



City of Marshfield
COMMUNITY POOL FACILITY

July 21, 2016

*WE KNOW
WATER....*



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Lakeview Park Splashpad, Middleton, WI
(Ayres Associates project)

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Kalahari Resort, Sandusky, OH (Iconica Project)

July 21, 2016

Justin Casperson
Parks and Recreation Director
630 S. Central Avenue, Suite 201R
Marshfield, WI 54449

Re: Request for Proposal for Municipal Swimming Pool Facility

Dear Mr. Casperson:

Thank you for the opportunity to submit a proposal in response to the Request for Proposal for Planning and Design services for the Marshfield Community Pool. We have developed a comprehensive team to address the unique and complex issues presented by this project. Iconica has extensive experience in pool and aquatic facility design and construction and is an excellent resource for the evaluation of existing pool facilities and providing accurate cost analysis. Carrico Aquatic Resources is the Wisconsin industry leader in aquatic facility management and operations and had been under contract with the City of Marshfield for 15 plus years. Arguably, no one knows this existing facility better. The Ayres Associates staff (formerly SAA) brings in-depth knowledge of the latest trends in outdoor aquatic facility design as well as the local project knowledge and history working with Marshfield.

This collective team is currently working with the City of Burlington to complete analysis and concept plans for a pool renovation project identical to your scenario. Iconica and Ayres also recently completed a very similar process for the State of Wisconsin Department of Natural Resources. In 2013, the team developed a feasibility and concept study for the Blue Mound State Park pool facility and provided construction documents for a complete reconstruction of the pool, addition of an interactive splashpad, and interior renovation to the bath house. The goals of this project were parallel with yours and included ADA compliance upgrades, basic safety improvements, reduction in operation costs, and the creation of a more inviting and aesthetically pleasing community attraction.

Our team is comprised of architects, engineers, landscape architects, and aquatic specialists. Together, we believe that the combination of Ayres, Iconica, and Carrico provides a strong team to address your specific planning and feasibility study needs and offers the design, estimating, and construction experience needed to enhance the Hefko Pool to a modern and inviting facility.

We look forward to the opportunity to further present our credentials and demonstrate our ability to help the City of Marshfield find the best solution for the Community Pool. If you have any questions regarding our proposal, please feel free to contact us at your convenience to discuss.

Sincerely,



Blake A. Theisen, PLA
Project Manager

608.255.0800
Direct: 608.441.3569
Cell: 608.886.6808
TheisenB@AyresAssociates.com



James E. Owen, PE
Wisconsin Regional Manager

608.255.0800
Direct: 608.441.3573
Cell: 608.963.7418
OwenJ@AyresAssociates.com

2. Firm Profiles



Recent Projects

Burlington Community Pool,
Burlington, WI

Goodrich Park Splashpad
Milton, WI

Anderson Pool Splashpad
Kenosha, WI

Ingram Park
Pleasant Prairie, WI

McKee Farms Park
Splashpad; Fitchburg, WI

Lakeview Park Splashpad
Middleton, WI

Turtle Island Adventure
Playground
Beloit, WI

Schwiebert
Riverfront Park
Rock Island, IL

Central Park
Madison, WI

Governor Thompson State
Park; Crivitz, WI

Blue Mound State Park Pool;
Blue Mounds, WI

Clarkson Dock Recreational
Area; Ashland, WI

Introducing Ayres Associates

Ayres Associates is a multi-specialty architectural/engineering firm that has assisted public and private clients since 1959, offering transportation, traffic, civil, structural, water resources, levee, and river engineering, as well as services in landscape architecture, energy corridors, architecture, environmental science, land surveying, grants, planning, aerial mapping, and GIS. Our superb project managers build long-term relationships with clients while reliably solving their problems, stretching their dollars, and masterfully navigating regulations.

Our clients are served through 13 offices in Wisconsin, Florida, Colorado, Wyoming, and Arizona. Last year, the planning and landscape architecture experts at SAA Design Group joined the engineering and architecture professionals at Ayres Associates through Ayres’ acquisition of SAA. As a result, Ayres can now deliver consultant services for the entire project cycle, from early planning through construction.

Our staff brings a reputation for leadership in planning and design of urban spaces, parks, campuses, and other open spaces, as well as providing expertise in ecology and bike/pedestrian facilities. This team of design professionals has a documented history of delivering successful projects to clients regionwide, and we believe that a “whole” community is based on the strength of the public green and open space system.

Contact Person and Address

Your main contact for the project will be Blake Theisen, PLA, a project manager and landscape architect in our Badger Road office. His contact information follows:

Blake Theisen, PLA

Ayres Associates
101 E. Badger Road, Madison, WI 53713

Phone: 608.441.3569

Email: TheisenB@AyresAssociates.com

SERVICES WE PROVIDE INCLUDE:	
Landscape Design	Park Facility Condition Analysis
Master Planning	Stormwater Management Facilities
Aquatic Facility Design	Playground Assessments
Park Planning/Design	Community Sensitive Design
Recreational Trails	Grant Writing and Funding
Planting Plans	Partnership Assistance
Athletic Fields	Public Process and Consensus Building

Iconica

ARCHITECTURE, ENGINEERING, CONSTRUCTION



OWNERSHIP

Iconica is a family business owned by brothers Tom and Jim Pientka. Early on, Tom focused on engineering and Jim on construction. In the years since, they both have gained invaluable experience in design, supervision, contracting and running a business, all of which serves customers well because of their overall understanding of what makes a space functional, affordable, and, most of all, enjoyable.

