

Community Input on the Reimagining of the Neshotah Beach Concession Stand

I think anything the City does to improve our establishments is a win. I love the idea of the new reimagined Beach Pavilion!

Not on the tax payers dime. So many out of town people come and don't have to pay. Charge them to park at the beach. Stop hiking the tax payers taxes up

We just need to upgrade what's there. If you expand to have a restaurant or party venue, where are they going to park? As a resident, I can't find a handicap space on a busy day, or during a band, the beer stand takes up 10 spaces. You're going to have a shuttle from Walsh Field. Won't that cost tax payers more money?

Its good your letting residents chime in and share input before a decision is made on this, great community engagement!

Please keep the concession stand as is.

It is quaint, unique, always exceptionally clean.

Works well with our beautiful lakefront!

Please keep with the 1950s charm and don't plaster it with sponsorships like the remodel of Central Park. If you expand, you could make it a higher class food hall with various vendors. People can order through an app. Check out The Roost <https://www.theroostsedc.com/>. You could also consider a mini-boardwalk with various dining options. The idea of an event space is nice, but it will be too big and, as I said, take away the charm. Think more Door County and less big city suburbs. That's what brings people.

The beach stand does need to be updated to suit the needs of the summer tourists. Larger, better changing areas and better food options. That does not mean it needs to expand beyond its current purpose, dreaming big is nice but let's be realistic. The additional use proposals would not utilized so much to cover property taxes. You'll get support if you stay realistic.

Have non-residents pay to park in Neshotah Park-sell parking stickers. Residents who pay property taxes get a free sticker. Use money toward a new concession stand. Show us a visual of yur plans for the concession stand so we know what we are talking about.

Thank you for including us in this conversation! I absolutely love both ideas about making it a lakeside banquet space and/or place to get actual food. (Please make sure to provide Gluten-free options!) No matter what you do with the space, I think it's obviously important to still have affordable, easy options for every day beach goers. Even if that means having a snack stand/tiki bar/food trucks located elsewhere along the beach area.

I say no to a remodel. It is used only a few months out of a year and not worth dumping millions into it. I have heard that people like the nostalgia look of it. Leave as is and save the money for something else down the road.

Love the new Neshotah Park Master Plan!

Let's continue to move forward into the future.

This is exactly what Two Rivers needs. Thank you for your future vision.

I think a dining experience would be better placed on the Hamilton property than by the beach. Food trucks are fine for the beach, update the bathrooms, close the food part of the concession stand. Tax payer money should be used for fixing streets. Then another question, who will be working at this new establishment, what will be the wages, will the city be running the dining area, will taxpayer money be used for wages etc? The new design doesn't fit in with the beach. My other question is how are you going to get this information to people who don't follow what the city is doing. I know people who don't have Internet, will not go to the library or city hall to get a copy of the newsletter. You need to find a better way to communicate with your taxpayer base! Unless you don't want a lot of people to not know what is happening in town. My final thoughts are don't ruin Neshotah beach. Also a all season building downtown for the farmers market! To get back to the fine dining...is that just for 3 months or year round? There are more important things this city needs to do with tax payer money, updating the pavilion fine , building a new one no! I have a feeling this will turn out to be like the new high School that was supposed to bring a ton of new families here, still waiting for that to happen.

I would hate to see the forested area bulldozed over for a larger pavilion. How about developing the old factory on the riverfront by Big ILoads laundromat? Mixed use property like Manitowoc did with the Wine Bar and living spaces above. What can we do with that property instead?

I think a renovation of the space would be nice to include an indoor event space that could be used year round. As far as a concession area, I think just improving what we have would be great. A bistro-type facility that offers a few different hot and cold meal options with indoor seating. If staffing is an issue, then making it a self-service canteen could work as well. A nice restaurant overlooking the lake would be nice, but when the snow fences go up for the winter, the view is not nearly as nice and it may not be as busy.

We don't have enough space(without ruining the woods nearby) for a bigger building and parking is limited on many days when the beach is popular. The priority should be on improving the bathrooms and changing facilities, not on a destination for dining or an event center. We have those already and the City should not compete with local businesses.

Build as cheap as possible. New confession stand and bathrooms with changing stalls.

Bring current beach house up to code. Garage floor type "fancy coating" and new toilet/sink fixtures. Perhaps re-install indoor showers in the area they used to be. Not in favor at all of completely new, unless 100% funded by donations. We're getting taxed out of this city already....ENOUGH! This is not Florida where the investment could bring a return year 'round.

I am not in favor of it. For all the expense to build a new one I just can't see that it would be utilized enough.

I am not quite understanding the thought of this becoming a destination venue. Or even the possibility of it becoming a destination restaurant? My first biggest question is who is going to work there and who is managing it? Also this sounds like a business venture for someone so who are you looking to sell this too? I don't foresee the city owning a restaurant down by the beach when they infact contract out the concessions as it is to an outside source. What would be the cost to renovate the stand to make it more functional right now? I think right now what needs to be looked at is return on investment right now because I see the cost out weighing the profits.

I think updates are in order. We do not need a wedding venue - Sepia is great and wouldn't want them to lose business. Let's dine at restaurant establishments already here. I object to taxpayers funding this unnecessary endeavor

I respectfully disagree with the so called proposed idea for the beach concession stand. Does the city actually think that building a 2.5 million structure is really going to attract more people to the area? Remember guys, people typically use the beach for 3 months out of the year. How do you think the new concession stand will be able to bring in enough revenue to cover its operations?

