation and natural resource management.

Contents: Diversity of unique natural resources, such as lakes, streams and marshes.

Service Area and Accessibility: Several communities; 1-hour driving time.

Acres Per 1,000 people: Variable.

Size Range: 1000+ acres.

CONSERVANCY

Description: Areas of natural quality that are protected and managed, with recreational uses serving as a secondary objective.

Contents: Variable, depending on the resource being protected.

Service Area and Accessibility: No standard.

Acres Per 1,000 people: No standard.

Size Range: No standard.



V. Planning Process

Description of Process:

The process used to develop this plan began by analyzing current facilities, parks, recreational programs, and administrative conditions. From this analysis applicable goals and objectives were determined to improve services in each area. The most recent five year Capital Improvement Program (CIP) that outlines proposed improvements to facilities and parks is included in this plan. The purpose of the CIP is to invest significant monies into improving the quality and safety of current park equipment as well as investing in additional revenue generating facilities.

Public Input Opportunities:

- Online survey open Spring of 2019 (April through May)
- Public Open House #1 (Feb 15, 2019)
- Public Open House #2 (April 4, 2019)
- Public Open House #3 (July 11, 2019)
- Additional public input opportunities combined with planning process for Waterfront Development Plan Update



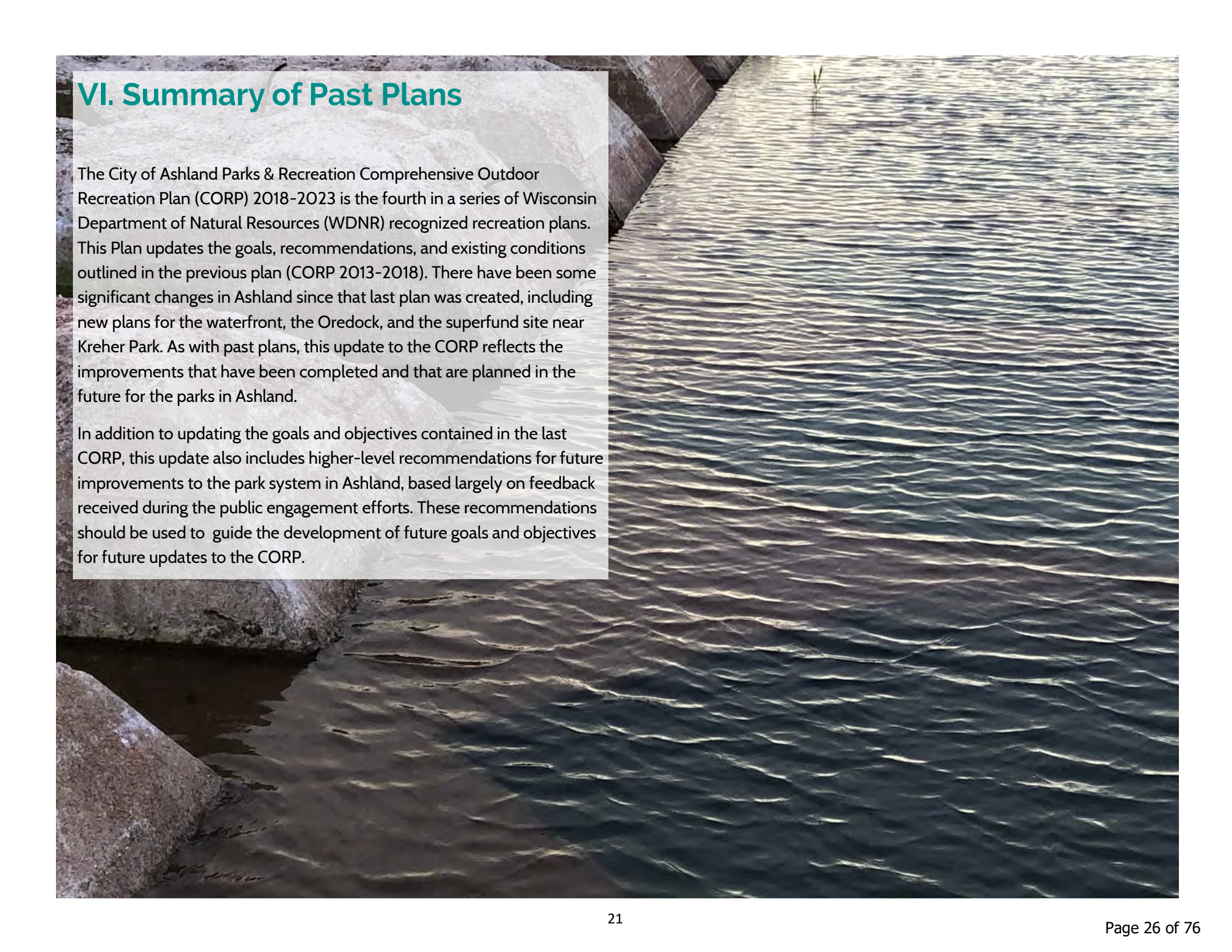
Future Plan Amendments:

The Comprehensive Outdoor Recreation Plan (CORP) for the City of Ashland was created as a guideline for future development of park and recreation areas in the City of Ashland. Future amendments will be necessary to accommodate funding, community wants and needs, and City Staff input. To meet these needs, the amendment process for this document is as follows:

1. Recommendations for future amendments shall be brought to the Parks & Recreation Department for consideration.
2. The Parks & Recreation Department shall confer with other City departments and the City Administrator on the proposed amendment to determine if the amendment is necessary.
3. If the proposed amendment is determined to be necessary, the Parks & Recreation Director shall bring the proposed amendment to the Parks & Recreation Committee for preliminary approval.
4. The Parks & Recreation Committee shall review the proposed amendment at a regularly scheduled meeting. If approved by the Parks & Recreation Committee, it shall be forwarded to the City Council for review at a regularly scheduled meeting.
5. If the City Council approves the proposed amendment, it shall be officially adopted in the CORP.

At each step in this process, community members and City Staff shall have a chance to comment on the amendments.



The background of the slide is a photograph of a body of water, likely a lake or a wide river. On the left side, there is a concrete structure, possibly a dam or a breakwater, with a small pool of water at its base. The water is dark blue with many small, light-colored ripples. The sky is not visible, but the lighting suggests it might be late afternoon or early morning.

VI. Summary of Past Plans

The City of Ashland Parks & Recreation Comprehensive Outdoor Recreation Plan (CORP) 2018-2023 is the fourth in a series of Wisconsin Department of Natural Resources (WDNR) recognized recreation plans. This Plan updates the goals, recommendations, and existing conditions outlined in the previous plan (CORP 2013-2018). There have been some significant changes in Ashland since that last plan was created, including new plans for the waterfront, the Oredock, and the superfund site near Kreher Park. As with past plans, this update to the CORP reflects the improvements that have been completed and that are planned in the future for the parks in Ashland.

In addition to updating the goals and objectives contained in the last CORP, this update also includes higher-level recommendations for future improvements to the park system in Ashland, based largely on feedback received during the public engagement efforts. These recommendations should be used to guide the development of future goals and objectives for future updates to the CORP.

VII. Description of the Planning Region

A. Social Characteristics

Located on the southeast shore of Chequamegon Bay, the City of Ashland is Ashland County's largest community and serves as the county seat. The city is a regional center for retail trade, medical services, educational institutions, government and recreation. Historically, Ashland has been closely tied to the natural resources surrounding the area. Early development of the city was based on the flourishing iron mining, stone quarrying and lumber industries at the turn of the twentieth century. Ashland was an important port for the shipment of these and other commodities. During the late 1800s, populations boomed as the Chequamegon Bay region was heralded as the "New Chicago." As natural resources were rapidly depleted, growth in the city ground to a halt. The past fifty years have been an era of stabilization (and acceptance) leading to a gradual decline in both population and economic prosperity.

Ashland was incorporated as a city on March 25, 1887. Before being settled by Europeans, this area was home to the Lake Superior Band of Ojibwe. The first Europeans to come to this area were French and British fur traders and French Missionaries, who came via Lake Superior. Asaph Whittlesey was the first European to build a home and settle in what is now known as the City of Ashland. When he felled the first tree, he said, "this will be the site of a great city." Whittlesey later served in the Wisconsin Legislature.

Ashland no longer serves as an industrial port. This portion of Chequamegon Bay is now used primarily for recreational boating, swimming, jet-skiing, sailboarding, and ice-fishing in the winter. In connection with the ports, railroads have also been important in Ashland's development. Ashland was first connected by rail in 1877. Over the years, most railroad tracks were abandoned and left in disrepair. The "Rails to Trails" program refurbishes old rail beds into paved pedestrian trails. Ashland utilized to "Rails to Trails" program and has a City wide trail system that links the City of Ashland to an impressive recreational trail system, the Ashland Rails to Trails System (ARTS), developed from abandoned railroad corridors across three counties. Ashland is still served by rail via a spur to the southern portion of our Industrial Park.



Age Distribution & Population Changes

Table 2-1 details Ashland's population broken down by age in comparison with Ashland County and Wisconsin State figures, based on 2013-2017 American Community Survey 5-Year Estimates and the Census Bureau Population Estimates Program. Compared to the 2010 Census, the City of Ashland's population is estimated to have declined by 368 people.

Table 2-2 details projections for Ashland's population in comparison to projections for Ashland County and the State of Wisconsin, based on 2010 Census Data and 2040 Department of Administration Projections. Compared to the 2010 Census, Ashland is projected to lose 756 residents by 2040, representing approximately 9% of the population.

This continuing decline is commonly attributed to lack of quality jobs available for residents. Ashland is a blue collar community, rooted in cultural perceptions about economic growth, and success traditionally based on mining, logging, and other industries known for resource depletion. Ashland is in a period of flux, where new concepts like sustainability, eco-tourism, and creative economic growth are struggling to be adopted by officials and residents. In light of this decline in population, Ashland's Parks & Recreation Department has made a commitment to ensure Ashland residents and visitors have quality recreational resources to share and grow in.

Table 5-1: Population Projections

	City of Ashland	Ashland County	Wisconsin
2010 Census	8,216	16,157	5,686,986
2040 DOA Projection	7,460	15,315	6,491,635
Numeric Change	-756	-842	15,365
Percent Change	-9.2%	-5.2%	0.3%

Sources: US Census Bureau; Wisconsin Department of Administration

Table 5-2: Age Distribution 2017

	City of Ashland	Ashland County	Wisconsin
2010 Population	8,216	16,157	5,686,986
2017 Population	7,848	15,513	5,792,051
Age	%	%	%
Under 5	5.6%	5.4%	5.9%
5 to 9	3.8%	6.0%	6.3%
10 to 14	6.7%	7.2%	6.4%
15 to 19	7.6%	7.1%	6.6%
20 to 24	9.9%	6.7%	7.0%
25 to 34	12.1%	10.4%	12.6%
35 to 44	10.7%	10.6%	12.0%
45 to 54	11.9%	13.3%	13.8%
55 to 64	14.6%	15.6%	13.7%
65 to 74	8.4%	10.0%	8.7%
75 to 84	6.1%	5.4%	4.6%
85 and over	2.7%	2.2%	2.2%
Median Age	38.8	41.7	39.2

Sources: US Census Bureau, 2013-2017 ACS Survey 5-Year Estimates; US Census Bureau Population Estimates Program

Race & Ethnicity

Nearly 90% of residents are white, and 7.3% are American Indian (see Table 2-4). Ashland’s eastern neighbor, the Bad River Band of Lake Superior Chippewa is home to nearly 7,000 residents. Children in this community typically attend Ashland Public Schools. Racial diversity is limited in the Northern regions of the United States — Ashland is fortunate to be surrounded by a variety of Native American Nations and to have local colleges that introduce hundreds of students to the area every year.

