



April 21, 2025

Memo to: President Kevin Buckley and the Village Board of Trustees  
From: Matthew Collins, Director of Public Works  
Re: Cahill Square Park Partnership Request

The Village Board in conjunction with the recommendation of the Public Works Committee adopted the 2024 - 2028 Comprehensive Outdoor Recreation Plan (CORP) in 2023. The CORP created the framework for the Village to develop a strategic plan to optimize outdoor park and recreation spaces for Village residents and visitors. The CORP's Capital Improvement Recommendations included the Cahill Square Park's pavilion to be upgraded in 2028 with a \$200,000 budget shown within the plan.

Andy Bergholz is a Village resident and active community member involved with multiple volunteer baseball programs. Mr. Bergholz has developed conceptual plans to reconstruct the existing Cahill Warming House that would create the space needs for a multi-purpose facility to accommodate indoor athletic fields, community programming, and voting. The Warming House conceptual plans is considered phase-one of Mr. Bergholz's three-phase vision to reimagine the facilities and athletic field amenities within Cahill Square Park. Phase-two proposes the existing baseball field to be rotated 180 degrees and phase-three includes the expansion of the tennis court facilities as shown in the attached presentation.

There is a 25-year intergovernmental cooperation agreement between the Village and School District outlining the terms and conditions for the School District's use of the baseball field in Cahill Square Park. The baseball fields are owned by the Village but the School District is responsible for maintenance. The total cost to reconstruct the baseball fields in 2013 was \$1,154,280 of which the School District contributed \$150,000. The reconstruction in 2013 was a private/public partnership between the Village, Friends of Bay Baseball, Inc. and the School District. Any changes to the baseball field would need to be agreed upon by both the Village and School District.

The seventh tennis court and basketball court were added in 2007 as a result of fundraising efforts by the Tennis Club. They received a generous donation of \$65,000 from the Montgomery Family Foundation.

The budget estimates that are part of the presentation have not been verified by Village staff and is considered to be in the conceptual level to engage with the Village Board ahead of the 2026 – 2031 Capital Improvement Project (CIP) Plan presentations. This concept will need to be weighed by the Village Board against competing priorities as part of the CIP process this summer. Village staff does not have capacity or expertise for the level of fundraising required for this project. These efforts would need to be led by interested community groups or a consultant.

If there is a desire to move forward with the concept following the CIP discussions then staff will need to complete additional analysis to better understand the capital and ongoing operating costs. Additionally, there will need to be more detailed discussions about the proposed Warming House layout and site plan (in partnership with the School District) as well as general operations, how rentals would be prioritized, rental fees, who would receive the revenue, etc. A fundraising plan would also need to be developed with clear benchmarks as to when work on the design and project would begin.

The Cahill Warming House presentation to the Village Board is informational only at this time and no action is required.

#### Policy Questions:

- Is the proposed use of the Cahill Warming House appropriate, and does the Board wish to further explore the suggested changes to the warming house, baseball field layout, and tennis courts?
- Given other capital needs within the community, what, if any, level of capital funding can the Village allocate to support this project?
- What fundraising benchmarks should be met before Village staff begin collaborating with stakeholders—including the School District—on developing plans for the Board’s consideration? The Village of Fox Point recently used a similar model, in which a nonprofit was tasked with raising \$4,000,000 in private donations for a swimming pool.