Furthermore that design doe not fit in with the beach atmosphere, it would be better suited for a bigger city such as Tampa, or Miami where the beaches are used pretty much year round.

Instead of building a new one the current building could be upgraded, and why has it not been modified or kept up over the years? This is just like the high school, the building should have been better maintained instead of building a new one in the hopes that it would bring families here, what a joke. The only way you will get families here is to entice businesses not tourism. As some of the council members realize there are a lot of people here, seniors to be exact that are on a fixed income, where do you expect them to get the money from to help fund this project? If you keep raising taxes you are going to have a dead community, people will leave because they cannot afford to live here anymore, maybe that's what you want, I don't know.

I recently moved back here after a 25 year absence, my sister needed help with paying the property taxes or she risked losing our family home, that my grandparents had built over 100 years ago. I quite two well paying jobs to move here just to keep the home in the family, I have been here almost two ,o this and still have not found a job here, why is that? There are no opportunities because we have no business here.

Instead of focusing on the tourism and redoing the beach concession stand to draw in more tourists we need to focus on the full time residents that live here year round not the wants/ needs of the part time residents and tourist. You say that by having the new concession stand it will host a venue for wedding etc., do you really think that is going to bring in the revenue that we need to upkeep the facility? A fine dining restaurant? How can the residents afford to have a fine dining experience when all their money goes to taxes to support your pipe dreams? Where would the parking lot go? Are you planning on tearing down the trees in the are to make room for it? I highly doubt people would want to walk across the street.

If things keep going up I am afraid that I too will be leaving and going somewhere that is cheaper and has more opportunities for employment. This place is Turing into a joke. When I was growing up here we had so much more, more shops, industries etc, to not only bring people here but to keep the people here. It's time you start looking out for the loyal citizens and give them a break, instead of catering to the tourists, who take over the city while they are here for those few months. Enough is enough put your residents first, take care of us as we have taken care of the city .

Lastly, why take this to the public, when you more than likely have your,I do made up to go ahead and do this anyway. Itâ€™s sad how the city doesn't listen to the residents. If this does go through maybe the city employees should take a pay decrease, if you expect us to give more when we don't have it to give, then maybe there should be cuts from the top down.

Leave it as it is and do not expand the footprint. Develop the old Hamilton property on the river instead. Do not compete with local businesses.

The bathrooms need updating for sure. The sentimental side of me doesn't want to change it too much. The East side is losing its charm with McMansions popping up spoiling the view for others. Does the city have a plan for the East side? Keep the charm that draws people in or update it so it is unrecognizable?

I think a renovation of the bathrooms and concession stand is a great idea. I don't think we need to tear down the old structure. Also I think 2 1/2 million dollars is way too excessive of an amount to spend.

If you rented the beach for weddings and events that just benefits the out of state people from Chicago etc and prevent locals from using the beach as much. The beach is a huge family reward for surviving the long winter as locals. Not everyone can go during the weekdays. However, I think the food and beverage idea is a great idea because that would produce revenue all year and the locals would enjoy it as much as the out of town guests. If there was a restaurant that had pretty views it would be a draw in itself.

No. Renovate the building we already have. It is used 3 months of the year, not worth the cost.

We are a small town. This changes the entire vibe of the beach area and in my opinion does not go. Many of us are already broke, like by my \$400 utility bill last month for 3 people in a small home. I can't afford ya'lls wants.

One of our "Claims to Fame" is that we have the Best Beach In Wisconsin. We should follow that with an entirely new and improved concession stand, restroom and changing facilities. Currently the place isn't as family friendly as it should be. We should also have more consistent hours for concession sales. I'm in favor of doing it right the first time and if it costs a bit of taxpayer funds, so be it. I do see a conflict with a wedding/private party venue with the general public use of the beach, especially on weekends and holidays.

I would be most concerned that our beautiful beach and surrounding woods not lose its natural beauty. Keeping a friendly vs. extravagant feel to it would be my preference.

The bathrooms need serious updates. My thought on this would be to flip flop the bathrooms with the dressing rooms. Make more stalls. The structure shape seems to be in good condition. I can't justify a two to three million dollar building that would just get maximum usage for three months.

Personally I have always hoped the beach concession stand would get a make over. I had always hoped for a place to change at the beach that offered more privacy for individuals. Usually the floor by the toilets is disgusting the sinks have toilet paper in them.. its just not a great environment. That also being said I think the area to eat things you purchase needs a cover no one is going to sit in the back of the concession stand and eat things they want to see the beach. I have been hoping for this conversation since I was a teenager.

Yes! A space that would serve a small event with a medium sized footprint and a place to dine that serves more than pizza and burgers is a great idea!

Having a good dining portion down by the beach would be perfect.

I feel the mid century building should be repaired. I appreciate the history and the tradition as well as it is the most ecologically sound decision to maintain the existing structure. Our town already has an event venue for weddings and parties. I think it is most important to preserve our small town community rather than exploit our beachfront in efforts to grow bigger, faster, better, etc.

In addition, I would like to add that the fountain/grotto that used to be in the park should be resurrected for people to enjoy. We saw the old pictures of it at the library and it is a shame it is no longer a part of Neshotah Park.

No new concessions stand. Fix what we have! We cannot afford anymore for the tourists!