HISTORY AND EXPERIENCE

Iconica's roots date back to 1973 with the founding of a small architectural firm. In later years, the firm added construction services. Both aspects of the business were successful, but it wasn't until they tried to truly combine the two that they found an entirely better way of doing business. They added engineers, interior designers, and quality control managers, and now all disciplines work together, under one roof, from start to finish. They spent countless hours perfecting their processes to take the headaches out of the building process: the delays, the finger-pointing, and the cost overruns. Now, whether tasked with a project piece or the whole thing, on time and on budget live in harmony.

Iconica has a diverse and expert staff including architects, interior designers, engineers (mechanical, electrical, plumbing and structural), estimators and construction personnel. They are experienced in many building types including office, bioscience, housing, healthcare, retail, and hospitality. Adding it up, the firm has over 300 projects and 7 million square feet designed and built since 1994.

AWARDS AND HONORS

Iconica has been recognized for their creative designs, both inside and out, for the value successful design-build projects bring to their clients, and for their business practices, including leadership and philanthropy.

- AGC Build Wisconsin Award
- AGC Environmental Excellence Award
- ABC Wisconsin – Project of Distinction – Electrical Engineering
- Salon of the Year – Salon Today Magazine
- Best of Wisconsin Business Award- Corporate Report Magazine
- Best in Business Award - In Business Magazine
- ASHRAE Technology Award
- WGBA SE2 Award of Merit

901 Deming Way
Madison, WI 53717
608.664.3500
www.iconicacreates.com





BACKGROUND HISTORY

In 1993 Tom and Sandy Carrico, with over 50 years combined experience in the pool business as lifeguards, competitive swimmers, high school and college teachers, swim coaches, and certified pool operator instructors, decided the time was right to start Carrico Aquatic Training. Beginning with aquatic education training and consulting for commercial swimming pool operators and owners, Tom originally taught certification classes and focused on swimming pool operational problems and procedures. In 1998, after years of repeated requests from several of their suppliers to move into the pool management operational business in Wisconsin, the business was expanded to a commercial swimming pool company concentrating on the operational management and supplier of water treatment systems to commercial swimming pools in Wisconsin. In 1999 the company was incorporated as Carrico Aquatic Resources, Inc. In 2000 the company opened an office in Milwaukee and added a second AFO instructor to take over the business enterprise of executing water management contracts for the Marcus Corporation. Today, the business has grown to include not only an office in Iowa, but also offices in the Milwaukee and Madison areas, with 10 employees.

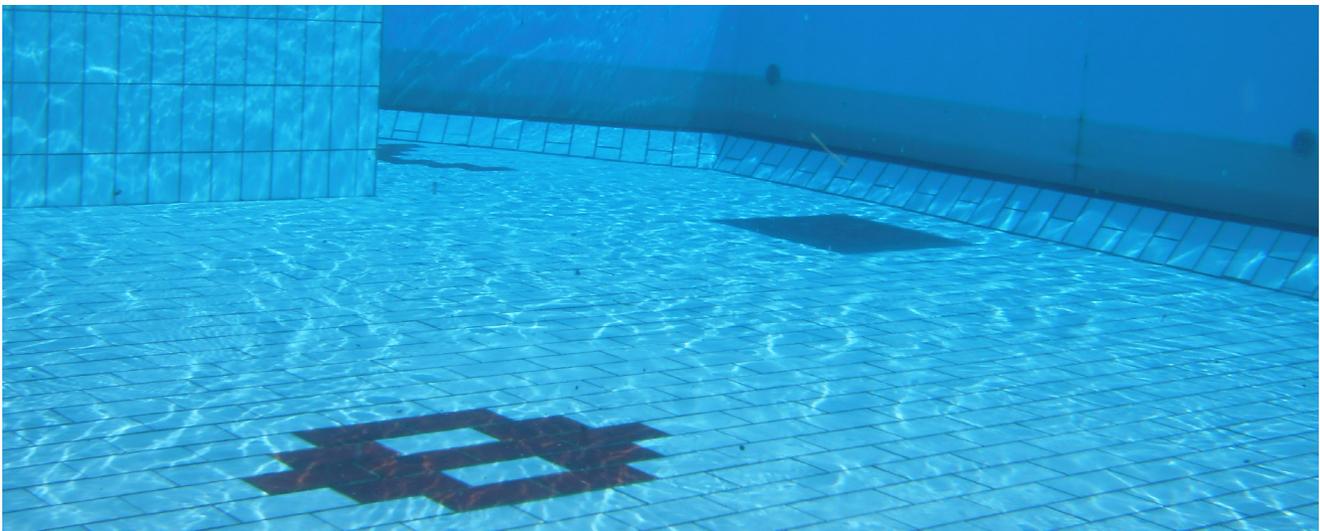
WPRA 2005 COMMERCIAL MEMBER OF YEAR

CARRICO AQUATIC RESOURCES INC.