Table 5-3: Race - 2017

	City of Ashland	County of Ashland	State of Wisconsin
Total Population	100%	100%	100%
White	87.5%	84.3%	85.9%
Black or African American	0.6%	0.4%	6.3%
American Indian or Alaska Native	7.3%	11.3%	8.7%
Asian	0.4%	0.4%	2.6%
Native Hawaiian / Pacific Islander	0	0	0.3%
Other	0.4%	0.4%	1.9%
Two or more	3.7%	3.2%	2.3%

Source: US Census Bureau, 2013-2017 American Community Survey 5-Year Estimates



Economic Characteristics

At the turn of the 20th Century, Ashland's economy was based on mining, lumber mills, and other natural resource based industries. These industrial roots are still present in deserted infrastructure throughout the region, and Ashland remains a blue-collar town with strong ties to its industrial history.

As Table 2-5 shows, the average annual wages of Ashland County are lower than state averages. The industries in Ashland County that are closest to state averages include construction, manufacturing, education & health, and leisure & hospitality.

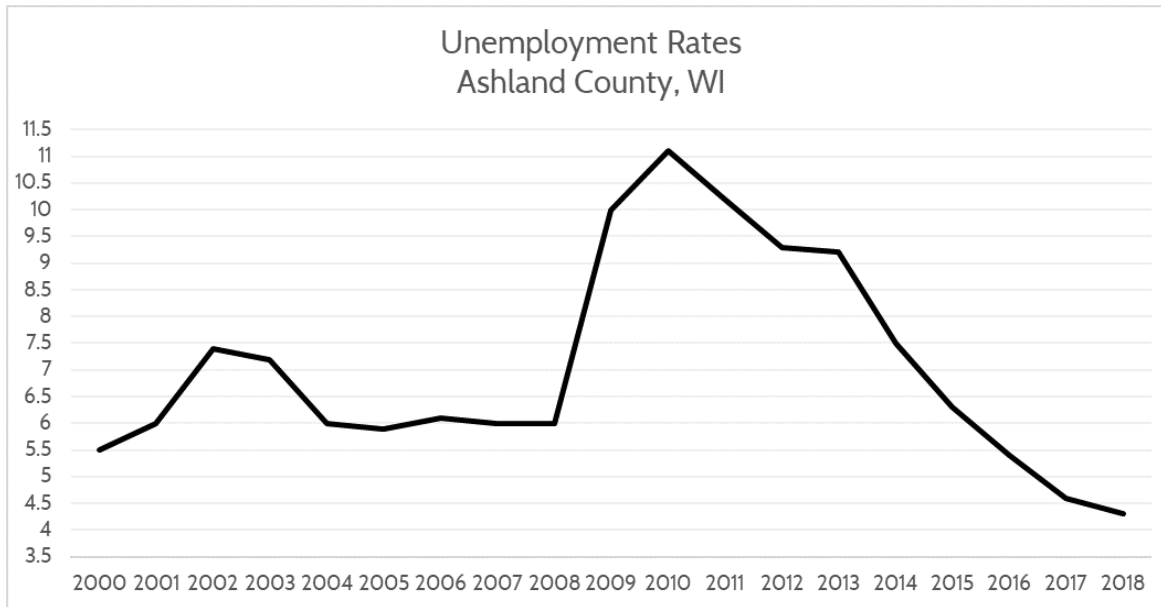
Table 5-4: Ashland County Annual Average Wage Compared to State of Wisconsin Average Annual Wage (2017)

	Wisconsin Average Annual Wage	Ashland County Average Annual Wage
All Industries	\$46,031	\$36,021
Natural Resources	\$36,560	\$27,919
Construction	\$58,668	\$57,316
Manufacturing	\$55,328	\$48,042
Trade, Transportation, Utilities	\$38,893	\$30,386
Information	\$67,842	\$30,950
Financial Activities	\$66,967	\$36,488
Professional & Business Services	\$57,134	\$27,479
Education & Health	\$46,790	\$41,918
Leisure & Hospitality	\$17,018	\$14,495
Other Services	\$28,157	\$21,724
Public Administration	\$45,690	\$36,462

Source: Job Center of Wisconsin

Economic Characteristics (continued)

At the time in which the last Comprehensive Outdoor Recreation Plan was completed, Ashland County was still heavily affected by the impacts of the recession of 2007-2008, with unemployment rates reaching levels as high as 11%. Unemployment rates in Ashland County today are lower than they have been since before the recession. In 2018, the annual unemployment rate in Ashland County was 4.3% and 3.0% statewide.



Source: State of Wisconsin Department of Workforce Development

Table 5-5: 2018 Labor Statistics for Ashland County, WI

		AVG	JAN	FEB	MAR	APR	MAY	JUN	JLY	AUG	SEPT	OCT	NOV	DEC
Ashland County, WI	Labor Force	7,910	7,700	7,736	7,696	7,732	7,922	8,388	8,352	8,193	7,905	7,935	7,712	7,650
Ashland County, WI	Employed	7,572	7,350	7,305	7,264	7,296	7,598	8,001	7,987	7,884	7,677	7,722	7,445	7,338
Ashland County, WI	Unemployed	338	350	431	432	436	324	387	365	309	228	213	267	312
Ashland County, WI	Unemployment Rate (%)	4.3	4.5	5.6	5.6	5.6	4.1	4.6	4.4	3.8	2.9	2.7	3.5	4.1
State of Wisconsin	Unemployment Rate (%)	3.0	-	-	-	-	-	-	-	-	-	-	-	-

Source: State of Wisconsin Department of Workforce Development

B. Physical Characteristics

In 2015, the City of Ashland approved and published an updated Comprehensive Plan—Authentic Ashland 2035—which was used to create the updated Comprehensive Outdoor Recreation Plan. This updated Comprehensive Outdoor Recreation Plan is based primarily on the information found in the City's Comprehensive plan, which has been updated to reflect changes since 2015.

Ashland is located in the geographical province of the Lake Superior Lowlands. This area occupies the northern portion of Douglas County, small segments of Bayfield County and a portion of Ashland County, which includes the City of Ashland. This lowland area is surrounded by hills 12 miles south of Ashland. These hills were once the shoreline of glacial Lake Duluth, the predecessor of Lake Superior. Final deglaciation of Lake Duluth occurred some 10,000 years ago, leaving behind a primitive form of what we now call Lake Superior.

Topographical levels in Ashland range from 600 feet above sea level along the Lake Superior shoreline to 830 feet above sea level in the southwest portion of the City. Fifteen to thirty foot bluffs stretch along the shores of the Lake in Ashland, and provide for the higher elevation levels. These bluffs also provide the exceptional view sheds available throughout the City.

Ashland is located in the ecological landscape known as the Superior Coastal Plain. This area includes the region along the southwest coast of Lake Superior, stretching from Superior, WI to the eastern edge of Ashland County. This area is characterized as having relatively level plain of lacustrine clays that slope gently toward Lake Superior. The red clay found throughout the region is a result of deposition of materials during the last glacial retreat, and provide Ashland with a unique Soils system.



Soils

Ashland has 5 major soil series, prime agricultural soils not being one of them. While the city is surrounded by pasture and other farm lands, the city itself is comprised of soils collectively known to be bad for development due to lack of sufficient strength to support vehicular traffic and buildings. All soils must be replaced before any development occurs. This feature is a legitimate concern for the city when considering future developments, including parks. Brief descriptions of the soils found in Ashland are located in Table 2-7.



Table 5-6: Soil Information for the City of Ashland

	Location in City	DESCRIPTION
Hibbing Clay-Loam Series	Most prevalent soil in the city	Dark, Reddish Brown. Slow Permeability, moderate water capacity. Rated Well for forests and wildlife habitat, fair for agricultural uses. Soils lack sufficient strength to support vehicular traffic and buildings and must be replaced with suitable base material before site development
Rudyard Series	Found in level, poorly drained areas	Slow permeability and moderate water capacity. Have fair potential for growing hay if drained
Ontonagon-Bergland Series	Associated with wetlands	Poorly drained, wet soils with slow rate of runoff. Should not be farmed or developed, however some of these soils may be suited for pasture. Memorial Medical Center was developed on this type of soil.
Udor-Thents Series	Found in slopes along Lake Superior or bluff line, and Bay City Creek Corridor	Low water capacity and rapid runoff. Erosion is a severe hazard and tree growth is slow. No development should occur on or near these soils.
Aquents Series	Found in Fish Creek Slough in Prentice Park	Nearly level and poorly drained, often wet, subject to flooding. Not suitable for development or agriculture, but tremendous value for wetlands and wildlife habitat.

Source: City of Ashland Comprehensive Plan, 2004

Climate

According to the Wisconsin State Climatology Office (WSCO), Ashland borders the North West and North Central areas of Wisconsin. These divisions were created in 1950 and categorize areas based on similar weather patterns. Positioned on the southern shore of Lake Superior, the city’s weather can be unpredictable with varying impacts from lake effects. Ashland technically has four seasons: winter, spring, summer, and fall. The transitions between seasons can be sudden and intense — winter storms can generate inches of snow in late November and April, traditionally autumn and spring months. The region has severe winters with temperatures regularly dropping below zero degrees. The entire Chequamegon Bay freezes in winter, allowing for motor or foot traffic from Ashland to Washburn, approximately 5 miles across the Bay.

Recreationally, Ashland boasts being a four-season city. Winter months provide ample opportunities for a variety of activities, both motorized and silent. Snowmobiling is very popular in the region and provides a big boom to the local economy. Likewise, Nordic skiing is growing rapidly in popularity, with local and regional races occurring throughout the winter months. Fishing occurs year-round, whether on ice or on a boat, and anglers are plentiful throughout the region. Boating is very popular, too, and the Ashland Marina houses a number of boats every summer. Kayak and canoes are used along the shorelines and for fishing in the Prentice Park area. Overall, Ashland offers something for everyone, all year long. Table 2-8 provides the average monthly temperatures and precipitation for the City of Ashland.

Table 5-7: Average Monthly Temperature and Precipitation for the City of Ashland													
	AVG	JAN	FEB	MAR	APR	MAY	JUN	JLY	AUG	SEPT	OCT	NOV	DEC
Average Temperature High (°F)	52.2	22	28	37	51	65	74	80	78	69	56	40	26
Average Temperature Low (°F)	29.7	1	4	16	28	38	49	55	54	46	34	23	8
Average Precipitation (Inches)	30.80	1.34	0.75	1.54	2.28	3.15	3.54	4.53	3.35	4.06	3.23	1.81	1.22
Source: U.S. Climate Data													

Water Resources

The most vital water resource to the city is the lake it borders. Lake Superior, and in particular Chequamegon Bay, provides water to the residents of Ashland. Throughout the history of Ashland, people have been attracted to the Bay, which is shallow and protected. During the turn of the 20th Century, Ashland's waterfront was lined with ore docks, mills, and other industries. At that time, the value of the Bay was tied to its value as an industrial port. As it was in the past, the protection of these waters is of the utmost concern for the future of the community.

Ashland is located in the Fish Creek Watershed, one of 16 watersheds that drain into Lake Superior Basin. The Bay City Creek is the primary sub-watershed within the city, which originates near the John F. Kennedy Airport in the southwest portion of the city. This warm water stream provides a natural divide between east and west Ashland. Maintaining the quality of these tributaries is important as they all drain

into Lake Superior. Local Natural Resource Conservation Offices work with area farmers to develop natural vegetation plans to reduce the amount of contaminants entering these waterways in an attempt to keep the lake clean.