I envision a two story structure with the lower level for concession sales in front and the full kitchen in back. There would be a walk out outside eating area (fancier than current), accessible and updated restrooms and the second story a restaurant/bar that would open at 4 for a better dining experience. Definitely window views of the lake but the restaurant kitchen would be in the lower level. The structure could also have an elevated outdoor deck for alfresco dining during the summer months.

Keep it small. First because we have local businesses who venues for those activities and Lighthouse Inn has view of lake and Sepia also has a view. Weddings, gatherings can be held at local businesses. The city should not be in competition with the local businesses who we all want to see them succeed. So keep the concession stand for simple foods for beach users, bathrooms, showers, and changing rooms. The park and beach are for outside activities and should be preserved for that.

And second mental health is talked about getting outside in nature to clear your mind.

Neshotah Park does that. Keep the trees, open grass spaces and beaches from getting commercialized.

I as a taxpayer in Two Rivers would 100% support the Renovation of the current concession stand/bathrooms at the beach. I understand that the plumbing and wiring needs to be updated or even completely replaced to meet the new building codes. I cannot , however support the spending of 2 million dollars to build a new facility when we have so many other demands on our tax dollars. We as taxpayers are paying for a school referendum that will take the next 20years to pay off. Two Rivers also has an aging infrastructure and a harbor that needs dredging sooner rather than later. In addition many of our residents are below the poverty level. In my opinion to spend this amount of money on what ifs and could be very irresponsible.

The beach house holds many memories for me. From the class of WHS 69 post graduation night party to family gatherings. Why the plumbing and electrical problems were not addressed over all these years when we enjoyed many factories and jobs is hard to figure out. Now in 2025 we are faced with a 2 million dollar new building. For anyone who grew up here that figure is mind boggling. The concrete brick structure and newer metal roof look good. Could we just gut the inside and upgrade the electrical and plumbing and add a structure to the north and south end of the building??? Do we spend the money on a building that is only open four months a year??? I support an upgrade of current structure not a new building . Thank You

I would like to see rental options or potentially free to borrow options (pay a refundable deposit to ensure return) for towels, life jackets, beach balls, sand toys, etc. some people forget these things and it would be a nice option to have!

great idea! 100% on board with this... it would provide a unique lake shore dining experience that is needed. Would the pavilion block the view though?

I think we need to set up a paid parking area on the 2 main parking lots next to the pavilion and along Zlatnik drive to help with funding to keep the beach area updated.

I like the idea of updating the building depending if it's going to raise taxes. This is not a nice building as some are saying that go with the landscaping. Putting in a pavilion is a great idea to raise money in the future which would pay for itself.

Charge for parking during summer months to non- Two Rivers Residents. Every major tourist beach all across the United States charges for beach parking, even a minimal fee of \$3-\$5.00. Think about it: they are using and enjoying our precious lakeshore beach for free and we pay for it??? The people of TR are paying for it, in our taxes , our summer serenity because I can't enjoy the beach in the weekends as a local, and even utility costs are higher than Manitowoc proper. I just don't see why the city is soooo reluctant to do this? Charge for beach parking!!!

Develop the entire area where business can lease from the city. Two Rivers has a large enough area with point beach not to utilize the potential money that could come in with tourism. Higher an Architect, that can have state of the art buildings, not only by the beach. But by the river where Hamilton and Eggers use to be at, this prime Real estate that could have potential of bring millions into the community. Someone that is on the board or works for the city could project lead to find solutions and cost plus know what the ROI is. Last, what could the city get for grants from state and Federal funds that would help move this development forward.

The current one does the job and is still necessary. It's definitely a bit outdated and showing its age with all the wear and tear, but considering how old it is and how much use it gets, it still serves its purpose. I feel that if the city is wanting to either make improvements to it and/or a complete tear down and rebuild, it should be done. Our beach is too popular to not have a concession stand, and a nice one is well deserved.

Fix what needs to be fixed. Also update the current facility as needed. In regards to updating/expanding to bring in revenue through ability to hold special events etc. that requires staffing etc. so it doesn't make sense to spend monies and then have to spend money on staffing ,cost of running the building and anticipating someone would pay to hold an event there. It would have to be a big building to be able to hold any significant event. Currently now many who come to the beach bring their own food/drinks, grills and canopies/tents. Our city workers already have to deal with cleanup after beach days.

Do smaller renovations. Reason being the beach is only usable a few weeks/months a year, the rest of the time, it's too cold and snowy.

I think if you want to do something like this you need to charge non-residents for parking to help off set the cost.

Update it. We don't need to remove and rebuild

Leave it as it is and just fix what needs fixing. Tax increases and lack of facilities and activities are chasing young families out of our city. The splash pad and skating rink in Central Park appear to be a waste as well. How many people that come to the beach spend money at the current concession stand and local businesses? Our local businesses cannot survive if they are only busy 3 months of the year. We need to attract families to our city, not vacationers and seasonal residents.

I think expanding, especially to a rentable indoor venue on the beach is a fantastic idea. The shower situation really needs to be updated as well. We need private shower areas in the bathroom/locker room. If there is a way to have a nice, year round, beach front restaurant there I think that is great, but restaurants don't generally make TONS of money. That is my only concern, especially if the city would somehow be running the restaurant? However, maybe you could rent out the restaurant space to someone or contract with a restaurant? That may make the most sense to really make money from it. I have lived here my whole life and I think it is crazy that the only restaurant on the lake is the Lighthouse Inn. We would love more options to enjoy the lakefront. If we can use the concessions/rentals to sustain the beach I am 100% for it. I would definitely rent out the space for an event! Maybe look into the rentable building at Kohler-Andre State Park, it looked like a gorgeous venue when we were there this summer and possibly similar to what you are thinking?