# Proposed Cahill Park Transformation: Three Phase Overview

Presented April 21, 2025

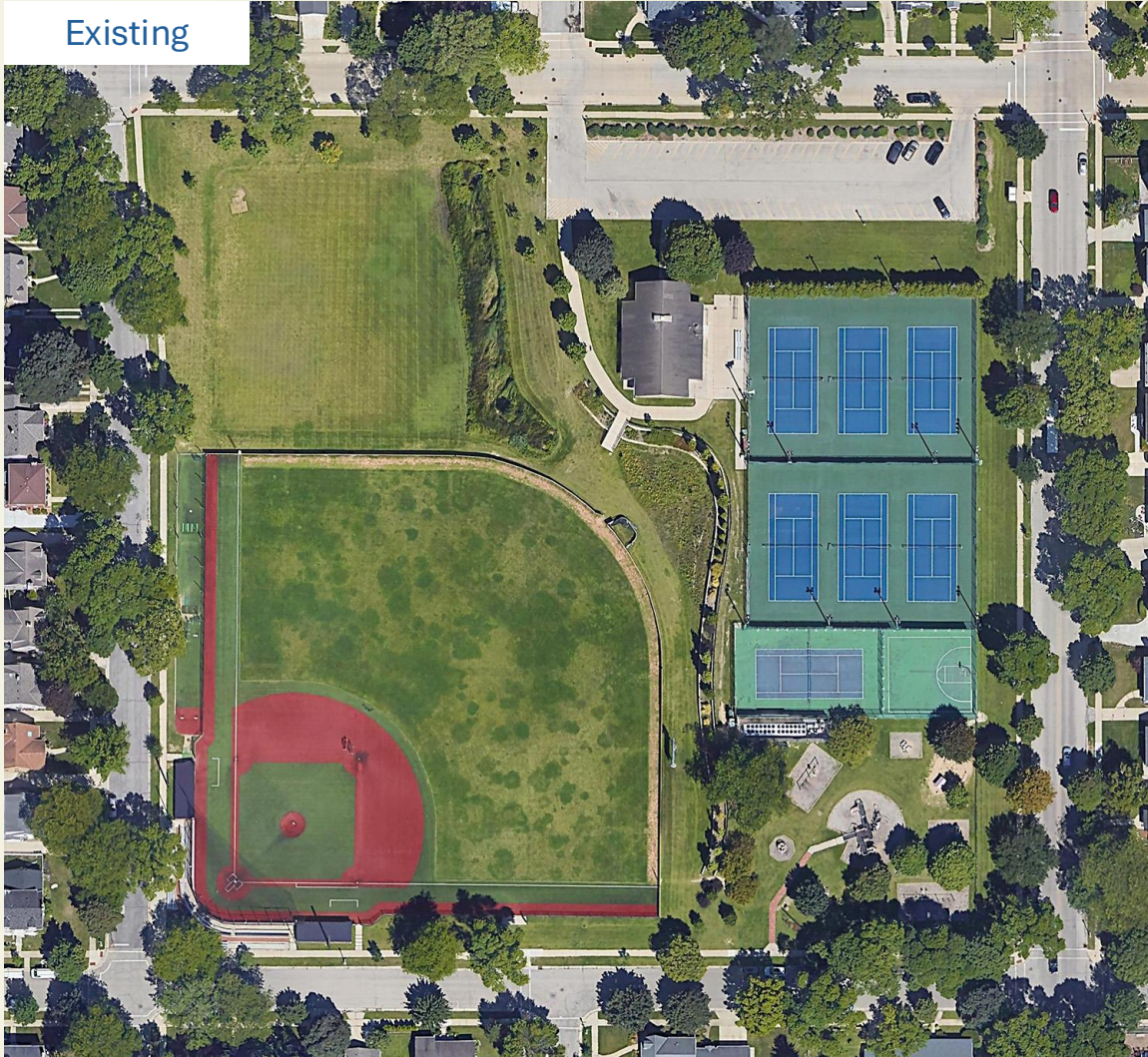
**Phase I - Warming House remodel** to Community Center  
Existing & Proposed Community Center rendering