Area residents have the option of getting glacial water from artesian wells located throughout the city. These wells provide pure, quality drinking water sourced from deep underground. Ice cold upon surfacing, this water is one of Ashland's prized resources and is very popular among residents and tourists.



Flora & Fauna

The Chequamegon Bay area contains many unique natural features that are not found elsewhere in the Great Lakes Region. In the late 1800s, boreal conifers dominated most of the landscape. By the 1900s, most of the forested areas were harvested. Today, the landscape is dominated by second-growth forests, of which 40% are aspen or birch forests. Roughly, 1/3 of the area is open and used for pasture and agricultural use. The Nature Conservancy identifies that the area is home to 137 plant and animal species, and 33 natural communities of special concern. While not all of these species and natural communities exist within Ashland's city limits, it is important to recognize that Ashland's land use decisions can either enhance or adversely affect these plant and animal communities.

Native coastal vegetative buffers along the shoreline and adjacent to creeks and drainage ways can help reduce erosion and filter sediments and pollutants. Native vegetation provides habitat for important coastal animal species, helps screen and enhance views of the lake, and maintains the integrity of the bluffs along the waterfront.

Animals and plants that are not native to the habitat are considered exotic or non-native species. Non-native species have no natural predators or competition to keep their numbers in check. Consequently, they present a risk to the survival of native species. Once established, exotic species are difficult to control and are virtually impossible to eliminate. The most common invasive species in Ashland are purple loosestrife and buckthorn, which have infested the entire city.



VIII. Outdoor Recreation Supply Inventory

Overview:

The City of Ashland has provided citizens with recreation programs for over 40 years. During that time, department structures have shifted from a single entity overseeing recreation, to that of parks maintenance, park planning, and capital plan development. Public Works is responsible for work done in the parks, and APR is responsible for recreation programs, and planning for future park improvements. Together, APR and Public Works work to provide quality park facilities to the best of each departments' abilities.

Recreationally, APR offers a variety of activities for area residents, and has seen an increase in interest for youth activities that are affordable and close to home. Housed in the Bretting Community Center, APR is responsible for the daily operation of this facility, providing a drop-in teen center for area youth to engage with peers and positive adults. Additionally, APR generates 3 seasonal brochures offering athletic programs, Red Cross Trainings, and other activities for children and adults. The following information provides basic information about the classes offered through APR, and the unique terms used by the department .



Photo source: Flickr User LTDigman

Recreation Programs:

GENERAL PROGRAMS

Trainings: Babysitters Training; CPR/First Aide Training

ADULT PROGRAMS

Athletics: Programs for sports activities (Tennis, Volleyball, Pickleball, Cross Country Ski Clinic, etc.)

YOUTH PROGRAMS

Early Release Days: Programs geared for children ages 5 - 10, including arts, crafts, educational and general activities for younger children.

Pre-School Activities: Programs for children ages 18 months - 4 years old.

Fun, Run + Read

Hiking Club: Programs for ages 6-12.

Science Mondays: Programs for ages 8-12.

Archery: Classes for ages 8-14.

YOUTH ATHLETICS

Gymnastics: Program starts with toddlers and continues with Club Gymnastics opportunities for children until they graduate high school.

Tennis: Classes for grades 2 - 12, and adults.

Skateboarding: Seasonal classes for ages 6 - 9.

Softball: Traveling competitive team for girls 10 - 14.

Baseball/T-Ball: Classes for ages 5 - 8.

Flag Football: Classes for ages 6 - 10.

Roller Derby: Classes for ages 8-17.

Ninja Zone: Classes for ages 4-13.

SPECIAL EVENTS

Loose Caboose Foot Race: Fall

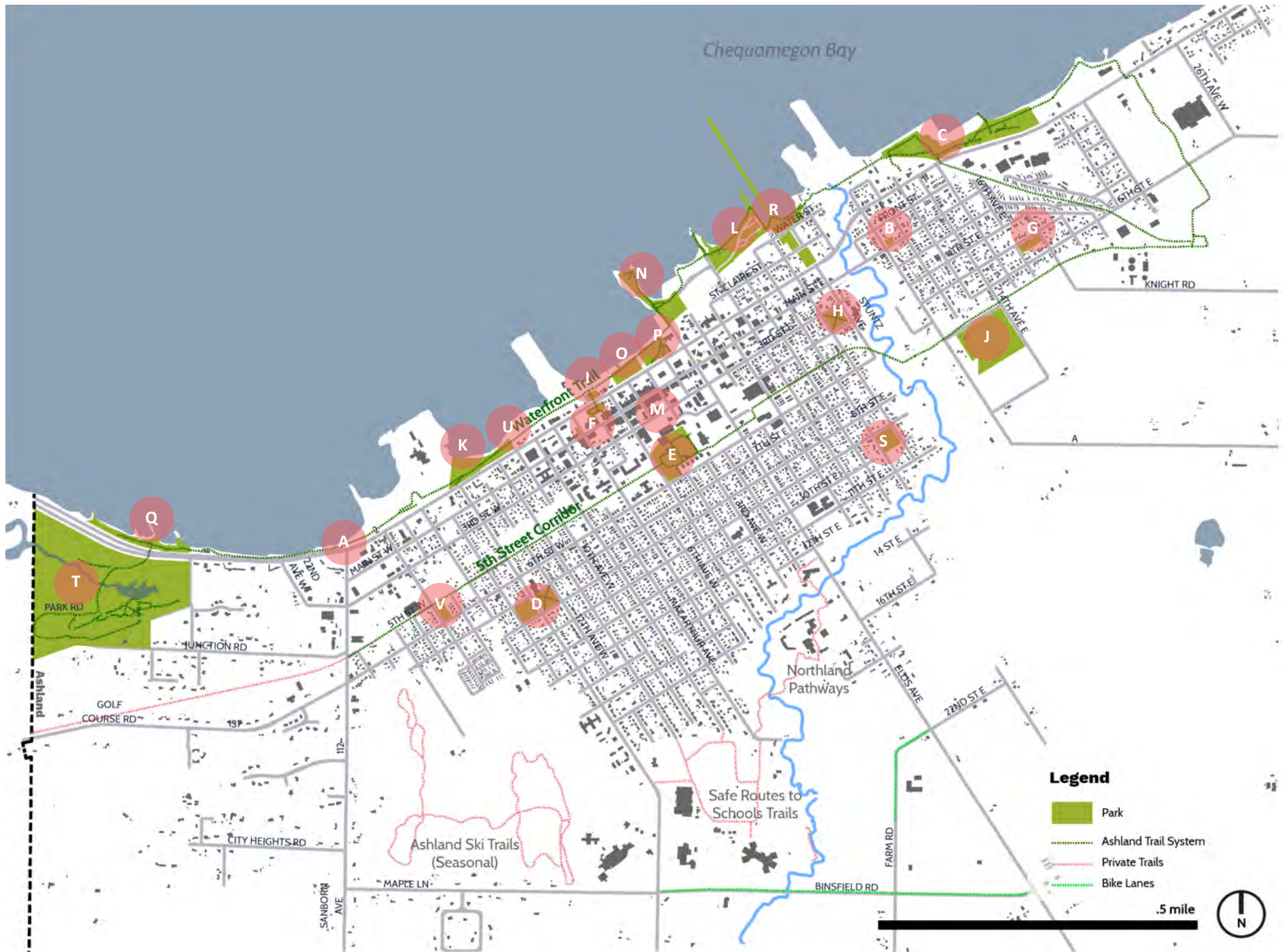
Ashland Bike Rodeo: Summer

Community Play Day: Spring

Boo Bash: Fall

PARKS INVENTORY:

Key	Name of Park	Size	Park Type	Park Features & Amenities
A	Ashland Rail to Trail System (ARTS)	11.50 Miles	Trail System	Paved regional trail system
B	Bay City Park	0.35 Acres	Mini Park	Playground
C	Bayview Park	17.71 Acres	Neighborhood Park	Pavilion; playground; fishing pier; public restrooms; trail access
D	Beaser Park / Ball	2.08 Acres	Neighborhood Park	Playground; basketball court; ball fields; public restrooms
E	Central Railyard Park	9.26 Acres	Neighborhood Park	Lighted tennis courts; lighted ice rink; ball fields; skate park; playground
F	Downtown Mini Parks (2)	0.39 Acres	Mini Park	Drinking fountain; landscaping
G	East End Community Park	1.29 Acres	Mini Park	Tennis courts; ice skating rink
H	Ellis Park	2.06 Acres	Neighborhood Park	Playground; basketball courts
I	H. Pearson Plaza & Beach Pavilion	1.88 Acres	Mini Park	Public restrooms; underground tunnel (for passage under USHWY 2)
J	Hodgkins Park	15.53 Acres	Neighborhood Park	Ball fields; playground; public restrooms
K	Hot Pond	5.10 Acres	Neighborhood Park	Boat ramp; trail access
L	Kreher Park	11.08 Acres	Neighborhood Park	Beach, playground, pavilion, RV park
M	Locomotive Park	0.08 Acres	Mini Park	Historic locomotive
N	Marina Park	3.30 Acres	Neighborhood Park	Trail access; boat slips
O	Marina Scenic Overlook	2.80 Acres	Neighborhood Park	Highway 2 turn off, overlook, signage, views of the Chequamegon Bay
P	Memorial Park	3.33 Acres	Neighborhood Park	Band shell; Veterans Memorial
Q	Maslowski Beach	5.15 Acres	Neighborhood Park	Swimming beach; public restrooms; trail access
R	Oredock Park	15-20 Acres	Neighborhood Park	Pathway, seating, overlooks, educational signage, green infrastructure
S	Penn Park	2.29 Acres	Neighborhood Park	Ball fields; concessions stand; public restrooms
T	Prentice Park	98.56 Acres	Community Park	Boardwalk; pavilions; playground; volleyball pit; camping sites; trail access
U	10th Avenue West Scenic Overlook	1.31 Acres	Mini Park	Picnic tables; informational signage
V	West End Skating Rink	1.03 Acres	Mini Park	Ice skating rink



ASHLAND RAIL TO TRAIL SYSTEM (ARTS) 11.50 MILES



Left: The ARTS system does not allow motorized vehicles along the LAKE WALK segment of the system.

The Ashland Rails to Trails System was developed in collaboration with grant funding made available specifically for rehabilitating old, abandoned railroad rights-of-way. For the City of Ashland, this included repaving the section of the Tri-County Corridor that runs east-to-west through Ashland, as well as developing the waterfront trail. Trails are primarily used for bike and pedestrian traffic, though snowmobiles use a designated portion of the 5th. St. Corridor. In 2012, the Phase VII project created new trails through Prentice Park to officially connect the entire ARTS Future projects will enhance the trail, including improved pavement, crossings and lighting, and restoring the native habitat.

Completed to Date:

- Trail paved
- New signage installed
- Phase VII connection between lakefront & Prentice Park
- Flower gardens planted

Future Development:

- Restoration of deteriorating portions of pavement
- Addition of lighting & signage
- Additional amenities, such as seating, viewing areas, signage/historical markers
- Improvement of crosswalks across major streets and highways
- Restoration of native habitat
- Integration of mountain bike trail into the trail system
- Connector Trail from Sandborn Avenue to Prentice Park as outlined in the Ashland Bike Pan
- Installation of bike lanes connecting Prentice Park & 5th Street Corridor

BAY CITY PARK 0.35 ACRES



Bay City Park is located in Ashland's eastern portion on the corner of 11th Avenue East and Main Street East. The site features swings, a radar tower slide, a tank climber, a rocket climber, swinging and stationary benches, a sand box, and bouncy animals. The park serves as a gathering place for children of all ages and their parents, and provides a rest stop for walkers along Main Street. Recent improvements have included new trees, wood rail fencing, sidewalks, and a small shelter. Future improvements include new playground equipment, which is planned for installation in the Summer of 2019.