2240 HIGHWAY AB

MCFARLAND, WI 53558

1-800-832-7147





3. Team Qualifications/Resumes

Team Qualifications

Our design professionals have a documented history of delivering successful projects to clients regionwide, and we believe that a “whole” community is based on the strength of the public recreation system. To provide the highest level of service our team will include:

- **Blake Theisen** (Project Manager – Ayres Associates) brings experience with park facility planning, universal and integrated feature design, aquatic facility design, group process, and realistic implementation strategies. Blake, a recognized expert in the field of community park and open space planning, is well-trained in the latest trends, equipment, and coordinated educational programming available to the park and recreation community. He has been responsible for the design and management of 18 pool and splashpad facilities within the last five years in Wisconsin and Illinois. His organizational and public facilitation skills have delivered successful projects to clients for more than 15 years, and he has assisted municipal clients in obtaining more than \$4 million through successful fund raising strategies.
- **Katie MacDonald** (Civil Engineer – Ayres Associates) is an expert in stormwater management, green engineering techniques, and site grading. Her extensive experience with environmental and regulatory permitting will ensure hassle-free coordination with state and local review agencies. Katie also understands the structural requirements of varying soil conditions and associated site design requirements.
- **Patrick Eagan** (Structural Engineer – Iconica) excels in technical design, graphic communication, and facility assessment. His knowledge of the latest construction techniques and material costs provides clients with accurate and dependable forecasting for bidding day. Patrick is responsible for many of the state’s private aquatic facilities.
- **Bob Feller** (Architect – Iconica) offers extensive experience with large-scale aquatic facility design, community activity spaces, and requirements such as impactful design, durability, and cost control, all while meeting needs of stakeholders. He also specializes in site narrative and barrier-free design.
- **Tom Carrico** (Aquatic Specialist – Carrico) is the owner of Carrico Aquatics Resources, Wisconsin’s largest knowledge-based pool industry firm. Tom consults with 90% of Wisconsin municipal pool owners on operations and management strategies.
- **Jason Krapfl** (Aquatic Specialist – Carrico) provides the hands-on knowledge of how pool mechanical systems actually work once the design is done. Prior to joining Carrico, Jason was the director of the Whitewater Aquatic Center and served his home community by sitting on the pool board for several years.

Together, our team will help the City develop an inviting and sustainable facility contextually appropriate for the community of Marshfield.



“For the past two years I have worked closely with Blake as his firm was hired to provide park design services for the Milwaukee County Department of Parks, Recreation, and Culture. During this time, I have appreciated Blake’s professionalism and attention to detail... We have continued to hire Blake for landscape architecture and project management services because we are pleased with the products he has provided to our parks system.

– Sarah Toomsen,
Landscape Architect
Milwaukee County Department of
Parks, Recreation, and Culture

Blake Theisen, PLA, ASLA
Project Manager/ Landscape Architect
Ayres Associates

Project management, concept graphics, site design and layout

Blake has been providing exceptional quality experience in recreational facility site analysis, planning, design and implementation since 1999. His start-to-finish involvement ensures that projects are delivered on time and as envisioned. A skilled and visionary project leader, Blake’s project expertise includes comprehensive outdoor recreation plans, park master plans, athletic complexes, community water parks, skate parks, and playgrounds. With a background in botany and ecology, he promotes environmental stewardship that informs creativity and preservation throughout facility planning and design.

Registered Landscape Architect: WI, IA, MI, IN, IL, MN, AZ, and CO; NPSI Certified Playground Safety Inspector, and ISA Certified Arborist

Related Experience:

- Burlington Community Pool Design, Burlington, WI
- Pool and Splashpad Feasibility Study, Antigo, WI
- Turtle Island, Beloit, WI
- Calvin Moody Pool and Splashpad, Milwaukee County, WI
- Blue Mound State Park Pool and Splashpad Renovation, Blue Mound, WI
- Reston Heights Pool, Madison, WI
- Tank Park Pool and Splashpad Conversion, Green Bay, WI
- Riverside Park Pool and Splashpad, Janesville, WI
- McKee Farms Park Splashpad, Fitchburg, WI
- Anderson Pool Splashpad; Petzke Park Splashpad, Kenosha, WI
- Goodrich Square Splashpad, Milton, WI
- Westlawn Splashpad, Milwaukee, WI
- Malone Park Splashpad, New Berlin, WI
- Wanick Park Splashpad, Sherwood, WI
- Sholem Aquatic Center Renovations, Champaign, IL

Katie MacDonald, PE
Project Engineer
Ayres Associates

Civil engineering and site utility engineering

Katie has 13 years experience in the municipal and civil engineering fields. She has an extensive background designing and drafting parks, streets, utilities, and stormwater management systems for parks, private residential developments, municipalities, and commercial sites. Katie is also skilled at conducting traffic studies and creating traffic impact analysis reports.