**Phase II Baseball Field renovations**  
Existing & Proposed Baseball Field rendering

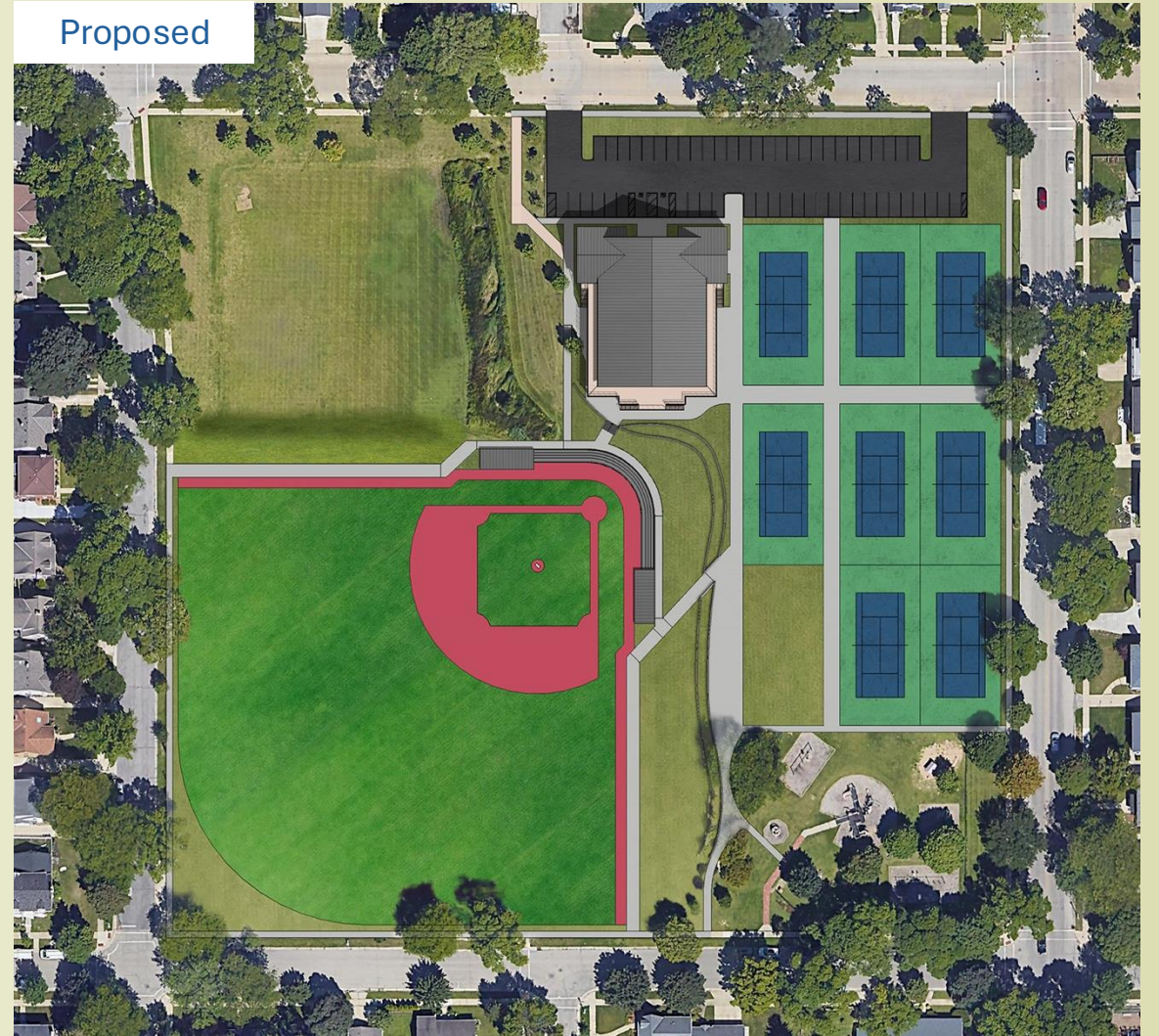
**Phase III Tennis Court renovations**  
Existing & Proposed Tennis Court rendering