If upgrades are needed, do them a little each year. The current concession stand looks great to me! This is used very little and we can not afford to spend millions of dollars for something like this. The city government needs to spend less! The city needs to stop borrowing money for projects and upkeep, live within your means, like I have to do.

I think if it was redone it needs to have more bathrooms and changing rooms. Maybe have it higher up in the air with the bathrooms on both sides and the middle open to see right through to the lake. On the second floor a deck with tables and chairs so you can enjoy the view of the lake.

No- this is not open long enough to justify yet another increase on our taxes. We are paying a lot of extras already!

Bring it up to code, maybe add a grill for hamburgers and hot dogs, fountain drinks. That's it. No 2 million dollar upgrade. That's ridiculous

Bring old one up to code a lot cheaper than costs of new one besides why wasn't it kept up like people do upkeep their houses! Charge for parking to cover costs to update it, so many places do already. It doesn't make enough money to build a new one let food trucks handle the food they have the costs to keep up to code bring old one up to code ! Bring it to a vote in spring!

I believe we should offer businesses/food trucks the opportunity to benefit from our beach traffic. I don't agree with a major investment as the fact that this concession stand/food venue is only and can only be 'seasonal' and cannot turn a large profit because of the limited month usage. Could the kitchen area be offered to groups/organizations such as girl scouts, boy scouts, youth sporting teams, service organizations to fund raising purposes? Utilizing the concession stand/food opportunities in these ways would keep the dollars local. We also need to capitalize on parking permits. We could provide two stickers for every primary residence real estate paid tax bill. Other vehicles would have to drop an envelope with \$5.00 or their CC info to park? An honor system that would necessarily be monitored during all of the beach hours.

We do not need a new concession stand!

Leave it the hell alone. If you must change something, close it for everything but the bathrooms and make food trucks accessible! Charge them for parking and such. \$2m is inexcusable, and unbelievable if you expect residents to help pay that hefty bill.

This building is very sweet and charming as is: I understand it needs some updated to meet new health code standards. Do the updates and perhaps a little aesthetic beautifying to the bathrooms. The price tag for that will be far less than a tear down and rebuild. People go to the beach to enjoy the beauty of nature. It's not a place most residents want to see developed- it's meant as a respite from the hustle and bustle of life.

This is an aging population with very little new growth, so heaping a 2.5 million project onto the backs of tax-payers when we have roads that are in 3rd world condition seems extraordinarily out of touch, and even borderline criminal. It's a hard no from the Robitailles on a new concession stand that is only open 3 months out of the year. We have wiser uses for tax dollars that will be better invested in more revenue for the city.

Update the existing concession building. You reassessed our properties last year, the school taxes went up astronomical. You warned us our city taxes will be going up this year!

Update what is there. Unless the Counsel is willing to fork out the \$2 million from their pockets.

I feel the bathrooms need an update, but would rather see a food truck area vs the concession stand.

I think something needs to be done but not at a 2 million dollar price tag

I agree that something needs to be done with the beach house, but I don't feel that we need to tear it down. What it does need is to be cleaned thoroughly and more often. The changing rooms should have stalls and benches. The bathrooms need to be cleaned up. I feel we should update the electrical and plumbing, repaint, and that's it. Also, the concession stand should be open more hours.

This seems to be a very substantial building that has been here a long time. I can't imagine bringing this building up to code will be more expensive than a new building which will probably not be as robust or appealing.

Waste of taxpayers money

I do not think there is anything wrong with it. My husband and I love to go there for ice cream, hot pretzel or any other snack that we may be feeling. If looking to add more options, you could add liquor sales but most people seem to bring their own drinks. You could do beach rentals- lawn chairs, umbrellas, water floaties, paddle boards etc. Another fun option would be beach toys for kids to purchase. I know there is the toy bucket but maybe other options. And marketing! There is no marketing around the beach for that the concession stand would offer.

Keep what we have.

Leave it. Update what needs to be done. Things should not be let go like the high school. Do no maintenance, so we had no choice but to build. Tax payers are not stupid. When the city manager does not even want to live in this city says a lot. Wake up!

Repair what we have already.

Why spend more money for something that isn't used all year.

Just leave it , it goes perfectly with the beach , if it ain't broke , don't fix ,

I don't believe a new concession stand will bring in tourist, so therefore it is a waste. How do you justify the money that concessions have brought in, compared to the price of the new concession stand? The town of Two Rivers needs to be cleaned up, there are junk vehicles in yards, unkept yards and homes. I think you were on the right track with all the downtown improvements, but there is still more work to be done. The beach will never be a money maker for the city, it is too small and it generates no income.

The concession stand is unattractive and seasonal. A year-round concession stand would be a good investment and something the city could be proud of. Also, the City should consider a biergarten on this property.

Fix it up or tear it down and allow food trucks to come in for a daily fee. You'll probably make more money off that than trying to sell concessions when this place is barely ever opened.

Updating would be much cheaper. We as citizens are taxed enough. I say no to rebuild.

It good the way it is.

Do not tear it down. Keep it as is and do the repairs. 2 million dollars is too much for a concession stand, most in our community cannot afford daily expenses as it is. Do not add more taxes!