Licensed Professional Engineer:
Wisconsin

Related Experience:

- Burlington Community Pool Design, Burlington, WI
- Blue Mound State Park Pool and Splashpad Renovation, Blue Mound, WI
- Calvin Moody Pool and Splashpad, Milwaukee County, WI
- Reston Heights Pool, Madison, WI
- Tank Park Pool and Splashpad Conversion, Green Bay, WI
- Riverside Park Pool and Splashpad, Janesville, WI
- McKee Farms Park Splashpad, Fitchburg, WI
- Anderson Pool Splashpad, Kenosha, WI
- Petzke Park Splashpad, Kenosha, WI
- Wanick Park Splashpad, Sherwood, WI
- Sholem Aquatic Center Renovations, Champaign, IL
- Buckhorn State Park, Necedah, WI
- Poerio Park, Kenosha, WI
- Southport Park, Kenosha, WI
- Lakeview Avenue, Mercer, WI
- Margaret Street, Mercer, WI
- Railroad Street, Mercer, WI
- Goodrich Square Splashpad, Milton, WI
- Riverside Bicycle Trail, Burlington, WI

Bob Feller, AIA, LEED AP, NCARB

Architectural Director

Iconica

Building Evaluation, ADA compliance

As architectural director, Bob is responsible for leading and mentoring the design project managers and architectural team in terms of standards, quality, technical aspects, cost control, and integration so project goals are consistently met. Bob is also an asset in guiding clients through project pre-design phases, including site analysis, existing building evaluations, schematic design, programming, and space planning where his experience ensures projects can meet budgetary restrictions and achieve required agency approvals.

Licensed Architect: WI, IL, MN, NC, WA

Related Experience:

Burlington Community Pool Design, Burlington, WI

Blue Mound State Park Pool and Splashpad Renovation, Blue Mound, WI

Kalahari Resort, Sandusky, OH – Hotel units; condos; indoor waterpark with splash pools, lazy river, wave pool; outdoor pools

KeyLime Cove Resort and Waterpark, Gurnee, IL – Hotel units, food service, lobby, arcade, waterpark

St. Therese Elementary School, Deephaven, MN – Lead architect and project manager; renovation and addition to existing school including code upgrades and energy improvements

Bemidji High School, Bemidji, MN – Lead architect and project manager; 400,000 sf, swimming pool, classrooms

South Milwaukee High School, South Milwaukee, WI – Lead architect and project manager; 390,000 sf of new construction plus renovation of classrooms and existing pool

Patrick Eagan, PE, SE

Engineer

Iconica

Structural engineering

As engineering director, Patrick is responsible for overall management of Iconica's mechanical, plumbing, electrical, and structural engineering teams as well as geotechnical and civil consultants. He makes sure the underlying concepts and designs are solid for all aspects of the engineering systems. He also ensures proper detailing and application of materials and is responsible for the quality of the engineering plans and specifications.

Licensed Professional Engineer: WI

Related Experience:

Burlington Community Pool Design, Burlington, WI

Blue Mound State Park Pool and Splashpad Renovation, Blue Mound, WI

Three Rivers Wellness Center, Three Rivers, MI – Structural engineer; 35,000 sf, running track, aerobic/weight-lifting area, therapy and lap pools, nutrition education wing

Pitt County Wellness Center, Greenville, NC – Structural engineer; 50,000 sf, running track, aerobic/weight-lifting area, therapy and lap pools, nutrition education wing

KeyLime Cove Resort and Waterpark, Gurnee, IL – Hotel units, food service, lobby, arcade, waterpark

Danville Public Safety Building, Danville, IL – Structural engineer; 50,000 sf, 5-story cast-in-place concrete building

Cass County Justice Center, Harrison Township, MO – Structural engineer; straight shaft drilled pier foundation





Tom Carrico
Aquatic Specialist
Carrico Aquatic Resources

Management and operation planning

As chief poolologist, Tom teaches AFO classes for the Wisconsin Parks and Recreation Association and has served on national advisory councils to Stranco (US Filter) and Olin (Arch) Chemicals; has taught national certification courses in Wisconsin, Iowa, Illinois, Michigan, Ohio, Minnesota, California, and Texas; and last year taught the first AFO class to members of the National Spa and Pool Institute of Canada. Tom is a member of Wisconsin's HSF 172 code committee dealing with pool operational codes and the Department of Commerce Com 90 committee dealing with aquatic facility construction codes and design, as well as serving on an advisory subcommittee to Wisconsin Department of Agriculture regarding restricted pesticide licensing for swimming pools.