Future Development:

- Install park name sign
- Install playground fall protection
- Review landscaping & plant trees
- Install Mutt Mitts
- Install new playground equipment

BAYVIEW PARK 17.71 ACRES



Overlooking the Chequamegon Bay, Bayview Park is located on Lake Shore Drive and 19th Avenue East. This location offers a scenic view of forests and neighboring communities for those enjoy while swimming, fishing, or having a picnic. A new fishing, viewing, and swimming pier was constructed in 2019 with help from Wisconsin Coastal Management Funds, Sport Fish Restoration Funds, DNR Stewardship Funds, and the City of Ashland.

A prime smelting site and home to Ashland's annual Bay Days festival, this park is highly utilized in every season. This park offers a pavilion, a playground, access to waterfront trails, a swimming beach, and a vast green space with potential for future festival grounds development. Recent developments

Completed to Date:

- ADA-compliant fishing pier installed
- Playground equipment installed
- Pavilion created
- Public bathrooms established
- Lions Head fountain built
- Scenic overlook constructed
- Lake shore trails constructed
- Flower gardens planted

Future Development:

- New playground equipment
- Replace large pavilion structure
- Construct potential stage for festivals
- Improve scenic overlook parking area
- Repave parking lot
- Restore native habitat
- Enhance safety of US HWY 2 crosswalks

BEASER PARK & BALLFIELDS 2.08 ACRES

Beaser Park & Ballfields are divided by Beaser Avenue, a busy thoroughfare. East of Beaser Avenue is Beaser Park, a neighborhood park with multiple uses. The park contains nearly one acre of open green space, an asphalt basketball court, benches, shelter picnic tables, and some play equipment. The park receives use throughout the day and evenings by neighborhood children, young adults and parents or childcare providers with toddlers and children. This area has also become home to the Ashland Community Garden group, whose members maintain and tend to community run garden plots during the summer months.

Little league and softball fields are located on the west side of Beaser Avenue and receives continuous use during the spring and summer months by multiple teams, including the Parks & Recreation Department’s own Girls Softball program and T-Ball program. Beaser Ball Park has ballfields used by girls softball and youth baseball — each has two regulation little league ball fields, each field complete with dugouts, bleachers and fencing. A porta potty is located on the west corner, and are only open for League use.

- Completed to Date:**
- Playground equipment installed
 - Fence replaced
 - Drainage improved
 - New sidewalks installed
 - Installation of a porta potty
 - Install seasonal shade structures over bleachers

- Future Development:**
- Construct volleyball court
 - Refinish basketball court
 - Regrade ballfields
 - Deconstruct west bleacher shelter
 - Plant trees



CENTRAL RAILYARD PARK (CRYP) 9.26 ACRES

This multi-purpose park is a bustling depot of pedestrian traffic. Located northeast of Vaughn Avenue and Sixth Street West, the Central Railyard Park is home to new little league fields with digital score boards, a concessions building, lighted tennis courts, a skate park, an open air pavilion, a toddler playground, and the “purple park”. The Bretting Community Center, home to Ashland Parks & Recreation, is located at the north edge of this complex and provides a central location for visitors to stop and play, inside or out. Woven through the area are various paths connecting to the 5th Street Corridor & ARTS trails. Parking lots surround the area to accommodate little league fans and park users. The Bay Area Civic Center and indoor ice rink adjoins this park.

Completed to Date:

- Lighted tennis courts installed (coin timers)
- Lighted ball fields with sprinkler system installed
- Outdoor lighted ice rink constructed
- Native landscaping planted
- Playgrounds created
- Skate park created
- Permanent outdoor restroom installed

Future Development:

- Install lights at skate park
- Install basketball court
- Install graffiti wall & bench at skate park
- Update playground equipment



DOWNTOWN MINI-PARKS 0.39 ACRES

The Ashland Beautification Council has established two small parks on vacant lots in the central business district. The parks are for the use of shoppers in downtown Ashland. The sites are landscaped and have seating and trash receptacles. The Otis site, located at 517 Main Street West, has been incorporated into the Howard Pearson Plaza Park, as a paved, landscaped path to the plaza. Menard Park, located on the corner of Main Street West and Chapel Avenue, features a small shelter, paving brick walkway, and a drinking fountain. At the intersection of Highway 13 and Main Street is a beautiful fountain offering visitors a place to sit and rest during downtown excursions.

Completed to Date:

- Landscaping and flowers planted
- Lighting in Otis Park
- Seating in Otis Park

Future Development:

- Continue to regularly program Otis Park as an outdoor event and retail space when appropriate
- Refinish fountain lining (Menard)
- Install amenities and banners (Otis & Menard)
- Add information kiosks (Otis & Menard)
- Add new bollards (Otis)
- Add a park sign (Otis & Menard)
- Reset the walkway pavers (Menard)



EAST END COMMUNITY PARK 1.29 ACRES

The East End Community Park is a beloved neighborhood playground utilized by both youth and parents for recreational activities. A flat area takes up most of the park, which provides space for an ice skating rink in the winter months. A warming house, staffed from December through March, provides bathrooms and concessions. There are two fenced-in tennis courts that have fallen into disrepair and need to be renovated or removed.

Completed to Date:

- Drinking fountain installed
- Merry-go-round moved to Prentice Park

Future Development:

- Refinish tennis courts, with the addition of a new basketball court
- Renovate warming house / repair roof
- Install new lighting / signage
- Plant new trees
- Improve or remove playground equipment



ELLIS PARK2.06 ACRES

This neighborhood park formerly served as an elementary school playground for the Ellis School across the street. Located along 3rd Street East and Stuntz Avenue, this park takes up a full city block. A small playground exists in the southeast corner, adjacent to an outdoor basketball court. The remainder of the park is open green space, with a small hill on the northwest corner. Intersecting paved paths currently cross the park from corner to corner. Playground equipment consists of swings, a merry-go-round, and update play structures. Benches and picnic tables are located throughout the park to provide seating. Recent improvements have included installing new lighting and planting new trees, and construction of a new pavilion by the Ashland Lions Club. This area is highly sought after for various future developments.

Completed to Date:		Future Development:	
• Signs installed	• Basketball hoops repaved	• Install splash pad	• Community garden
• Trees planted	• Playground equipment replaced	• Restrooms	• Volleyball court
• Mutt Mitt dispenser installed	• New pavilion	• Benches	



H. PEARSON PLAZA 1.88 ACRES

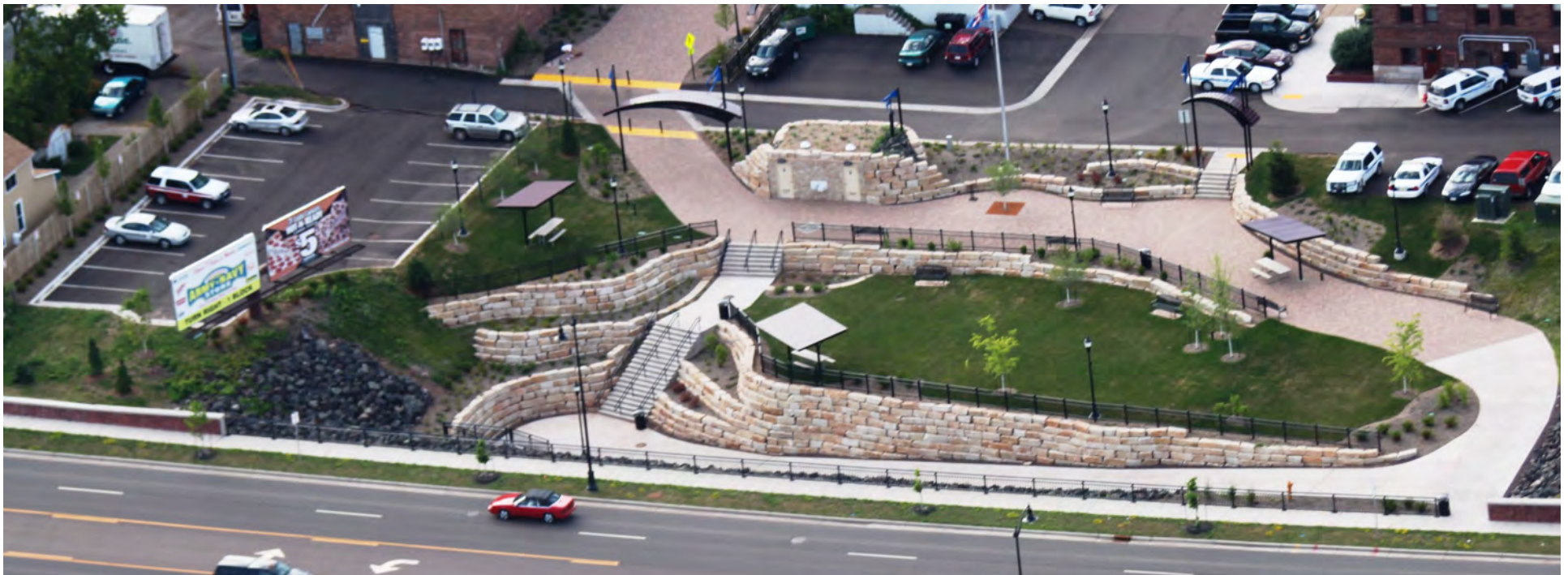
This revitalized facility was developed with Department of Transportation Enhancement Funds. H. Pearson Plaza offers manicured green space surrounded by wrought iron fencing and has a few small picnicking pavilions. Public bathrooms with solar lighting are available during the summer months. On the north side of the plaza are stairs and a handicap accessible ramp that lead to the Ed Griffiths Pedestrian Pass, an underground tunnel affording safe passage across US Highway 2. This passage way is very important as it connects the lakefront trail to Ashland's downtown and is also home to a mural depicting indigenous life (and language) from the natural biospheres between land and water.

Completed to Date:

- Parking lots paved
- Installation of mural in underpass
- Native Gardens work
- Lawn chairs
- Ashland Area Farmers Market uses this space during the market season

Future Development:

- Relocated and added shelter protection for H. Pearson Bell
- Remove billboard
- Add banners
- Replace bollards
- Remove bricks along shoreline
- Implement green infrastructure at the beach to reduce non-point source pollution



HODGKINS BALL PARK COMPLEX

15.53 ACRES

Historically, Hodgkins Ball Park was home to the city's baseball field: the Merchants minor league stadium. In the 1990s, two additional softball fields were developed to accommodate community leagues. Over the last 20 years, little has been done to improve this facility. General maintenance occurs when costs can be afforded, but the fields are in dire need of serious rehabilitation. Drainage is an issue for both fields. Dug outs and bleachers are in decent condition, but could use with new paint. There is a playground located near the restrooms. The public restrooms could also be updated to accommodate the heavy use of the complex in the summer months.

Completed to Date:

- Pufall Field regraded
- Lights repaired
- Fence repaired
- New room on concessions stand
- Fields developed
- Bathrooms installed
- Ashland Dog Park
- Upgraded playground equipment
- Removal of aging bleachers

Future Development:

- New dugouts
- New bleachers
- Drainage swales
- Upgraded restrooms



HOT POND

5.10 ACRES

The area known as the Hot Pond, located east of the Bayfront Power Plant, is not actually owned by the City — but owned by Xcel Energy and is made available for public use through an agreement with the City. The Hot Pond offers public access to Lake Superior, a boat landing, access to the waterfront trail, and a large parking lot. The water in this area is open year-round and never freezes. Fishing is very popular in this area, and the lakefront view is one of the best in Ashland.