I believe the building is adequate and should be updated but not outright replaced. I find it very hard to believe that there is an opportunity to increase concessions revenue enough to fund the replacement of the stand and to ease the burden on taxpayers. Maybe in future publications, you could share revenue/margin projections and how you arrived at them.

The present concession stand is just fine. If it needs some updates or repairs; then they should be done. No need to built new!

My thought is that this is not a viable option at this time. While it would be nice to see, fiscally the ROI is not there. The beach are currently is functioning a lot of times at capacity and I don't believe the concessions even in a revised state would add anything. I'd personally like to see a restroom area and also a parking lot dedicated to food trucks etc.

Please fix the bathrooms, modernize and do a better job keeping them clean, but do not tear down what we have e and spend millions on a new structure. Our current beach and park are beautiful and we don't need more change.

I feel the current concession stand is adequate.

Bring existing building to code. Update shower area and landscaping. Contract an enthusiastic concessionaire to make the stand an inviting looking area. If it is truly cheaper to build new, do so reasonably and keep costs under control.

Just up date it . We don't need a new one . You all need to quit spending our tax money on things we don't need

I am opposed to spending our tax dollars on a new building. Remodel and get it up to code.
The roof is not that old and the brick and mortar looks to be in good condition.

Not unless City Council pays for it ! You have cost the tax payers enough that many want to leave and get out of here !!!!! This town is being ran in the ground for years and still continues to do so. The citizens come last !!!! Can't even afford water and light and now they want to raise sewer user fees and the Council meeting are a joke ! Used to love this town as many did but now they just want to get the hell out just like we do !

I'd worry about additional congestion if it was used as a rental event space. It's already difficult during busy times to find parking -- adding more events to the area would create additional challenges with traffic and pedestrians.

Seal the concrete floor & install a 3 basin sink & drop ceiling. That would please the health department. Possibly expand the bathrooms & look at other addition possibilities without putting us further in debt.

I love the idea of a more substantial, better maintained building by the beach. The price tag seems exorbitant, especially given the seasonal nature of the building. Would it be open more frequently...longer hours and early spring to late fall? We pay so much in property taxes, especially with the recent appraisals. We personally have paid thousands in the last several years in street assessments. Our utilities are very high. We feel bled dry. I love that we have the most beautiful beach in Wisconsin. I love that tourists are coming to our town. I'm not sure that spending that much of our tax dollars on a seasonal building for tourists is truly beneficial for residents. I would love to see tourism bringing more business to the community. Why not lease the space for a new building to a private business? Let someone else profit off of the tourists and put the lease income to good use for the residents.

Absolutely Not!!!

We do not need this at this time. Maintain your buildings the Recreation department has many employees that are very handy. Start charging for use than budget that money for up keeps and new buildings. It is realistically used 4 months out of a year.

Fix what we got, don't replace it.

Two million dollars is way too much for a rebuild of a concession stand that is only opened a few months of the year. It just needs an update and paint . Us residents do not want our taxes to increase.

I think a new facility is long overdue. With all the new and exciting renovations this building sticks out as needing to be replaced. I am all for it.

no we need people that show up at the meeting have growth is not having words that just get on here it needs facts that help in what gets worked out at the finish line. Like the new places that has been taking care of places that was not in good shape and making them places that has made it do for are small homes to get to be fixed up and look like we live in a town that has life that can make a difference not have all the places being looking like now one cares and we have drugs up and down the 22 second St. Looking like they don't keep the grass cut flowers beds of the one places on the river are not able to be seen because neighbors don't check on neighbors. And life gets too fast pace. The older people don't have family close to helping them. I like the building it just needs things fixed up to code and lots of tender loving care.

We do not need to spend 2 million dollars on a new concession stand our taxes are high enough and the people who go down there all the time are most likely not residents of Two Rivers.

Let's fund this without having to go through a capital campaign. The short term investment from our end will help to continue to bring in outside revenue to offset costs down the road. The resources could also be used to support more music acts throughout the summer. Parking charges have been considered for non resident beach goers. I believe this is a feasible option to also bring in outside revenue. When considering the new concession space, could spaces for food trucks be added? What about small rental pagodas that business like Cool City Brewing could pay the city an annual fee and sell product out of (with each sale contributing a certain \$ amount to the city).

No

I am all in to rebuild a new concession stand and restrooms. I am not convinced we need anything more than that. I also would be in favor of not allowing food trucks, so beach goers would be directed to the concession stand and free up those precious parking spots.

I think that upgrades should be made to bring everything up to code. It does not need to be rebuilt. Thank you for asking!

\$1.9 million dollar price tag, on new City Manager's watch, seems like former City Manager had staffer wait until he left, to spring it on the residents. Too expensive.

The new design is fantastic. The old Concession stand is worn out and the bathrooms are gross.

An update of the concession stand would be enough. Improving the food options would also help. Turning the concession stand building into an event venue would take away business from privately own event venues, damaging the community business income, therefore hurting the local economy.

I think IF this is something our beautiful park and beach needs, it should be funded through a capital campaign from external donors that does not involve taxpayers unless they so choose to be a donor. I feel Two Rivers does not raise enough money annually at the concession stand to warrant a high priced, \$2+ Million pricetag to recreate this building. Please, please, please, do not decide to move forward with this plan. Honestly, there is a newer looking steel roof on the building, so general refurbishment should be enough to bring it where it needs to be rather than starting from scratch with a multimillion dollar pricetag. I also would love to see a poll to see how many locals use the beach and concession stand on a regular basis. I have lived here 25+ years and have not set foot on this beach during the time when the concession stand is open even once.