Related Experience:

Burlington Community Pool Design, Burlington, WI
Marcus Resort and Hotels, Milwaukee
Whitewater Aquatic Center
Timber Ridge Water Park, Lake Geneva
Goodman Pool, City of Madison
Various Wading Pools, City of Green Bay
Burlington Wellness Center
Moose Mountain Water Park
Municipal Pool, City of Holmen
Municipal Pool, City of La Crosse
University of Nebraska Aquatic Center
University of Northern Iowa Aquatic Center
Pollock Water Park, City of Oshkosh

Jason Krapfl
Aquatic Specialist
Carrico Aquatic Resources

Management and operation planning

Certified Aquatic Facility Operator
Certified Aquatic Examiner

Jason currently works as an Account Manager at Carrico where he provides service, training, and on-site technical expertise for aquatic facilities operations, including water chemistry, indoor air quality, filtration, automation, energy savings, staffing, pool renovations and equipment upgrades. Jason also provides on-site audits of overall aquatic safety evaluations including compliance with Red Cross and Wisconsin state rules and codes.

Related Experience:

Burlington Community Pool Design, Burlington, WI
Marcus Resort and Hotels, Milwaukee
Whitewater Aquatic Center
Timber Ridge Water Park, Lake Geneva
Goodman Pool, City of Madison
Various Wading Pools, City of Green Bay
Burlington Wellness Center
Moose Mountain Water Park
Municipal Pool, City of Holmen
Municipal Pool, City of La Crosse
University of Nebraska Aquatic Center
University of Northern Iowa Aquatic Center
Pollock Water Park, City of Oshkosh

4. Understanding/Approach/Scope of Services

PROJECT UNDERSTANDING

The purpose of this project is to complete a feasibility study and site assessment of the existing pool facility, create concept design, and provide cost estimation services for the Community Pool renovation project in the City of Marshfield. This redevelopment project will address current code compliance, improve customer experience, and offer new features and amenities.

The current pool and support bath house is outdated and does not meet ADA or current pool code requirements. The City desires to follow a critical path methodology for assessment of this facility and develop a long-term sustainable model of operation and management.

We understand that aquatic facility users desire more than just a pool. The needs of different age groups must be taken into account for a facility to be attractive for multigenerational gatherings. For example, some parents/guardians may prefer to sit in a quiet shaded area out of the main activity zones. A well-designed facility will also offer interactive experiences for pool users of all abilities and interests. Examples could include a combination of lap lanes, dive well, zero depth zone, lazy river, and splashpad.

PROJECT APPROACH

We believe in an open and transparent planning process with pre-established benchmarks for success. Public investment in terms of both time and dollars is respected from day one, and we pride ourselves on developing a high level of trust and confidence with our clients and their constituents. Keys to our success include:

Plan for implementation. A project's implementation begins with developing the partnerships that forge alliances and create a sense of investment in the outcome. Creating strong partnerships and identifying catalytic start-up projects are vital steps in realizing plan objectives.

Design for ease of maintenance. Ongoing maintenance of facilities requires significant resources. As a result, designing and managing public spaces intelligently can yield dramatic dividends. Through ongoing coordination with facility maintenance staff, managers, and others, Ayres designs and recommends strategies to minimize future costs while maximizing ecological value and recreational advantage.

Communicate effectively. We work collaboratively and in the trenches with staff and stakeholders to evolve meaningful plan alternatives and final plan recommendations. Communicating the vision and opportunity afforded by a plan requires verbal, written, and graphic communication to ensure project understanding and inspire imagination. Our first priority is to listen. We want to hear the history of this facility to date so we can understand why certain decisions were made and expectations of the community and stakeholders. The project kickoff meeting should include the key City staff with the historical knowledge of the site, as well as those responsible for future programming and maintenance responsibilities for the new facilities. During this meeting we will also review existing materials, establish project goals, formulate a detailed timeline, and tour the site. In order for our team to complete a system analysis, municipal water and sewage treatment rates must be evaluated as well as a staffing level review. These factors help us understand potential costs and maintenance obligations the City will face long term. We will provide and review examples of several of the area/regional facilities of similar nature to determine successes and failures.

Our team is also in tune with the political implications of these decisions and will involve the elected City officials from the start of the discussions to establish trust in the design team and ownership of the project. We have found that this intimate, face-to-face interaction creates connections and promotes successful partnerships that are beneficial to plan implementation. Our goal is to provide you with a sound and defensible plan and set of recommendations. The results of our analysis will be

presented to City staff, with anticipated operational costs, schematic facility layout, and required support system costs. With consensus on the initial assessment, our team will begin the preliminary design phase.

A proposed design charrette/workshop will allow staff to discuss perceived opportunities and issues with us. This hands-on meeting allows the stakeholders to be a part of the design process. We can use a wide variety of options from our toolbox to engage the participants. **Sensory experiences** such as 3-D model building with the proposed pool elements illustrate spatial relationships and help participants understand opportunities and limitations. Through special design software, we are able to manipulate shapes and spaces on the presentation screen in real time. The end result is a tangible digital site model created by all meeting participants. The results of this meeting will yield design direction for the pool, bath house, and peripheral support areas.

A large part of our success in developing feasible designs is producing accurate construction cost estimates. Because we facilitate projects across the region, we believe it is important to engage with local contractors to gauge regional pricing structures and material costs. The design team will use the strategic partnerships formed with various mid-state contractors over many years of successful project implementation in the area to complete this task. We also possess bid tabulations from several recent

aquatic facility projects and will incorporate these real-world costs into the estimate.