Completed to Date:

- Boat ramp installed
- Trail completed

Future Development:

- Install new fee station
- Maintain pavement
- Improve signage
- Restrooms



KREHER PARK & THE SUPERFUND SITE11.08 ACRES

The area of the Ashland waterfront commonly referred to as “the Superfund Site” among community members was formerly the location of the City’s wastewater treatment plant and a private manufactured gas facility. In 1989, the site was found to have contaminated soil and groundwater. Investigation and cleanup of the site was led by the WDNR for many years before the site was petitioned for inclusion on the National Priorities List and cleanup by the EPA under CERCLA, also known as Superfund. The site was formally added to the program in 2002. As of the writing of this plan cleanup is largely complete, and the focus of the community has shifted towards redevelopment of the site for recreational use that will complement the adjacent marina and Kreher RV Park.

As the Superfund Site approaches the redevelopment phase, community members have shared several ideas regarding design, possible future uses, and programming of the area. In 2016 the City Council approved a site redevelopment concept plan based on input from the Park & Recreation Committee, Harbor Commission, and Public Works Committee. That concept plan shows a boat storage building and space for open-air boat storage on the area of the site closest to the marina, a parking lot, a boat launch, a fish cleaning station, a park building with restrooms, open space, and suggested trail and pathway systems. A new soft boat launch is also planned adjacent to Kreher Park. Other ideas that community members have supported for the site include event or performance space, a pavilion for large group gatherings, a splashpad or playground, and a sledding hill. As the final design for the site comes into focus, Ashland community members must prioritize their ideas together and plan for a new waterfront park that provides amenities, options, and access for a wide range of Ashland residents.

The 2019 Waterfront Development Plan contains further recommendations regarding design, uses, and programming of the Superfund Site that should be considered as plans for the site are finalized.

Completed to Date:

- 33 RV camp sites

- Clean-up nearly complete



Future Development:

- Boat storage
- Beach redesign to improve water quality and reduce non-point source pollution
- Improvement of camp sites: update electricity, new bathroom facilities
- Construction of a four seasons pavilion, potentially to also be used a bandstand

- Installation of new boat launch
- New pedestrian trail
- Green space
- New playground

- New parking lot

LOCOMOTIVE PARK 0.08 ACRES

A number of years ago, the Soo Line Railroad donated a steam locomotive to the City. The locomotive was the only decapod owned by the railroad. Locomotive 950 switched the railroad's iron Oredock before it was retired and gifted to the City. The locomotive was housed on the highway near the Oredock for a number of years. During deconstruction of the Oredock trestle approach and rail overpass, the locomotive was moved to land across from the historic depot. The locomotive has been fenced and is a tourist attraction for visitors to the depot. This "park" is more of a parking spot for the historic relic, and is kept up to date with general maintenance.

Completed to Date:

- Security fencing installed
- Lighting installed
- Sheltered structure constructed
- New roof on structure

Future Development:

- Sandblast & repaint locomotive



MARINA PARK 3.30 ACRES

In 1983, the City of Ashland purchased what was known as “the old pulp hoist site” from Northland College for \$145,000. Financing for this site utilized a Federal EDA grant, State of Wisconsin Economic Development Funds, County funds (from the sale of Oak Island), and an additional \$100,000 from the City of Ashland—this money was used for the construction of a break wall, 26 boat slips, and the marina building. In 1988, the Marina Park was constructed on the east side of the pulp hoist site and a parking lot and road were paved as part of TIF III. An additional 46 slips were installed in 1989. To complement the Marina Park, the Chequamegon Hotel and restaurant were developed on North Ellis Avenue. The Marina Park is adjacent to the Superfund Site. Future improvements to both sites should be done in coordination with creating a coordinated and well-connected waterfront experience, particularly from the Marina Park to the Oredock.

Completed to Date:

- Flowers planted
- Trail completed to end of peninsula

Future Development:

- Repaint gazebos
- Install Mutt Mitts
- Renovate trail and boardwalk



MARINA SCENIC OVERLOOK

2.80 ACRES

This area provides visitors an opportunity to pull off the highway and take in a lovely view of the Chequamegon Bay. Just west of Memorial Park, this area isn't a park as much as a valuable natural space, preserved to provide public access to the beauty of the region.

Completed to Date:

- Walkway and sidewalk reconstructed
- Safety rail installed

Future Development:

- Restore native habitat
- Install informational signage



Photo source: Google

MEMORIAL PARK 3.33 ACRES

Located on the north side of US Highway 2 and Lakeshore Drive overlooking the Marina, this area features the Memorial Park Band shell and an excellent view of the Ashland waterfront. Topography at the park consists of a steep bluff facing the bay with a level area at the top of the park. The park is nicely landscaped, with heavy shrub plantings on the bluff and evergreen planting throughout the site. In addition to the band shell and nearby bench seating, a display of pulp rafting equipment, a cannon, and a small Veterans Memorial is located in the park. In recent years, the park building has been repaired, repainted, and decorative and security lights have been installed and/or repaired. Memorial Park is connected to the lakefront trail using a walkway ramp connector.

Completed to Date:

- Watering fountain installed
- Vegetation restored (grant funded)
- Benches repaired

Future Development:

- Remove / repair benches
- Revitalize / relocate band shell
- Improve drainage
- Replace trim



Photo source: Wisconsin Band shells and Stands

MASLOWSKI BEACH 5.15 ACRES

Maslowski beach is utilized primarily as a swimming beach and a highway rest stop by travelers on US Highways 2 and 13. A historical marker commemorating the Radisson-Grossielliers exploration of the region in 1659 reinforces the highway-related aspect of the park. The site is linear, parallel with the lakeshore. The topography is flat and the park is subject to wind and wave damage as a result of spring storms. The waterfront trail terminates in the park at Maslowski beach. This area is the subject of a recently awarded EPA grant to redesign the beach for improved water quality.

Completed to Date:

- Pavilion installed
- Picnic tables installed
- Bathrooms / showers installed
- Fountain refurbished
- Pedestrian trail to Prentice Park
- Installation of new playground equipment
- New artesian water well
- Green infrastructure installed to improve water quality

Future Development:

- Install signage at artesian well
- Remove bricks below waterline & along shoreline
- Restore Radisson-Grossielliers shelter
- Redesign western beach to improve water quality



Photo source: Northland College

OREDOCK PARK

15-20 ACRES

Ashland's Oredock – formerly the Soo Line Oredock – has been an iconic feature of Ashland's waterfront since its construction in the early 1900s. Stretching nearly 2,000 feet long by 66 feet wide with its base at Stuntz Avenue near Water Street, the dock originally had a tall superstructure along its entire length, used for loading ore from rail cars above to ships berthed alongside. Despite community efforts to preserve the superstructure, it was dismantled in 2013 for safety reasons – the Oredock had largely been unmaintained for many years and was deteriorating. The remaining base of the Oredock has created a new opportunity to reimagine the dock as a flexible, contemporary public space. The City of Ashland is currently working with SmithGroup JJR to redesign the Oredock for public access, recreation, and as a celebration of history on the site.

As of the writing of this plan the first 800 feet of the base of the Oredock are open to the public – about half of its entire length. Signage, sculpture, and a few seating areas are sprinkled across the public space. There is a plan underway to allow access to the entire length of the dock, along the area known as “The Diamonds,” as the next step in the development process. This phase is considered the most important next step based on community feedback. Other plans included in the vision for the site include historic information panels, an outlook point at the end of the dock, a garden, and a warming shelter. In the area where the Oredock meets the land, the vision calls for green space, an amphitheater, and a viewing platform. There is low-lying wetland area on this part of the waterfront that would be incorporated into any future development of the park site. The Oredock site will be an evolving project, completed in stages as fundraising allows.

Completed to Date:

- Superstructure dismantled
- “Ashland Oredock Concept Design Report” completed
- Walking path, benches, signage, and informational kiosk

Future Development:

- Complete redevelopment of Oredock (see “Ashland Oredock Concept Design Report” for more information)



PENN BALL PARK

2.29 ACRES

This site is used solely for Babe Ruth baseball. The park is flat and there is no appreciable vegetation. The ball field is completely fenced-in and features wire-mesh backstop concrete block dugouts, a scoreboard, and a concessions stand with restrooms. The field is not lighted and parking at the park is limited to the street.

Completed to Date:

- General maintenance

Future Development:

- Reroof concessions stand & bathrooms
- Renovate bathrooms for ADA-accessibility
- Paint / repair bleachers & dugouts
- Improve / expand parking
- Install a scoreboard & signage
- Plant trees



PRENTICE PARK

98.56 ACRES

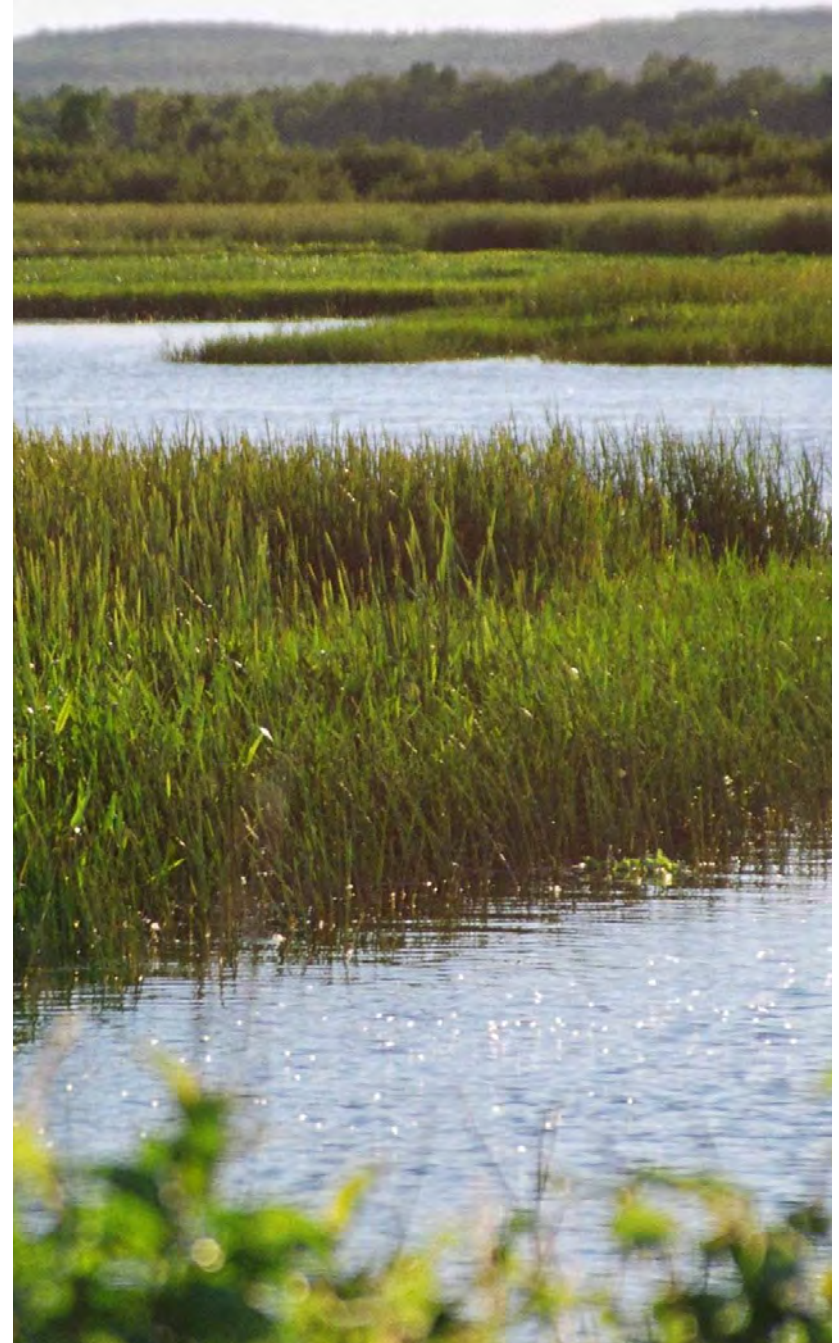
Prentice Park is Ashland's largest park and consists of a diverse environment: boreal forest sit adjacent to wetlands that lead to Lake Superior, all of which provides a rich habitat for wildlife. Two pavilions, a large green space, playground, sand volleyball pit, multiple day use picnic sights and scenic overlooks are in the eastern portion of the park. The western portion of the park has tent / RV camping, a trail with a fishing bridge, and access to Maslowski beach. Highly utilized by citizens and visitors, Prentice Park is the crown jewel of Ashland's park system.