Thanks for asking for my opinion.

Waste of money

Please renovate the existing building.

I love the idea of improving the concession stand at our beach! My wife and I have often discussed how wonderful it would be to add a second floor to take advantage of the beautiful view and make it available to rent out for weddings and other special occasions. The funds a special events area could generate would help offset the extra cost our community incurs every summer to keep our beach clean, groomed and accessible to all. Updated restrooms and concession areas would also be a great addition.

Bigger is not always better as it will include moreaintenance, higher use of electric and water, more garbage, cleaning. I, personally, love our lil concessions. Updates are needed...bigger handicap stalls, more bathroom stalls, energy efficient everything. Has it been considered to rent a half dozen parking spots to food trucks, like they lease a spot for the busy year then regardless if they show up or not, the spot is paid for? Neshota Park stickers to help offset costs for the whole Park/Beach area, TR residents get one sticker per vehicle registered to TR address? I do love the idea of having another area to rent or dine at, but I don't think the pros overpower the cons. Can the concessions stand be rented to "other" organizations to sell food/drinks for fundraising purposes? I'm not sure if the concessions stand staff is paid but how about allowing students to use volunteering as community service hours with a 100 hour contract so training isn't always happening.

Please Keep as is with some needed repairs and updates. There is a nice piece of property along the river in the area of the Susie Q fish market that would make a great venue for dinning and events with a beautiful view. I believe at one time it was a bar that served food and was called the SHED. Was to open up again a few years ago but it never happened.

I believe it should stay the same as our taxes are high enough. It is hard enough to make it without an increase of our tax burden especially after last year's large increase.

Leave it and update the current building. Roof and fascia look fairly new and no pulling the bullshit Fredrickson did ordering maintenance to stopped in order to justify a new school which is sinking into the damn swamp it was built on

We need more modern facilities.

I think any update to the concession stand should be designed to maintain the character of the beach area as a whole. I am not strongly opposed to modernization, but recommend that the footprint of any facility be limited to prevent a massive change in the ambiance of this area. I also recommend very limited modification of the existing natural undeveloped habitats which are not only important to wildlife but critical to the Neshotah Beach experience.

I do,nt believe we need a New concession stand, update as needed . But the (new jewel Mathis envisions) comes at a cost to the residents both cost & ethically ,tired of paying for free stuff for out of towners to use/abuse (retired & property tax almost dbld this last year) 🤖

I agree wholeheartedly with the idea of upgrading the Beach Concession Stand! I also like the idea of expanded food & beverage options that would make it a true dining spot, be it a snack with the kids or a sunset dinner for date night. I must say however, that I've lived here in Two Rivers for 26,089 sunsets, and not a single one has been over the lake! That majestic view is enjoyed by our friends in Michigan. Perhaps breakfast!

The beach concession stand does not need to be knocked down and remodeled unless what's going to be offered there completely changes. If it's going to be turned into a nice restaurant that offers grill selection, such as burgers or possibly alcoholic beverages then I could see the need to reimagine it. Or if it were turned into a concession stand that also offered beach rentals such as bicycles, surfboards, kayaks, boogie boards, etc. then I could understand wanting to reimagine it (this would be great and it's done in Sheboygan) But if going to be offering the same basic things it currently does like candy and frozen pizzas, then there's no need to knock it down and build a new one.

A Multi-Use Community & Visitor Hub Concept: Rebuild as a flexible pavilion with year-round possibilities. Features: • Modern bathrooms (heated for shoulder seasons). • Indoor/outdoor seating with lake views. • Space for rotating pop-up vendors (local coffee shops, ice cream, food trucks). • Wi-Fi and charging stations for visitors. Encourages local entrepreneurs, extends beach use beyond summer, and offers amenities for both locals and tourists.

Sustainable, Eco-Friendly Landmark Concept: Position the rebuild as a model for green design on Lake Michigan. Features: • Solar panels + battery storage. • Rainwater collection and bottle refill stations (reduce plastic waste). • Green roof or dune-friendly landscaping that blends with the shoreline. • Interpretive signage about Lake Michigan ecology. Becomes a teaching tool, enhances reputation as “the beach that cares,” and can unlock sustainability grants.

Family & Recreation Anchor Concept: Go beyond snacks—make it the “base camp” for family fun. Features: • Rental kiosk for kayaks, paddleboards, bikes, snowshoes (4-season). • Shaded play area or splash pad adjacent to pavilion. • Ice cream/coffee shop with kid-friendly menu. • Gathering spot with fire pits for evening use. Turns the beach into a daily family destination, not just summer weekends.

Cultural & Events Pavilion Concept: Design with group events and community in mind. Features: • Flexible seating/tables that convert for events. • Local art gallery wall or mural space. • Concession partner that doubles as a caterer for events (e.g., weddings, reunions, business meetings) year-round Provides an income stream (event rentals), makes the beach a cultural hub, and appeals to visitors looking for experiences.

Destination Food Experience Concept: Elevate food and beverage beyond “concession stand.” Features: • Signature local food brand (fish fry, craft beer, farm-to-table snacks). • Rotating “chef of the week” pop-up program. • Lake-view rooftop dining deck. • Partnerships with regional breweries, wineries, or creameries. Gives tourists something unique to remember (and post on Instagram), boosting the “best beach in Wisconsin” reputation.