The project manager will provide bi-weekly updates or as needed during this planning process. Assuming a start date of August 10, 2016, we will submit the site analysis and comparative system analysis to the City by mid-September, and final concept design drawings by November 10, 2016.

The design team and the proposed schedule are flexible, and we will modify the phased timeline at the request of the City. Our team is dedicated to producing high-quality, attainable solutions through our design process and has a proven history of delivering completed projects to clients on time and on budget.

PROJECT SCHEDULE	
Task I	August 2016
Task II	September 2016
Task III	October - November 2016



Task I. Site Assessment

(Lead – Ayres, Support – Iconica, Carrico)

- Conduct background research and data collection. Acquire and review existing plans, surveys, reports, and maps related to the project.
- Attend kickoff meeting with City staff (**Meeting #1**). This meeting will address topics including:
 - Design program and budget
 - Project timeline and meeting dates
 - Priorities and restrictions
- Tour project site. Ayres will also photo-document existing conditions during this visit. Elements to be investigated include:
 - Topography
 - Drainage patterns
 - Development limitations
 - Existing adjacent park uses
 - Connectivity patterns and circulation
 - The historic and natural environment
- Complete site analysis for project area to include building condition, mechanical components, ADA issues, utilities, drainage patterns, existing structures, and circulation patterns.
- Attend review meeting with City staff, PRFC, and pool committee (**Meeting #2**) to be held onsite. The design team will present the findings of the existing facility and site analysis.
- Communicate on a regular basis (biweekly minimum) with City staff via conference call and/or email.

Deliverables for Task I (delivered electronically in PDF or native file format as requested):

- One summary memo from kickoff meeting
- One updated project timeline
- One summary of preliminary analysis, findings, and recommendations
- One Facility Analysis Plan (building and site)
- Digital site photographs
- Field notes and observations

Task II. Preliminary Design Development

(Lead – Ayres, Support – Iconica, Carrico)

- Facilitate workshop meeting/design charrette (**Meeting #3**) with City staff and Pool Committee to determine pool layout, theming, mechanical storage enclosure needs, site programming needs, maintenance responsibilities, and other desired amenities.
- Prepare two - three preliminary concept design plans. Elements to be addressed include:
 - Site layout and pool amenity layout
 - Building configuration scenarios
 - Design character images
- Prepare preliminary cost estimate for the design development drawings. Our team uses current pricing structures from other recent team project bid tabulations, industry standard costs, and input from local contractors.
- Facilitate one presentation/public meeting (**PIM #1**) in conjunction with a PRFC or Common Council meeting to present conceptual design direction and gather stakeholder input using interactive methods such as nominal process and visual preference exercises. Topics to discuss include:
 - Theme, equipment, and materials
 - Site amenities (benches, shade structures, etc.)
 - Access and connectivity
 - Seating requirements
 - ADA accessibility
 - Safety issues
 - Environmental impacts (drainage, noise abatement, light spill, parking, etc.)
- Attend review meeting with City staff and Pool Committee to refine final design direction (**Meeting #4**).
- Refine preliminary drawings into the preferred concept option to incorporate public comments and City staff comments.

- Present and review the final concept drawings to City staff (**Meeting #5**).
- Communicate on a regular basis (biweekly minimum) with City staff via conference call and/or email.

Deliverables for Task II:

- One summary memo from workshop meeting
- One summary memo from public meeting
- Presentation materials (digital format)
- One summary memo from each review meeting
- Three (3) 11x17 design development plan sets
- Staff review meeting presentation materials (digital format)
- Three preliminary cost estimates
- 24x36 color renderings of final concept plan

