



Friends of
Peninsula State Park
For Now and the Future

Nature Center Campaign – Frequently Asked Questions

Why is this campaign taking place now, especially in light of fund-raising efforts for Eagle Tower?

The need to update the Nature Center was identified a number of years ago. Work was carried out in 2015 and 2016 to develop plans for the expansion. Around the same time, the decision was made to take down Eagle Tower and raise funds for its replacement. The Eagle Tower campaign is close to reaching its goal of \$750,000, so it is timely to begin efforts to update the Nature Center.

What is the history of the Nature Center? How did it come to be what it is today?

The winter warming hut on Bluff Road was originally erected in 1939 and converted to the Nature Center in 1964. Very little renovation or updating has taken place since that time.

What are the current limitations with the existing building and how does this impact the ability to provide current services?

The ability to effectively provide educational programs and serve visitors is hindered by:

- Deteriorating Infrastructure
- Accessibility to building
- No on-site restroom facilities or utility sink
- Limited storage and program preparation space
- Lack of meeting and presentation space

What new building and infrastructure is planned?

- New activity/meeting room for up to 50 people
- Accessible flush restrooms
- Functional storage and program preparation space
- Observation deck and expanded parking

How much money is needed to complete the project?

The total project cost is estimated to be \$450,000. The project is divided into phases, which will be carried out as sufficient funding is received:

Phase 1 – Project design, building addition, infrastructure, fixtures: \$340,000

Phase 2 – Outdoor observation deck and furnishings: \$30,000

Phase 3 – Parking lot reconstruction and paving: \$80,000

Are donations towards this project tax deductible?

The Friends of Peninsula State Park is a 501(c)(3) organization and all donations are tax deductible.

What is the timeline for the project?

The deadline for raising funds is June 30, 2018 with a target of starting construction by October 1, 2018. The project is slated to be completed by early summer 2019. The project will not begin until all funding for Phase 1 is secured.

How much money remains to be raised?

The Friends of Peninsula State Park has been awarded three Knowles-Nelson Stewardship Grants totaling \$60,000 for expenses related to Phase 1. A total of \$97,000 in private gifts has also been received to date. This leaves just under \$300,000 remaining to be raised.

What is the Knowles-Nelson Stewardship Grant?

The Wisconsin Legislature created the Knowles-Nelson Stewardship Program in 1989 to preserve valuable natural areas and wildlife habitat, protect water quality and fisheries, and expand opportunities for outdoor recreation. The conservation and recreation goals of the Stewardship Program are achieved through the acquisition of land and easements, development of recreational facilities, and restoration of wildlife habitat.

What is the State's role in this project?

The Friends of Peninsula State Park was established in 2007 to assist the park with projects that are not state funded. The Wisconsin Department of Natural Resources (DNR) budget for capital development at state parks has been reduced so funds may be allocated to address health and safety requirements. The DNR has been involved with the overview of the building plan and it has been approved by DNR and the Wisconsin Department of Administration. DNR staff will help guide the construction and fund-raising process.