



FEDERATION OF CROATIAN SOCIETIES



Croatian Park Growth and Expansion Feasibility Study





A message from our Feasibility Study Committee

Dear Friends,

It is with great excitement that we bring to you this proposal for renovating and enhancing our beloved Croatian Park, located at 9100 S. 76th Street in Franklin, WI. Since the park's beginnings in 1956, it has been guided by the wisdom and vision of the many hard working and dedicated people who came before us — and the many who are still with us. Though we cannot list all of the park's benefactors here, we want to acknowledge their gifts of time and support as we look to take up the mantle of responsibility to not only continue their good work but to build upon their legacy.


As many of you know, our park has begun to show signs of its age through the normal wear and tear of a well-used facility. Rather than simply make repairs we, The Federation, believe the time has come for a major upgrade to Croatian Park. Within this brochure you will find both a vision for the future and information supporting why we believe this work is needed and why the time to act is now. However, no final decisions have been made and before we progress we need your views.


We ask that you please take a moment to review the proposed plans and offer us your thoughts, either through the enclosed survey form or by the link to the online survey. All responses are strictly confidential and will be analyzed by our consultant, The James Company. If you would like to take part in a confidential in-person interview with our consultant for this study, please follow the instructions on the interview sheet.

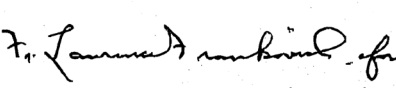
Additionally, we will be presenting the new Croatian Park vision through a public information meeting, to be held **Sunday, February 21, 2016 1:30 PM at Sacred Heart Parish Hall**. We hope you'll attend, and please feel free to bring a friend or two to learn more about the proposed project.


We are excited about our future as the Federation of Croatian Societies and the beautiful park we all share and enjoy. Thank you for taking time to review these plans and share your thoughts as we strive to honor our past while building our future!

On behalf of our Feasibility Study Committee we thank you.


Paul Lucas
Feasibility Study Chairman


John Braovac
Federation President


Fr. Lawrence Frankovich
St. Augustine Parish


Fr. Ivan Strmecki
Sacred Heart Parish



Our Goal

In the 1950s our founders made an investment in Croatian Park that has lasted more than 50 years. We envision a Croatian Park that is ready to serve the needs of the community for the next 50 years. This vision begins with a modern pavilion including a full-service bar, covered seating for more than 300 people, a stage and dance floor, and fully accessible bathrooms. This will be a facility that can serve as a proud home for our annual Croatian Fest, our Croatian Beer Garden events, and serve as an attractive venue for festivals, corporate outings, weddings, and other events from beyond the Croatian community.

Why Build the Pavilion Now?

The current park facilities are all in need of repair through use and age. Rather than simply maintaining, we feel now is the time to build on the legacy that was created for us and take it to the next generation. Moreover, building the Pavilion now comes with many additional benefits (please see the renderings on Pages 4 and 5):

- A modern pavilion will help us grow the success of Croatian Fest, becoming less limited by weather.
- A modern facility will draw new users to leasing the park, helping grow the park revenue needed to support its annual operations and real estate taxes.
- It will allow us to host additional events within our community, drawing new attention to the park.
- It will be a proud symbol of the Croatian community and a powerful tool to promote our heritage and culture in the broader Milwaukee and Southeast Wisconsin area. It will bring new life to the community. It will also draw attention to the Federation of Croatian Societies and attract new members of Croatian descent.

What is the Project Cost and Timeframe?