**Task III. Pool Management Plan
(Lead – Carrico, Support – Ayres/Iconica)**

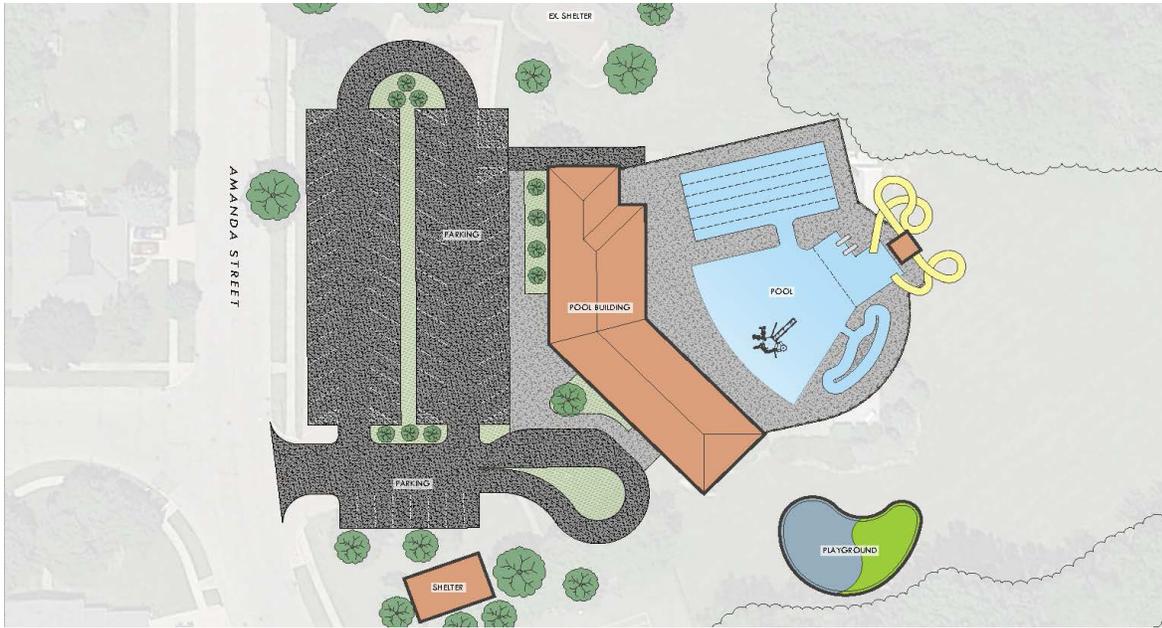
- Prepare an operational management plan to include recommendations on staffing, operations, programming, and revenue management.

Deliverables for Task III:

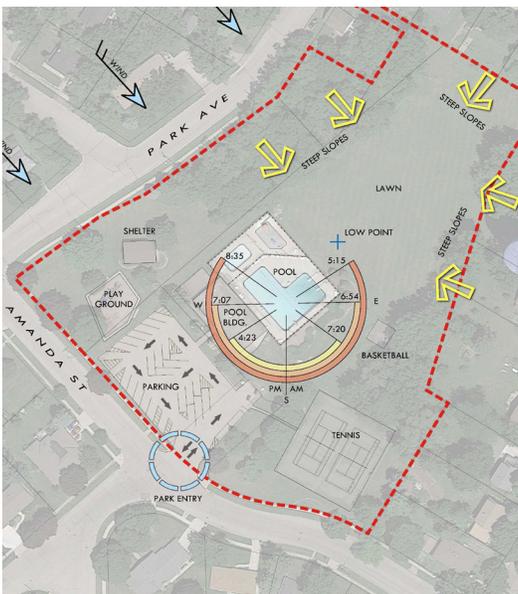
- One 8.5x11 pool management plan
- One digital pool management plan (PDF)



5. Project Experience/References



DEVOR PARK POOL Burlington, WI



Ayres led a multi-disciplinary team in the development of a new aquatic complex for the City of Burlington. The existing pool had exceeded its life expectancy and the city desired a new destination facility.

The team completed a site and facility analysis as well as an assessment of mechanical systems and staffing plan. Concepts and cost estimates were developed for the new facility to reflect three levels of development. The design team led the City through a public education and referendum process, followed by completion of construction drawings and bidding documents.

Client: City of Burlington

*Services:
Project Visioning, Analysis,
Design Development,
Cost Estimation,
and Construction
Documentation*

Reference:

Carina Walters
City Administrator
City of Burlington
300 North Pine St.
Burlington, WI 53105
262.342.1161
cwalters@burlington-wi.gov



Project elements included a new lap pool, slides, lazy river, and zero-depth zone with spray structure. The project also included a new bath house with community room and concessions, new parking lot, and utility infrastructure replacement.



ICONICA™





ANDERSON POOL SPLASHPAD, Kenosha, WI



Kevin Poirier - Kenosha News

Ayres (formerly SAA Design Group) provided concept design and construction documents for the City of Kenosha Anderson Pool complex with the addition of a 3,800-square-foot interactive splashpad. This zero depth water feature replaced the footprint of a deteriorated 33,000-gallon, aluminum-lined intermediate pool.

The concept created a playful, colorful addition that contrasted with the abundance of gray concrete decking. Circular “droplets” of color add a variation to the surface and provide added play opportunities for smaller children, while enhancing the vibrancy of the area during the off-season. Tot areas are spaced around the perimeter with larger water features focused toward the center for older children. The third bay, the family bay, is less definable in space, but exists as a transition between the two zones. Seating areas, shade structures, and improved circulation patterns further enhance this family-friendly aquatic center. Construction was completed in 2013.

Client: City of Kenosha

*Services:
Conceptual Plan,
Construction
Documents, Construction
Administration*

*Reference:
Shelly Billingsley
Director of Public Works
City of Kenosha
625 52nd Street
Kenosha, WI 53140
262.653.4056
sbillingsley@kenosha.org*





BLUE MOUND STATE PARK POOL & SPLASHPAD Blue Mounds, WI



Ayres (formerly SAA Design Group) worked with the Wisconsin DNR to develop a feasibility study for the existing aging swimming pool complex at Blue Mound State Park as well as produce design development and construction documents for implementation. The project, a first for a Wisconsin State Park, had its grand opening on Memorial Day weekend 2015. Life cycle, operation, and maintenance costs were analyzed for the existing facility and used as a benchmark for conceptual alternative designs. The team explored various options for the site including the renovation of the existing facility to code compliance, replacing the pool in lieu of a splashpad, and a hybrid option establishing a new smaller pool and an interactive splashpad zone. Projected revenue and operation/maintenance figures were established to aid the agency in future funding allocation for the site.