# Aerial View – Existing & Proposed

Existing

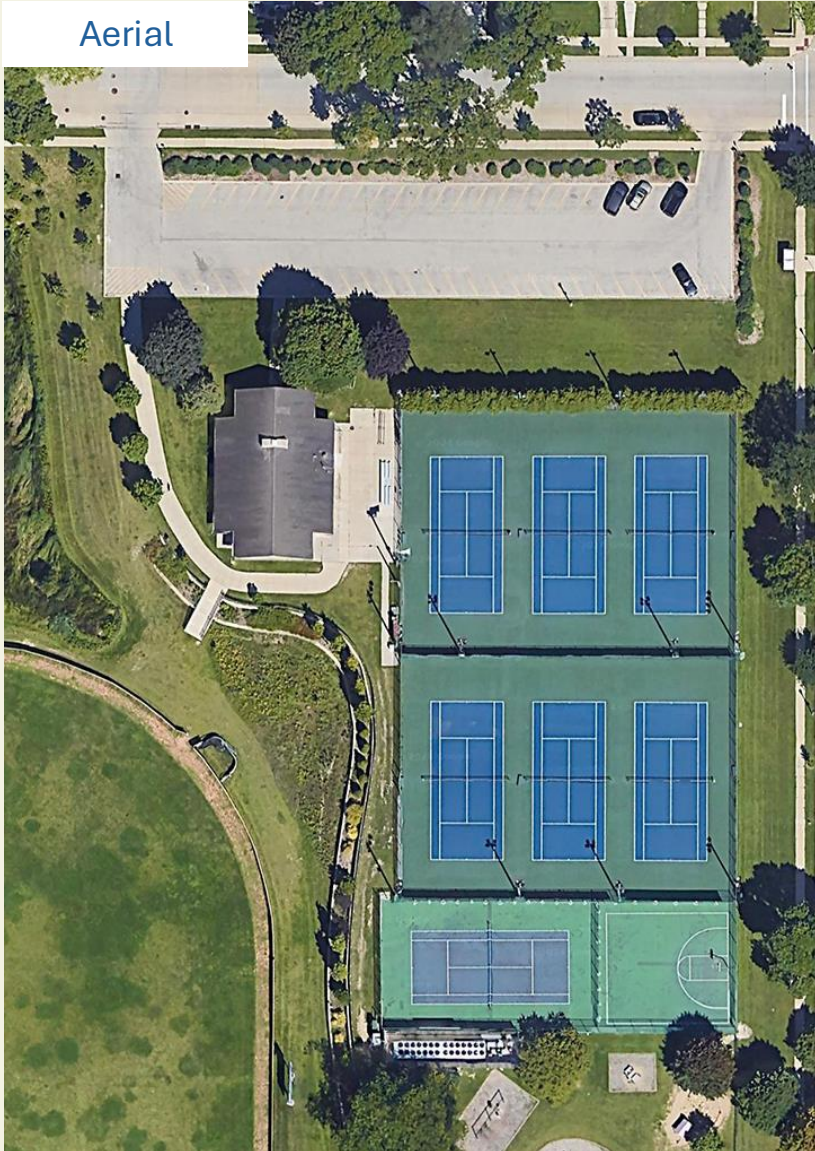


Proposed



# Phase I – Existing Warming House

Aerial



Entrance



Front/Tennis Courts Access



Tennis Court Adjacent



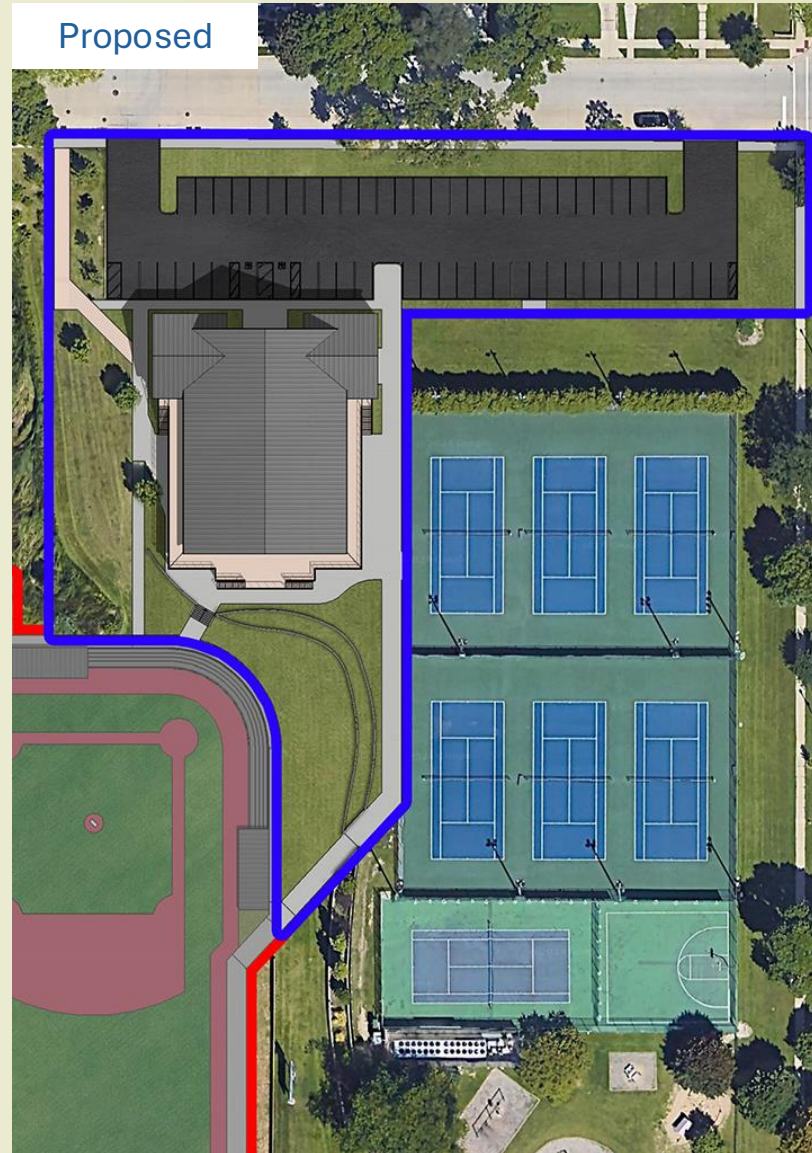
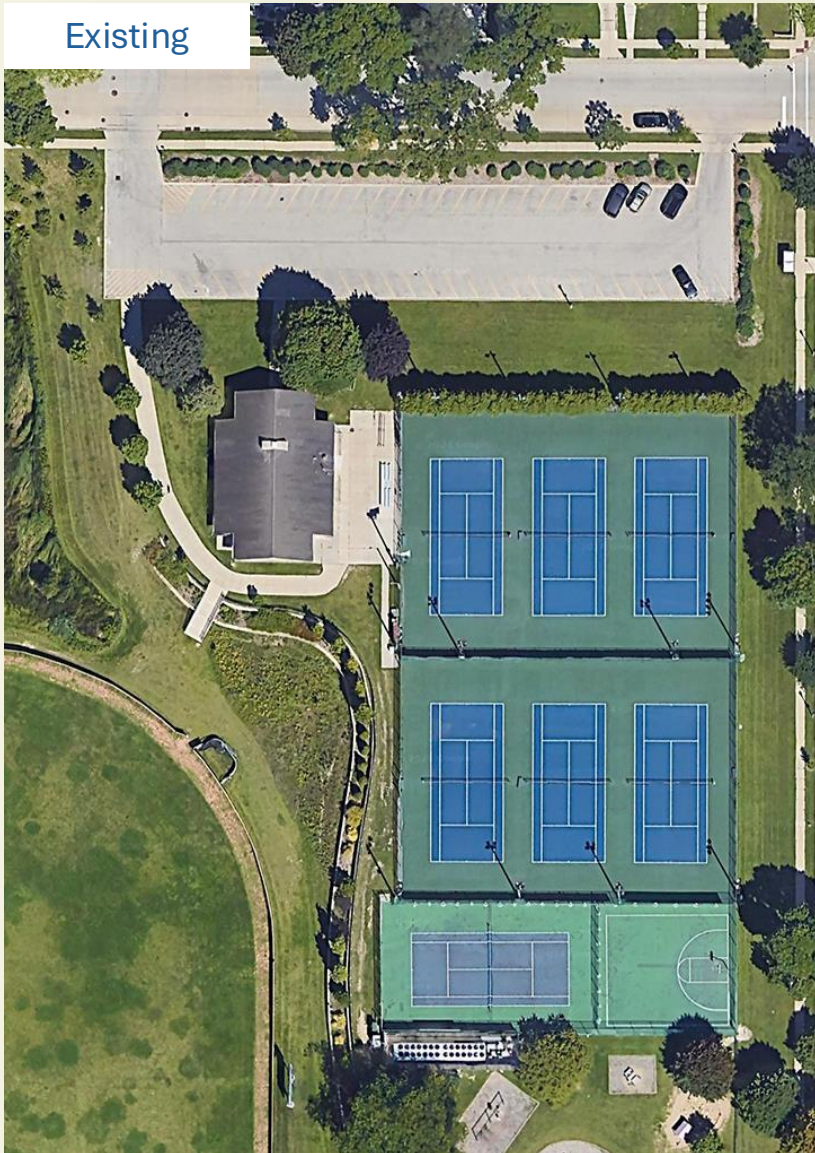
## Building functions:

- Voting place for Village of Whitefish Bay Wards 8, 10 and 12
- Available for event rental through Village of Whitefish Bay
- Provides some storage space for park amenities
- Men's and Women's restrooms for Cahill Park
- Outdoor covered patio
- Access to tennis courts and office/storage for Village Rec and High School programs, ex. Tennis