What if the pavilion became a Four-Season Wellness & Relaxation Spot? Imagine a place that draws people even in the off-season: a cozy indoor café with fireplaces and lake views, rentable “beach cabanas” in summer, and saunas or hot tubs (popular in Nordic beach towns) in winter. Add yoga or fitness classes on the deck, creating a one-of-a-kind health and wellness attraction on the Great Lakes.

What if we created a Lakefront Discovery Pavilion? The concession stand could double as a mini interpretive center celebrating Lake Michigan. Interactive exhibits, touchscreens with live wave/weather data, and displays about local history, shipwrecks, and wildlife would give visitors something to learn while grabbing a snack. Partner with local schools, museums, or conservation groups to rotate exhibits.

I am already impressed with the way it is.

first of all how can this building not be up to code.....what codes are we talking? the bathrooms (tho small) are handicap accessible, and the concessions doesn't cook food(other than pizza in a pizza oven) everything else is in freezers.....now with that being said, if more room is needed the building could be extended out the back side & then extend pavilion out into the park.....please do not tear down such a icon of a building!! just to put up a boring ugly steel building. . . gut it out and refurbish it if need be..... thank you.....

Upgrading the building infrastructure (restrooms, etc.) seems necessary. However, creating a dining space is not. Downtown restaurants have received increased business from beach visitors this past summer. Why would we negatively impact their business by operating a restaurant at the beach? Restaurants are tough business.

Leave it as is. The cost to update or renovate is never going to be made back. Require people who do not pay property taxes in TR to pay for daily weekly or seasonal parking packages—use that money to improve the toilet facilities.

Refurbish it, but don't replace. Riverfront areas need development. Also, more stable full time occupations/industry are needed here for the residents that are paying those taxes

I am open to any new ideas to bring money into our community especially from all the tourists coming into the area. I think people were turned off by throwing a dollar amount out there before specific plans were in place. People that travel to other beautiful lakeshore areas can see there is definitely an opportunity for updates and improvement! A building with a second floor overlooking the lake would be amazing!

I would love a coin-operated indoor shower to rinse off before my sand monsters get in my car. I think by charging a fee, the money could go towards cleaning and operating costs.

I wouldn't have a problem with upgrading bathroom/changing area. It would be a complete waste to renovate the food area. A much better plan would be to have an area for food trucks. Licensing fees and charging a small amount for a spot in the food truck lot with electrical hookups would make the city more money than the concession stand. People would also have a more varied menu there each day. It seems that food truck rallies are becoming more popular every year.

Leave it is and bring it up to code only. Why would you spend hundreds of thousands or millions of dollars of tax payer money on something that does not make any money. I've seen the documents and reports. The concession stand lost 9,000 dollars last year. How can you possibly advocate for spending this type of money on something the city runs that loses money?

Please update to code and keep up with code .this is a lovely building.

Keep the current concession stand + update to meet code. It's fiscally irresponsible to spend \$500,000 for new expanded building + raise our taxes. That money could be better utilized to help residents.

Update it only!! Do not build new

Update the bathrooms and leave the rest alone

I think that it should be remodeled. We really don't need a brand new one. I personally think the proposed new one is not very eye appealing. The beach house is only open 3 months out of the year. I think you need to do what the people want. 57% say they want change. However, remodeling is chage.

I DO NOT agree with spending millions on a concession stand. I've heard we can upgrade the one we have for \$50,000 (under \$100,000). I also want to know how many TR residents had the opportunity via mail to voice their opinion BEFORE a decision is made Oct 6th. If it's being rushed through, WHY is it? This is an expensive decision not to be rushed in my opinion, being a Two Rivers home owner and tax payer. I would like a response from those making these decisions please. Thank you for your time.

Stay as is

Fix what's wrong with he building! Don't spend money on a building thats only open for 4 months max!

it should stay the same. No expenses.

Leave the one we have it looks perfect for the beach . We do not need a over priced building that will be used 3 months out of the year. Plus home owners do not need to fund the city's wish list. Our taxes here are out of control.

No need to reimagine the concession stand. City wants to spend and our tax dollars. As a home owner I have to budget and not spend more than I have. City should pay more attention to the tax dollars they collect from us and be held more accountable for our tax dollars .

I strongly believe that building a new facility will be the best investment for our community. We can bond the build, allow room tax to help pay for the new building along with grants and significantly improved revenue generation. This approach would have the lowest general fund impact while providing a facility that is code complaint with a 60-70 year lifespan. The building is old and antiquated. It would also work well with the investments that have been made in the park as a whole. I have spoken to Many people in the community who agree with this approach.

Making the updates needed to bring the concession stand up to code should not take away from the history and aesthetics of the beach area. Oftentimes, the history of a community means more to the residents & tourists than new and modern. As a resident who grew up frequently enjoying the beach, I believe the councils decisions are more tourist minded. This is unfortunate. We should be in support of preserving our beach area. Two Rivers beach was at one time a very peaceful place. The constant advertising of of it has taken that away.

Bring it up to code!

Keep as is and do only necessary updates.

I think the building is perfectly fine, the inside could definitely use to be completely redone. I think it is important to keep the outside structure the same as it will keep more of a nostalgic feel and since I worked in the building cleaning it for years I can say it is in good shape. Both the bathrooms and concession stand could use upgrades but I would say leave the structure if the building the same. New food and drink items are always a great idea.