Project elements included a new pool vessel, themed splashpad, bath house renovations, new parking lot, and utility infrastructure replacement.

Client: WI DNR

Services:

Project Visioning, Design Development, Construction Documents, Cost Estimating, Construction Administration

Reference:

Missy VanLanduyt

Project Manager

WI DNR

101 S. Webster St.

Madison, WI 53707

608.266.7617

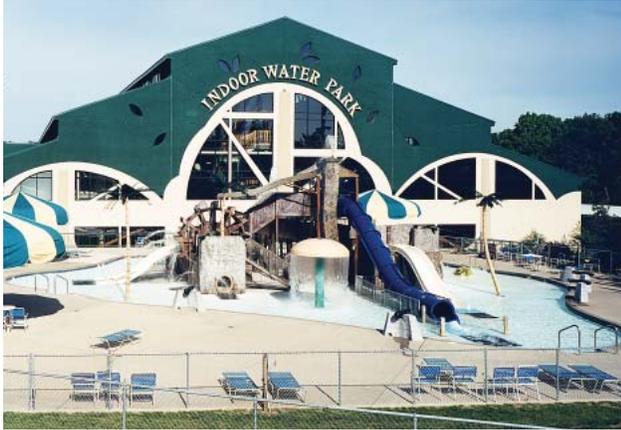
melissa.vanlanduyt@

wisconsin.gov



ICONICA™





Project Details:

- 50,000 sf indoor waterpark with lazy river, 10 slides, splash play areas
- 3 outdoor pools
- Concession areas
- Locker rooms



Treasure Island Bay Of Dreams
Wisconsin Dells, WI

Treasure Island Bay of Dreams Indoor Waterpark sits on a portion of the site formerly known as Family Land. Family Land featured a number of outdoor amusements along with an adjacent hotel. Iconica provided architecture, engineering and construction to add an indoor waterpark, connect to the existing hotel, and add a number of family suites to the hotel. The waterpark has a lazy river, hot tubs, slides and pools inside and out. Client goals centered around guest entertainment, schedule and cost control. Challenges included air and water quality, durability of materials and site drainage.

During the One-Year inspection at Treasure Island, Iconica identified a pressurization problem within the water park. Iconica took action to resolve this problem by analyzing solutions with the equipment and control systems manufacturers, resulting in the improved performance of the HVAC system and correct pressurization within the water park. The resolution brought to the owner's attention the importance of proper HVAC system maintenance and performance, assuring an enjoyable experience for the water park guests.

Additional References

Ayres/SAA Design Group

Blue Mound State Park Pool and Splashpad

Wisconsin Department of Natural Resources

Missy Vanlanduyt

Capital Development Specialist

608.266.7617

melissa.vanlanduyt@wisconsin.gov

Anderson Pool and Splashpad

City of Kenosha Public Works Department

Shelly Billingsley, PE

Director of Public Works

262.653.4149

sbillingsley@kenosha.org

Devour Park Pool

City of Burlington

Carina Walters

City Administrator

262-342-1161

cwalters@burlington-wi.gov

Carrico Aquatics

Onalaska Parks & Recreation

Dan Wick

608.781.9530

Holmen Parks & Recreation

Mike Brogan

608.526.2152

University of Wisconsin Hospitals & Clinics

Jodi Oster

608.263.7936

Village of Pleasant Prairie

Tom Patrizzi

608.620.4676

Iconica

Madison Country Day School

Barb Spurlin

Business Manager

608.850.6372

bspurlin@madisoncountryday.org

KeyLime Cove Resort

S & L Hospitality

Craig Stark

Chief Executive Officer

608.273.4677

cstark@slhosp.com

Treasure Island Bay of Dreams

Jim Mattei

Owner

608.393.9841

jim.mattei2@verizon.net

6. Fees

Intent and Assurance

Our team is committed to providing the highest level of quality service and design for this project. The staff assigned to this project have a documented history of providing successful aquatic facility projects to clients across the state and region. There are no workload, personal, or corporate conflicts for this group of staff, and we are willing and able to complete the scope of services described within this proposal under the given timeline.

Assumptions

Existing base map information will be provided by the City in digital format (CAD/GIS). Any required additional topographic or geotechnical exploration will be provided by the City and coordinated with Ayres. All existing utility information and prior planning studies for the site will be provided by the City to Ayres. All public meetings will be noticed and meetings rooms arranged by the City.

Anticipated Fees

In consideration of the preceding scope of services, our proposed fees are time and materials not to exceed as follows:

I. Site Assessment	\$ 5,636
II. Preliminary Design Development	\$ 13,672
III. Pool Management Plan	\$ 2,248
TOTAL	\$ 21,556





GOT WATER?

AYRES
ASSOCIATES

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