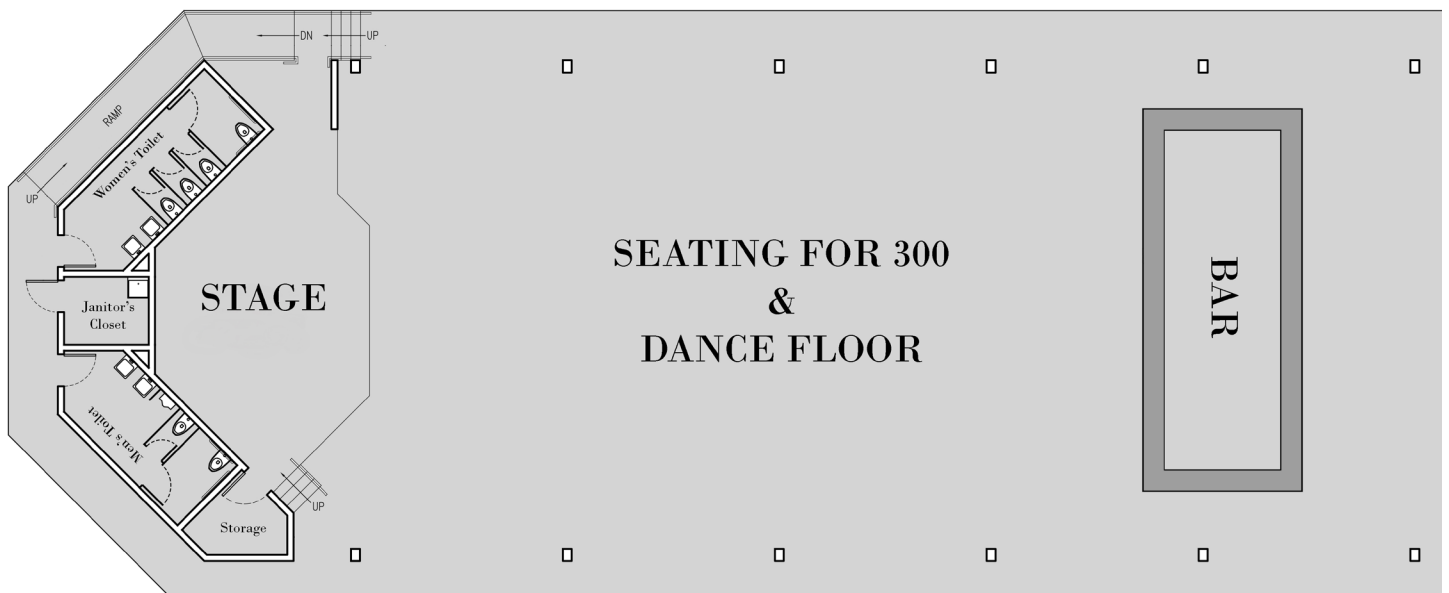
The investment in the new Park Pavilion is estimated to be in the range of \$500,000 - \$600,000 and will positively impact the park for the next 50 years. We hope to reduce the cash cost by seeking in-kind donations from contractors with ties to the Croatian community. Additionally, while some of the project will be paid for through in-kind donations, we know that a significant financial commitment will need to be made.

A realistic expectation for completion of Phase I is during calendar year 2017. Should the Feasibility Study come back with a green light to launch a Capital Campaign, we would expect in the following six months to raise the needed revenue, finalize building plans, obtain permits, etc.

Honoring Our Past,



Blending naturally with the surrounding landscape, the new pavilion will



Building Our Future



provide a clean, contemporary look making it a desired location for events.

	Current Facility	Proposed Facility
Square Footage	50	6,000
Seating	50 under the tent	More than 300
Bathrooms	Not integrated	Integrated and handicap accessible
Stage	Open air	Covered with acoustics



How Can You Help?

Our goal is to put this brochure in the hands of as many people of Croatian descent as we can. In Wisconsin alone we believe there are approximately 15,000 people of Croatian ancestry. We want this to be viewed as a positive expression of pride in our history, our culture and our future. But we don't wish to limit or exclude anyone from this exciting project.

The most important thing you can do is read this brochure and respond to the survey. Then encourage people to go to our website and learn more about the project and our Federation. We would like to have all survey results back by February 23, 2016.

If you would like to take part in a confidential one on one interview with our consultant, please contact Denise Peters of The James Company by phone (630-837-1913) or email (dpeters@jamescompany.com). She will be happy to set up an interview time for you.

Our Feasibility Team

We assembled a dedicated group of volunteers to guide this feasibility process forward. They are listed below.

Damir Braovac
John Braovac
Wes Crnkovich
Tom Goltz

Thomas Krenz
Paul Lucas
Mike Stivorc

If you have any questions, please contact Tim McKearn of The James Company via email at tmckearn@jamescompany.com.

Information Session

Sunday, February 21, 2016
1:30 pm at Sacred Heart Parish Hall
917 N. 49th Street, Milwaukee, WI 53208

Come to ask questions,
Come to share ideas, opinions & suggestions.



Your Opinions are Needed

Your feedback is important as we strive to develop a plan for moving forward.

1. List the things you like best about the opportunity presented in the proposed plan.

2. List any questions, suggestions, or concerns you have regarding the proposed plan.

3. I/We would financially support a fundraising effort for the project proposed for Croatian Park:

☐ Yes
 ☐ No
 ☐ Uncertain

Comments: _____

4. I/We would be interested in learning more about how I/we can volunteer to assist with this effort.

☐ Yes
 ☐ No
 ☐ Uncertain

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

You have several options for returning this survey:

- Place it in the designated box at the end of the Information Meeting
- Place it in the designated drop box at St. Augustine Parish or Sacred Heart Parish
- Mail it to Denise Peters, The James Company, 1306 Branden Lane, Bartlett, IL 60103
- You can fill out the survey on-line at <https://www.surveymonkey.com/r/Croatian-Park>

Please return this survey by February 28, 2016.

Federation of Croatian Societies, Inc.

of Milwaukee County, Wisconsin USA

PO Box 1548

West Milwaukee, WI 53234-1548



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Thank You!