Completed to Date:

- Boardwalk rehabilitated & new boardwalk constructed
- Nature trails & boardwalks revitalized for ADA-access
- Buckthorn removed
- Fencing removed
- Fee are redefined
- Pedestrian trail completed
- Campground rehabilitated
- Fishing pier constructed
- Shower installed

Future Development:

- Restore native habitat
- Install lighting & signage
- Improve shelter
- Employ sustainable best management practices
- Add more RV campsites
- Update concessions building



10TH AVENUE WEST SCENIC OVERLOOK PARK

1.31 ACRES

This highway related facility is maintained to afford travelers an opportunity to pull off the highway and enjoy the view of Ashland's waterfront. It features picnic tables and informational signage highlighting points of interest.

Completed to Date:

- General maintenance

Future Development:

- Repair fencing and table location
- Control bush to enhance views
- Install signage
- Restore native habitat



WEST END SKATING RINK 1.03 ACRES

This recreation area on Ashland's west end at 6th Street West and 17th Avenue features a boarded ice skating rink. The park is underutilized and could be considered for potential redevelopment if deemed appropriate by the community and the City.

Completed to Date:

- Hockey boards installed
- Warming house demolished

Future Development:

- Install light fixtures
- Plant trees
- Construct new warming house with restrooms



POTENTIAL FUTURE PARK: CLARKSON DOCK 10-15 ACRES

The City of Ashland has expressed interest in renovating the privately-owned Clarkson Dock, the eastern-most dock in Ashland. Cleaning up this property would allow the City to create more opportunities for RV camping along the lake, as well as restore the Bay City Creek estuary immediately adjacent the dock. Though the funding is not currently available to realize these plans, this site should be considered a priority for future redevelopment.

Future Development:

- Conduct environmental cleanup of contamination
- Establish new tent camping sites and potentially additional RV camping sites with utilities if feasible as part of a future phase
- Enhance the Bay City Creek estuary



ADDITIONAL RECREATION AREAS

Outdoor Recreation Areas:

- Ashland School District Trails & Athletic Fields
- Ashland Ski Trails (to be potentially converted in the future to mountain bike trails)
- Chequamegon Bay Golf Course / Public Ski Trails
- Tri-County Corridor
- Snowmobile Trails (established by snowmobile clubs)
- County Boat Landing at 27th Avenue East
- Northland Pathway
- Northland College Athletic Fields
- Lake Superior Water Trail

Indoor Recreation Areas:

- Bay Area Civic Center
- Ashland School District Gymnasiums & Field House

IX. Outdoor Recreation Needs Assessment

A. Public Input

The public planning process for the update to the Ashland Comprehensive Outdoor Recreation Plan was conducted in tandem with public planning process for the Ashland Waterfront Plan. In total, there were three public engagement meetings held to garner feedback on the needs and desires for Ashland parks (February 15, April 4, and July 11 of 2019). In addition to these hearings, an online survey was distributed and open for public feedback from April 16, 2019 to May 28, 2019 — over 300 responses were received. The results of these public outreach efforts are highlighted below.

SURVEY:

Identify the Park Improvements Most Needed to Serve Ashland

Survey respondents were asked to choose three of their top priorities for the parks in Ashland. Nearly all of the survey respondents selected the choice “Upgrade Existing Parks, Recreation Facilities, Paths, and Open Spaces,” and more than half selected “Building Indoor or Outdoor Aquatic Facilities.”

Park Improvements Most Needed to Serve Ashland	Responses
Acquire More Land for Future Parks	45
Concentrate on Maintaining Existing Parks and Facilities Only	107
Develop a Multi-Purpose Indoor Recreation Facility	110
Expand and Improve Trail System	151
Building Indoor or Outdoor Aquatic Facilities	197
Upgrade Existing Parks, Recreation Facilities, Paths, and Open Spaces	229

How Can We Make the Ashland Trail System More Enjoyable for You?

Survey respondents were asked to choose three of their top priorities for the Ashland Trail System (ATS). Nearly half of the survey respondents selected the choice “Lighting” as a priority, with the next most selected choice being “More Support Facilities (Restrooms, Drinking Fountains, Etc.).”

How Can We Make the Ashland Trail System More Enjoyable for You?	Responses
Mountain Bike Trails	38
Exercise Equipment	42
Destinations and Amenities Along or Near the Trails	53
Provide More Alternative Trails for Other Users	63
Provide More Seating and Viewing Areas	64
Paved Surfaces	69
Educational Signage/Historical Markers	73
Improve Maintenance	106
More Support Facilities (Restrooms, Drinking Fountains, Etc.)	126
Lighting	142

PUBLIC ENGAGEMENT MEETINGS:

The comments received at the public engagement meetings generated substantial input from community members and stakeholders. Key comments that capture what was expressed at these meetings are highlighted below.

Comments Expressed at Public Engagement Meetings:

- “Make Hodgkins Park more attractive”
- “Additional restrooms at Central Railyard Park”
- “Put lighting in Central Railyard Park”
- “Invest in existing conditions, plant trees and grass”
- “Ensure cross-country trails stay available for public uses”
- “More parking for boat launch needed”
- “Use street parking instead of large lots”
- “More food / gardens / native plants in areas like Pearson Plaza”
- “Trampoline”
- “Skate park”
- “Swimming pool”
- “Football field”
- “Water fountains and bird stations”





B. Ashland Needs Assessment Based on NRPA Recreation Needs Standards

The following needs assessment is based on the National Recreation and Park Association Recreation Needs Standards and park classifications (see Chapter IV: Definitions).

Ashland Facilities Inventory										
Park Name	Basketball	Tennis	Volleyball	Baseball	Football	Soccer	Softball	Multi-Use Court	Swimming Pool	Trail System Access
10th Avenue West Scenic Overlook Park										
Ashland Rail to Trail System (ARTS)										Yes
Bay City Park										
Bayview Park										
Beaser Park & Ball Fields	1		(planned)	1			1			
Central Railyard Park		2		2						
Downtown Mini Parks										
East End Community Park		1								
Ellis Park	1									
Hodgkins Ball Park Complex	1						2			
Hot Pond										Yes
Kreher Park										
Locomotive Park										
Marina Park										
Marina Scenic Overlook										
Maslowski Beach										Yes
Memorial Park										
Oredock Park										
Pearson Plaza										
Penn Ball Park				1						
Prentice Park										
West End Skating Rink										
Total	3	3	(planned)	4			3			1 (ARTS)

NRPA Facilities Requirements			
Facility	Area Needed	Units per Pop	Service Area
Basketball Court	7,280 sf	1 per 5000	1/4 - 1/2 mi
Tennis	7,200 sf	1 per 2000	1/4 - 1/2 mi
Volleyball	4,000 sf	1 per 5000	1/4 - 1/2 mi
Baseball (youth)	1.2 acres min	1 per 5000	1/4 - 1/2 mi
Football	1.5 acres	1 per 20,000	15-20 min travel time
Soccer	1.7-2.1 acres	1 per 10,000	depends on popularity
Softball	1.5-2 acres	1 per 5000	1/4 - 1/2 mi
Multi-Use Court	9,840 sf	1 per 10,000	1/4 - 1/2 mi
Swimming Pool	2 acres min	1 per 20,000	15-30 mins travel time
Trails	1 system per region		

Ashland Facilities Needs Per NRPA Requirements			
Facility	Units Needed	Units Provided	Compliance
Basketball Court	1.6	3	Yes
Tennis	4.0	3	Yes
Volleyball	1.6	(planned)	(soon)
Baseball (youth)	1.6	4	Yes
Football	0.4	0	Yes
Soccer	0.8	0	Yes
Softball	1.6	3	Yes
Multi-Use Court	0.8	0	Yes
Swimming Pool	0.4	0	Yes
Trails	1.0	1	Yes

Ashland Parks Inventory			
Park Name	Mini Park (0-1 acre)	Neighborhood Park	Community Park
10th Avenue West Scenic Over-look Park	1.31		
Ashland Rail to Trail System			
Bay City Park	0.35		
Bayview Park		17.71	
Beaser Park & Ball Fields		2.08	
Central Railyard Park		9.26	
Downtown Mini Parks	0.39		
East End Community Park	1.29		
Ellis Park		2.06	
Hodgkins Ball Park Complex		15.53	
Hot Pond		5.1	
Kreher Park		11.08	
Locomotive Park	0.08		
Marina Park		3.3	
Marina Scenic Overlook		2.8	
Maslowski Beach		5.15	
Memorial Park		3.33	
Oredock Park		15	
Pearson Park	1.88		
Penn Ball Park		2.29	
Prentice Park			98.56
West End Skating Rink	1.03		
Total	6.33	94.69	98.56

Regional Parks Within 1-Hr Drive of Ashland		
Names	Type	Size
White River Boreal Forest State Natural Area	Conservancy	approx. 450 acres
Whittlesey Creek National Wildlife Refuge	Conservancy	approx. 220 acres
Houghton Falls State Natural Area	Regional / Metro Park	approx. 185 acres
Bibon Swamp State Natural Area	Regional Park Reserve	over 5,000 acres
Chequamegon-Nicolet National Forest	National Forest / Conservancy	over 1,500,000 acres

NRPA Parks Requirements			
Park Classification	Service Area	Size	Acres per 1000
Mini-Park	less than 1/4 mil radius	1 acre or less	0.25 to .5
Neighborhood Park	1/4 to 1/2 mile radius	15+*	1 to 2
Community Park	several neighborhoods, 1-2 mile radius	25+	5 to 8
Regional / Metro Park	several communities, 1 hour drive	200+	5 to 10
Regional Park Reserve	several communities, 1 hour drive	1000+	variable
Conservancy	N/A	N/A	N/A

Ashland Parks Needs			
Park Classification	Acres Needed	Acres Provided	Compliance
Mini-Park (0-1 acres)	4.0	6.33	Yes
Neighborhood Park (2-24 acres)	8.0	94.69	Yes
Community Park (25+ acres)	40.4	98.56	Yes
Regional / Metro Park (200+ acres)	40.4	185+	Yes
Regional Park Reserve (1000+ acres)	Variable	5,000+	Yes
Conservancy (N/A)	N/A	1,500,000+	Yes

SUBJECT: Continued Presentation and Discussion Regarding the 2024 City of Ashland
Budget (*Finance*)

RECOMMENDATION: Discussion Only

DEPARTMENT OF ORIGIN: Administration

CLEARANCES: Council President

EXHIBITS: 1. DRAFT 2024 Proposed Budget

**COMPLIANCE WITH STRATEGIC
PLAN:** NA

SUMMARY STATEMENT:

The Finance Director and Administrator will continue dicussion and presentation of the 2024 budget and process.