Do the bare minimum. This is meant to be an inexpensive little concession stand to get snacks at the beach. You can't see the lake from behind it and once again you're asking people to have the city be in direct competition with private than deprive in the city. We already have rental space at Sepia chapel, the lighthouse Inn, the community house. We shouldn't be building a kitchen for restaurants to rent when they're right down the street in our downtown. Why do we need to be making hamburgers when there are grills for the public to use for free right outside the concession stand. We don't need to imagine what we already have because we enjoy what we currently have. We have so many other needs in this city, and so many vacant, lots and abandoned buildings. We should be focusing on rede, developing those and getting private investors to come into our city and bring their business and not relying on the city and our tax dollars to be in the hospitality industry.

This City is out of control with spending and taxing , enough is enough ! All for tourism, you wonder why many people want to get out of this city !

Too much money.

I am not in favor of replacing this building. I would be in favor of repairing and updating what is needed. It is only open approximately 3 months of the year. It would take 20+ years to pay off a new building. That's insane when you already have the building. When my home needs updates I don't tear it down and build a new one. Why should the city do that with the concession stand?

Safe the beach concession stand. Don't tear down and spend millions on a new one. We do not want our taxes to go up

Leave it the way it is

Replace the whole thing it's ghetto. City just invested in everything except the main building

Upgrade the current stand so it is more visually appealing and more accessible for persons who have disabilities, issues of aging, safety for children, etc. Be sure to have the facade "blend in" nicely with the beachy and wooded vibe. A new stand would also be nice, but cost to city residents must be considered. We're already paying much more in property taxes alone. Thank you for keeping our beach and parks beautiful. P.S. Not sure who will be staffing the stand. If this much money is spent, it needs to be open for regular daily hours.

I think we should update the existing building. Keeping the charm of this building is so important to the community. Look at all the older buildings in Door County; it's what keeps their tourists flocking up there!

Update it to code. No need to build new

Privatize its use if you keep it at all. Do not spend a lot of money on it as you're taking away from restaurants in town and businesses that are already over taxed. We have bigger fish to fry and much bigger problems than worrying about this. Pay the minimum and get it up to code and that's it

Keep it the way it is

Update only what's NECESSARY DO NOT rebuild!!! Listen to your tax paying citizens. Do not charge for parking and do not rebuild. The concession stand is only open a few short months of the year, do not waste tax payer money on something the citizens are against.

I think we should just bring it up date and code. There is no need to tear it down. I think food trucks are a great idea they have to get a permit from city so that is free revenue. You could make designated parking for trucks to limit crowding.. Just stop destroying are home town.

Encourage seniors & teens to apply for concession stand positions. Pay them the \$15 to \$20 wage. If there are employees there it can be open more hours. More hours means more revenue. We don't need a new building, just bring it up to code. Are there any professionals within our community willing to donate their time? If there are, materials are all that is needed. Our high schools require community service hours as well. This is a great opportunity for our young people to get invoin the community.

We have a great asset in Neshota Beach. It does not need a new concession stand, just refresh what's there already. Here's a thought, lease the stand out on a annual basis and let a real operator run it. I am sure it will be open more than it is now. The city shouldn't be in the concession business. Also, charging for parking at the beach is a terrible idea. Do we really want to discourage people from visiting our city and spending their money at our local businesses? Just another way to kill this fine town. I bought a house and moved here this past summer all because I have visited here many times for many years and I love the lake and the climate here. The city council should concentrate on attracting more people to make this their home and encourage businesses to fill all the vacant storefronts instead of trying to run a concession stand and implement more fees to make more people not want to come here.

2nd option Renovate bathrooms & get up to code on rest of the bldg. NO parking fees! We want people to come & share our best beach. There is always parking available except for a couple days all summer. Stop with this idea that we need so much parking!! Yes the restrooms definitely need updating!! Don't Need porta potties they are gross & not family friendly'

2nd option Renovate & get up to code! Bathrooms definitely need updating it's disgusting, at least ladies rm is! No need for specialized restaurant.. maybe future but not needed now! As far as parking...let's put this issue to bed... a BIG NO! We want people to come & visit! Don't push them away. We are near the beach & go down frequently you can always find a spot! Let's be nice & welcoming to all!! 1 topic I would recommend council to clarify... where would the funding be coming from .. part of a grant, sponsors, donations. If citizens are paying ..where from? AT COUNCIL MTG please speak into MICROPHONES!!! Those of us at home want to listen!!! Thank you very much for giving the opportunity to voice our comments!!

Do the repairs and no more than the repairs or close it permanently. Do not waste my taxes dollars I work to hard for them

It needs to be updated to improve changing rooms, bathrooms and improved food. It would be nice if the new building could be used year round. It could be booked out for weddings, holiday parties and reunions. How to attract more visitors to the city? Think big

Leave it as is.

update if needed but leave the concession stand

Do our thoughts even matter? I propose to just do the renovations needed to keep it up to code. We don't need a fancy concession stand to draw more people because our nice beach does it on its own. We don't need to raise our taxes any higher than they are now. I know my message just falls on deaf ears but had to get it off my chest.

Get it up to code. THAT's IT. Expanding this facility beyond this hurts local private businesses.

Bring it up to code and leave it as it is. Its full of memories to most of us who grew up there.

Please don't change a thing!!!