Any exhibits will be presented at the time of the meeting.

CITY OF ASHLAND
2024 PROPOSED BUDGET
SUMMARY WORKSHEET

DRAFT 10.23.2023

1

	2020 Actual	2021 Actual	2022 Actual	2023 Budget	2023 Projected	2024 Budget	2023-24 \$	%
Property Tax Levy								
Assessed Value	420,745,300	420,903,200	469,917,700	468,088,800	468,088,800	466,888,500	(1,200,300)	-0.26%
Mill Rate	9.8898	10.4530	10.1532	10.1491	10.1491	10.2575	0.1083	1.07%
Gross Levy	\$ 4,161,103	\$ 4,399,708	\$ 4,771,188	\$ 4,750,702	\$ 4,750,702	\$ 4,789,098	\$ 38,396	0.81%
Less Restricted Levy:								
TIF Levy	(234,690)	(225,846)	(257,486)	(242,364)	(242,364)	(272,210)	(29,846)	12.31%
Debt Service Levy								NA
Long-term G.O. Debt Service	(1,149,937)	(1,394,137)	(1,407,328)	(1,389,465)	(1,389,465)	(1,490,843)	(101,378)	7.30%
Debt Service Reserve Applied	-	-	-	-	-	100,000	100,000	NA
Short-Term GO Debt Service	-	-	(273,000)	(266,800)	(266,800)	(265,000)	1,800	-0.67%
Net Debt Service Levy	(1,149,937)	(1,394,137)	(1,680,328)	(1,656,265)	(1,656,265)	(1,655,843)	422	-0.03%
Total Restricted Levy	(1,384,627)	(1,619,983)	(1,937,814)	(1,898,629)	(1,898,629)	(1,928,053)	(29,424)	1.55%
Net Expendable Levy	\$ 2,776,476	\$ 2,779,725	\$ 2,833,374	\$ 2,852,073	\$ 2,852,073	\$ 2,861,045	\$ 8,972	0.31%
Net Levy Available for General Fund	\$ 2,776,476	\$ 2,779,725	\$ 2,833,374	\$ 2,852,073	\$ 2,852,073	\$ 2,861,045	\$ 8,972	0.31%
Post-Levy Property Tax Adjustments	387	386	386	-	-	-	-	NA
Non-Tax General Fund Revenues	7,697,199	7,839,006	8,186,357	8,308,671	8,233,439	9,185,929	877,258	10.56%
Appropriation of Fund Balance				573,774		305,035	(268,739)	-46.84%
Total General Fund Revenues	\$ 10,474,062	\$ 10,619,117	\$ 11,020,117	\$ 11,734,518	\$ 11,085,512	\$ 12,352,009	\$ 617,491	5.26%
Fund balance carryover						\$ 199,060		
2023 General Obligation Note for 2024 budget						\$ 105,975	\$ 305,035	
Uses of General Funds								
General Fund Transfer to Other Funds								
SR 215 - Vaughn Library	(322,320)	(314,262)	(312,000)	(316,000)	(316,000)	(306,520)	9,480	-3.00%
SR 245 - Planning & Redevelopment	(14,000)	(14,000)	(75,273)	-	-	(8,750)	(8,750)	NA
SR 246 - Home Improvement Programs	(5,000)	-	-	-	-	-	-	NA
SR 260 - Recycling	(80,475)	(83,390)	(87,512)	(90,000)	(90,000)	(90,000)	-	0.00%
SR 277 - Wetland Mitigation	(13,649)	(12,300)	(14,484)	-	-	-	-	NA
SR 274 - Beautification Fund	-	-	(6,270)					
CP 450 - Building Facilities.	(40,000)	-	-	(15,500)	(15,500)	-	15,500	-100.00%
CP 454 - Equipment Leases-General Gvn	(10,000)	(5,000)	(5,000)	(25,000)	(25,000)	(25,000)	-	0.00%
CP 460 - Public Works Capital Equip.	(50,000)	(50,000)	(15,000)	-	-	-	-	NA
CP 461 - Fire/Amb Capital Equip.	-	-	(375,400)	-	-	-	-	NA
CP 462 - Police Dept Capital Equip.	-	-	-	(20,000)	(20,000)	(20,000)	-	0.00%
CP 463 - Computer Capital Equip.	(15,000)	-	-	(6,500)	(6,500)	-	6,500	-100.00%
CP 470 - Capital Street Improvements	(405,000)	(118,600)	(84,300)	-	-	-	-	NA
CP 480 - Urban Forestry	-	-	(6,000)	(6,000)	(6,000)	(6,000)	-	0.00%
CP 481 - Parks & Rec	(20,000)	-	-	(29,500)	(29,500)	-	29,500	-100.00%
EF 610 - JFK Airport	(45,000)	(45,000)	(68,770)	(67,890)	(67,890)	(67,890)	-	0.00%
IS 750 - Post Retirement Benefits Reserv	(141,250)	(85,000)	(117,216)	(50,000)	(50,000)	(50,000)	-	0.00%
CP 491 / TA 810 - Landfill (LTC)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	-	0.00%
Total Transfers to Other Funds	\$ (1,166,694)	\$ (732,552)	\$ (1,172,225)	\$ (631,390)	\$ (631,390)	\$ (579,160)	\$ 52,230	-8.27%
Net Available for General Fund Operations	\$ 9,307,368	\$ 9,886,565	\$ 9,847,892	\$ 11,103,128	\$ 10,454,122	\$ 11,772,849	\$ 669,721	6.03%

CITY OF ASHLAND
2024 PROPOSED BUDGET
SUMMARY WORKSHEET

DRAFT 10.23.2023

General Fund Operations

GENERAL GOVERNMENT

	2020 Actual	2021 Actual	2022 Actual	2023 Budget	2023 Projected	2024 Budget	2023-24 \$	%
Mayor	(24,957)	(25,171)	(23,153)	(28,595)	(27,200)	(26,405)	2,190	-7.66%
City Council	(36,385)	(66,103)	(55,181)	(35,825)	(29,180)	(33,700)	2,125	-5.93%
City Administrator	(136,222)	(137,516)	(142,313)	(149,805)	(148,386)	(159,225)	(9,420)	6.29%
Police & Fire Commission	(7,652)	(9,754)	(13,732)	(7,900)	(13,800)	(8,900)	(1,000)	12.66%
City Attorney	(55,506)	(66,266)	(102,042)	(70,000)	(75,280)	(70,000)	-	0.00%
City Clerk	(96,829)	(98,150)	(103,210)	(108,260)	(105,625)	(107,388)	872	-0.81%
Human Resources (Personnel)	(65,868)	(70,939)	(83,376)	(103,610)	(41,426)	(50,000)	53,610	-51.74%
Elections	(63,135)	(33,566)	(76,352)	(60,010)	(82,552)	(99,531)	(39,521)	65.86%
Technology Services	(267,329)	(272,179)	(266,637)	(308,080)	(295,154)	(306,720)	1,360	-0.44%
Other City Hall	(111,095)	(62,838)	(87,067)	(90,960)	(80,166)	(48,771)	42,188	-46.38%
Finance	(422,909)	(423,531)	(396,244)	(418,480)	(443,938)	(483,000)	(64,520)	15.42%
Assessor	(62,464)	(62,703)	(31,887)	(33,050)	(33,002)	(33,800)	(750)	2.27%
Buildings & Facilities Maintenance	(394,741)	(445,491)	(471,881)	(489,074)	(486,779)	(511,249)	(22,174)	4.53%
Misc, Insurance & Contingency	(106,185)	(124,043)	(135,553)	(134,000)	(140,500)	(146,500)	(12,500)	9.33%
Budget Development Contingency	-	-	-	-	-	-	-	NA
TOTAL GENERAL GOVERNMENT	\$ (1,851,277)	\$ (1,898,250)	\$ (1,988,628)	\$ (2,037,649)	\$ (2,002,988)	\$ (2,085,189)	\$ (47,540)	2.33%

PUBLIC SAFETY

Police	(2,111,042)	(2,201,392)	(2,305,894)	(2,487,600)	(2,464,171)	(2,588,803)	(101,203)	4.07%
Fire	(1,122,411)	(1,264,663)	(1,210,887)	(1,565,340)	(1,362,562)	(1,743,670)	(178,330)	11.39%
Ambulance	(1,387,767)	(1,429,064)	(1,537,344)	(1,593,015)	(1,565,853)	(1,775,730)	(182,715)	11.47%
Public Fire Protection Fee	(19,141)	(19,217)	(19,126)	(19,300)	(19,300)	(19,500)	(200)	1.04%
Building Inspection	(120,196)	(116,970)	(127,089)	(144,165)	(135,868)	(136,505)	7,660	-5.31%
TOTAL PUBLIC SAFETY	\$ (4,760,557)	\$ (5,031,306)	\$ (5,200,340)	\$ (5,809,420)	\$ (5,547,754)	\$ (6,264,208)	\$ (454,788)	7.83%

HEALTH & SOCIAL SERVICES

Animal Control	(74,996)	(76,119)	(79,073)	(82,800)	(81,196)	(84,040)	(1,240)	1.50%
Pest Control	(8,094)	(7,865)	(8,615)	(9,000)	(8,615)	(9,000)	-	0.00%
Mt. Hope Cemetery	(61,000)	(61,000)	(61,000)	(63,000)	(63,000)	(65,000)	(2,000)	3.17%
TOTAL HEALTH & SOCIAL SERVICES	\$ (144,090)	\$ (144,984)	\$ (148,688)	\$ (154,800)	\$ (152,811)	\$ (158,040)	\$ (3,240)	2.09%

PUBLIC WORKS

Public Works	(1,462,009)	(1,525,323)	(1,645,728)	(1,757,540)	(1,731,977)	(1,805,192)	(47,652)	2.71%
Transportation	(30,000)	(31,000)	(31,000)	(34,000)	(34,000)	(36,000)	(2,000)	5.88%
Sanitation	(371,036)	(391,973)	(429,549)	(424,197)	(412,245)	(436,922)	(12,725)	3.00%
TOTAL PUBLIC WORKS	\$ (1,863,045)	\$ (1,948,296)	\$ (2,106,277)	\$ (2,215,737)	\$ (2,178,222)	\$ (2,278,114)	\$ (62,377)	2.82%

LEISURE ACTIVITIES

Community Programs	(27,300)	(27,300)	(27,300)	(27,550)	(27,550)	(32,000)	(4,450)	16.15%
City Parks Maintenance	(172,047)	(219,995)	(240,945)	(268,607)	(302,148)	(340,408)	(71,801)	26.73%
Parks & Rec Programs (APR)	(291,759)	(300,855)	(301,513)	(328,690)	(322,858)	(342,205)	(13,515)	4.11%
Municipal Band	-	(5,056)	(5,400)	(5,000)	(5,000)	(5,000)	-	0.00%
TOTAL LEISURE ACTIVITIES	\$ (491,106)	\$ (553,206)	\$ (575,158)	\$ (629,847)	\$ (657,556)	\$ (719,613)	\$ (89,766)	14.25%

CONSERVATION & DEVELOPMENT

Planning and Development	(183,446)	(203,581)	(223,782)	(255,675)	(251,940)	(267,685)	(12,010)	4.70%
TOTAL CONSERVATION & DEVELOPMENT	\$ (183,446)	\$ (203,581)	\$ (223,782)	\$ (255,675)	\$ (251,940)	\$ (267,685)	\$ (12,010)	4.70%

Total General Fund Expenditures for Operations	\$ (9,293,521)	\$ (9,779,623)	\$ (10,242,873)	\$ (11,103,128)	\$ (10,791,271)	\$ (11,772,849)	\$ (669,721)	6.03%
--	----------------	----------------	-----------------	-----------------	-----------------	-----------------	--------------	-------

Total Uses of General Funds	\$ (10,460,215)	\$ (10,512,175)	\$ (11,415,098)	\$ (11,734,518)	\$ (11,422,661)	\$ (12,352,009)	\$ (617,491)	5.26%
-----------------------------	-----------------	-----------------	-----------------	-----------------	-----------------	-----------------	--------------	-------

Net (Expenditures) over Revenue	\$ 13,847	\$ 106,942	\$ (394,981)	\$ 0	\$ (337,149)	\$ 0	\$ 0	na
---------------------------------	-----------	------------	--------------	------	--------------	------	------	----

CITY OF ASHLAND
2024 PROPOSED BUDGET
GENERAL FUND REVENUES

DRAFT 10.23.2023

ACCOUNT DESCRIPTION			2020 Actual	2021 Actual	2022 Actual	2023 Budget	2023 June 30	2023 Projected	2024 Budget	2023-24 Change
TAXES										
100 41110	GENERAL PROPERTY TAXES		2,776,863	2,780,111	2,833,760	2,852,073	2,094,344	2,852,073	2,861,045	0.31%
100 41140	MOBILE HOME TAXES		24,060	25,614	27,527	24,000	23,745	27,000	27,000	12.50%
100 41210	MOTEL/HOTEL TAXES		7,908	10,580	10,890	10,500	0	10,500	10,500	0.00%
100 41222	SALES TAX - CITY SHARE		141	152	108	140	63	140	140	0.00%
100 41310	TAXES - WATER UTILITY PILOT		400,184	440,968	381,023	365,820	191,000	365,820	365,820	0.00%
100 41320	TAXES - TAX EXEMPT PILOT		40,356	2,142	76,857	40,000	1,949	40,000	40,000	0.00%
100 41800	PENALTIES ON DELINQUENT TAXES-PP		2,445	428	598	1,000	493	1,000	1,000	0.00%
100 41810	PENALTIES ON DELINQUENT TAXES-Util		1,210	1,828	1,961	1,500	2,208	2,500	2,500	66.67%
100 41900	OTHER TAXES		10,148	551	1,382	0	0	0	0	NA
TOTAL TAXES:			3,263,315	3,262,374	3,334,106	3,295,033	2,313,802	3,299,033	3,308,005	0.39%
SPECIAL ASSESSMENTS										
100 42000	SPECIAL ASSESSMENTS		0	0	0	0	0	0	0	NA
TOTAL SPECIAL ASSESSMENTS:			0	0	0	0	0	0	0	NA
INTERGOVERNMENTAL										
100 43300	FEDERAL GRANTS		34,562	1,969	0	0	0	0	0	NA
100 43410	SHARED REVENUES		3,701,429	3,703,613	3,747,459	3,752,549	0	3,752,549	4,563,477	21.61%
100 43411	EXPENDITURE RESTRAINT		115,497	114,042	132,474	177,327	0	177,327	145,910	-17.72%
100 43412	EXEMPT COMPUTER AID		18,529	18,529	18,529	18,500	0	18,500	18,500	0.00%
100 43413	PERSONAL PROPERTY TAX AID		47,871	49,474	47,871	47,870	47,871	47,871	47,870	0.00%
100 43414	VIDEO SERVICE PROVIDER AID		9,527	18,533	18,533	18,533	0	18,533	18,533	0.00%
100 43420	STATE FIRE DUES		21,057	20,639	19,094	21,000	0	21,000	21,000	0.00%
100 43529	OTHER PUBLIC REVENUE		57,568	60,960	59,354	50,000	0	50,000	50,000	0.00%
100 43530	STATE GRANT REVENUE		5,081	1,378	34,763	100	2,919	3,000	100	0.00%
100 43531	STATE GENERAL TRANS AID		598,513	598,285	625,575	660,685	330,386	660,771	660,685	0.00%
100 43533	STATE CONNECTING HWY AID		73,907	76,465	76,591	76,688	38,344	76,688	76,688	0.00%
100 43610	PAYMENT FOR MUNICIPAL SERVICE		12,386	12,165	16,283	19,650	16,468	19,650	19,650	0.00%
100 43799	OTHER LOCAL GOVT GRANTS		3,776	0	0	0	0	0	0	NA
TOTAL INTERGOVERNMENTAL:			4,699,703	4,676,052	4,796,526	4,842,902	435,988	4,845,889	5,622,413	16.10%
LICENSES & PERMITS										
100 44100	LICENSES - BUSINESS & OCCUPATIONAL		23,160	34,290	31,090	35,000	26,175	35,000	35,000	0.00%
100 44110	CABLE FRANCHISE FEE		84,163	73,569	76,861	76,000	18,622	76,800	77,000	1.32%
100 44200	LICENSES - NON BUSINESS		7	5	2	10	1	10	10	0.00%
100 44300	BUILDING & STREET-CUT PERMITS		57,024	45,919	62,898	47,000	35,373	60,000	47,000	0.00%
100 44400	ZONING PERMITS & FEES		2,750	3,985	3,543	4,000	2,115	4,000	4,000	0.00%
TOTAL LICENSES & PERMITS:			167,104	157,768	174,394	162,010	82,286	175,810	163,010	0.62%
FINES, FORFEITS & PENALTIES										
100 45100	LAW & ORDINANCE VIOLATIONS		18,882	16,549	14,716	16,500	7,989	16,500	16,500	0.00%
TOTAL FINES, FORFEITS & PENALTIES:			18,882	16,549	14,716	16,500	7,989	16,500	16,500	0.00%
PUBLIC CHARGES FOR SERVICES										
100 46100	OTHER REVENUES - GENERAL GOVT		10,584	7,981	11,932	10,000	6,021	12,000	12,000	20.00%
100 46210	POLICE SERVICES		4,998	3,745	3,205	5,000	2,170	5,000	5,000	0.00%
100 46220	FIRE PROTECTION FEES		0	1,832	878	1,000	0	1,000	1,000	0.00%
100 46230	AMBULANCE/EMS FEES		901,148	934,108	1,058,270	1,060,000	2,977	1,040,000	1,060,000	0.00%
100 46231	AMB PROTECTION FEES		6,904	11,848	14,822	12,000	0	14,000	14,000	16.67%
100 46290	SPECIAL CHARGES		150	250	90	6,100	30	100	6,100	0.00%
100 46310	PUBLIC WORKS CHARGES		63,935	34,282	32,162	45,000	76,291	85,000	45,000	0.00%
100 46330	PARKING RENT & FINES		7,343	8,582	8,034	10,000	8,541	10,000	10,000	0.00%

CITY OF ASHLAND
2024 PROPOSED BUDGET
GENERAL FUND REVENUES

DRAFT 10.23.2023

ACCOUNT DESCRIPTION				2020 Actual	2021 Actual	2022 Actual	2023 Budget	2023 June 30	2023 Projected	2024 Budget	2023-24 Change
PUBLIC CHARGES FOR SERVICES Cont.											
100 46420	REFUSE/GARBAGE COLLECTION FEES			349,056	351,519	356,751	350,000	197,264	350,000	350,000	0.00%
100 46421	RECYCLING FEES (started February 2016)			19,392	19,541	35,862	39,000	0	39,000	39,000	0.00%
100 46431	SPRING CLEANUP FEES			0	0	0	0	0	0	0	NA
100 46440	WEED/NUISANCE CONTROL			4,658	2,179	1,150	5,000	0	2,000	5,000	0.00%
100 46510	ANIMAL CONTROL FEES			2,367	3,644	3,118	3,000	3,451	4,400	4,400	46.67%
100 46720	PARKS REVENUE			109,833	158,629	146,601	150,000	34,591	146,000	160,000	6.67%
100 46721	PW FUEL TAX REFUND			3,414	2,371	3,851	3,500	0	3,500	3,500	0.00%
100 46722	PW ADMIN FEE			3,478	5,088	6,419	6,100	3,597	6,100	6,100	0.00%
100 46755	LEISURE PROGRAMS & REC FEES			32,261	54,179	93,268	80,000	53,124	93,000	93,000	16.25%
TOTAL PUBLIC CHARGES:				1,519,521	1,599,778	1,776,413	1,785,700	388,057	1,811,100	1,814,100	1.59%
INTERGOVERNMENTAL CHARGES FOR SERVICES											
100 47321	LIAISON OFFICER-REIMBURSE			46,079	83,056	82,317	85,000	48,705	85,000	87,000	2.35%
100 47323	FIRE- TOWNSHIP CONTRACTS			136,387	138,699	141,728	142,710	68,305	142,710	144,850	1.50%
100 47324	AMBULANCE - TOWNSHIP CONTRACTS			233,477	311,756	316,433	321,179	160,590	321,179	364,596	13.52%
100 47330	GIS REIMBURSEMENT (COUNTY)			1,650	1,650	0	0	0	0	0	NA
100 47400	ATTORNEY - UTILITY REIMBURSE			0	0	0	5,000	0	5,000	5,000	0.00%
100 47401	UTILITY COST SHARE			234,094	215,513	233,250	228,610	115,524	228,610	244,100	6.78%
100 47403	AIRPORT ADMIN REIMBURSEMENT			8,000	8,000	8,000	8,000	4,000	8,000	8,000	0.00%
100 47405	CHARGES TO LIBRARY			42,455	41,480	40,073	43,700	0	40,000	40,000	-8.47%
TOTAL INTERGOVERNMENTAL CHARGES:				702,142	800,154	821,801	834,199	397,124	830,499	893,546	7.11%
MISCELLANEOUS REVENUES											
100 48110	INTEREST ON CASH & INVESTMENTS			22,504	5,122	16,468	10,000	150	20,000	20,000	100.00%
100 48200	PROPERTY RENTS & LEASES			20,632	29,044	28,109	30,000	13,347	28,500	30,000	0.00%
100 48309	SALES OF OTHER EQUIP & PROPERTY			0	175	0	0	0	0	0	NA
100 48430	INS CLAIMS REIMB - HWY RELATED			0	0	5,344	0	0	0	0	NA
100 48440	INS CLAIMS REIMB - OTHER			2,078	0	0	0	0	0	0	NA
100 48500	GENERAL DONATIONS & GIFTS			2,051	3	443	1,000	0	1,000	1,000	0.00%
100 48900	WORKERS COMP WAGE REIMB			10,939	9,435	1,269	2,000	2,455	4,000	2,000	0.00%
100 48901	MISCELLANEOUS			4,305	14,100	3,971	4,150	328	4,150	4,150	0.00%
100 48910	INSURANCE DIVIDENDS			40,886	30,863	28,857	30,000	26,231	26,231	25,000	-16.67%
TOTAL MISCELLANEOUS:				103,395	88,742	84,461	77,150	42,511	83,881	82,150	6.48%
OTHER FINANCING SOURCES & TRANSFER											
100 49220	TRANS FROM SPEC REVENUE			0	0	0	2,800	0	2,800	2,800	0.00%
100 49240	TRANS FROM CAPITAL PROJ (Waterfront)			0	17,700	17,700	20,000	0	20,000	20,000	0.00%
100 49270	TRANS FROM INTERNAL SERVICE FUNDS			0	0	0	124,450	0	0	124,450	0.00%
TOTAL OTHER FIN. SOURCES:				0	17,700	17,700	147,250	0	22,800	147,250	0.00%
TOTAL GENERAL FUND REVENUES:				10,474,062	10,619,117	11,020,117	11,160,744	3,667,757	11,085,512	12,046,974	7.94%
Non Property Tax GF Revenues				7,697,199	7,839,006	8,186,357	8,308,671	1,573,413	8,233,439	9,185,929	10.56%