## Building upgrades proposed

- Concessions Area servicing Tennis events, Baseball events, and Community events (such as 'Green Day in the Bay')
- Indoor multiuse baseball training facility serving Whitefish Bay High School, Whitefish Bay Jr. Dukas Baseball (3<sup>rd</sup>-8<sup>th</sup> grade), and Little League programs
- Increased storage for voting, tennis and baseball equipment
- Additional office/storage capacity

# Phase I – Warming House remodel into Community Center

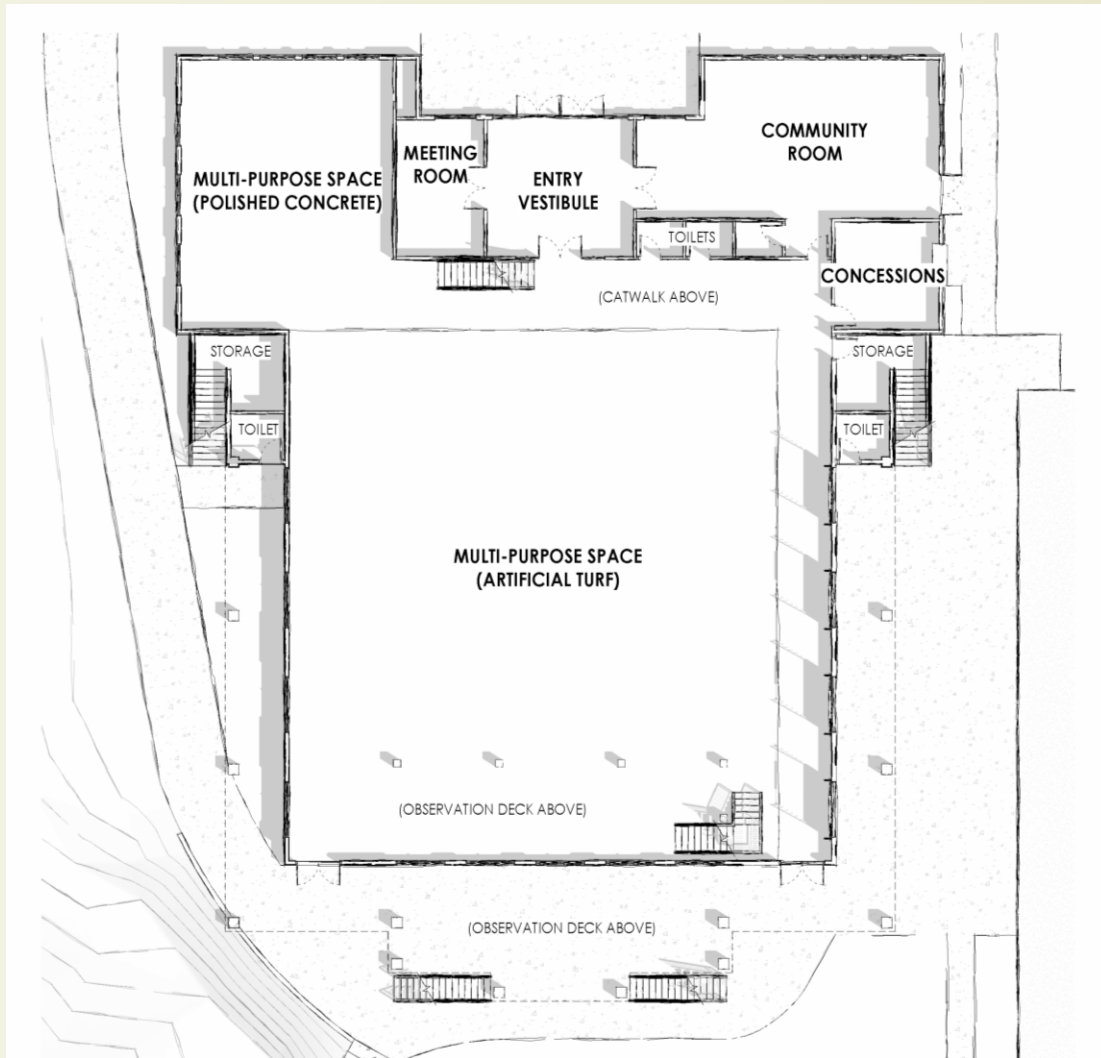


## Key design considerations:

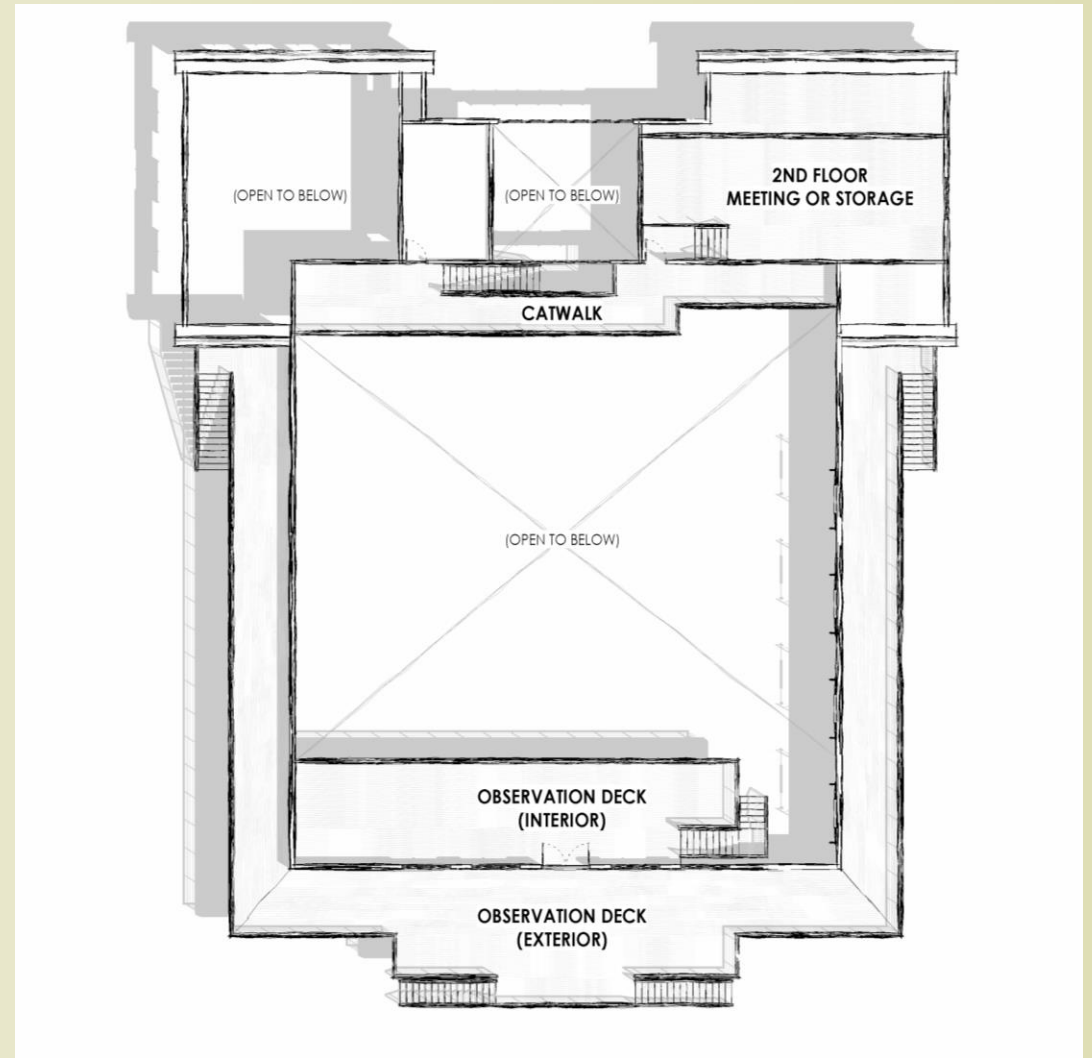
1. Proposed 10,500 sq/ft facility utilizes existing space
  - 2500 sq/ft space dedicated for community use
  - 8000 sq/ft space dedicated for indoor multi-use athletic fields
2. Centralized area supports all surrounding activities
3. Improved walking pathways and ADA accessibility
4. Community rooms for rentals
5. Ability to 'host' community events all year-round
6. Multiple Community Programs to be accommodated
7. Parking Lot & Accessibility Improvements:
  - (7) more spaces and segregated ADA pedestrian sidewalks and accessible entry/exit lanes for first responder and DPW vehicles

# Phase I – Proposed Building

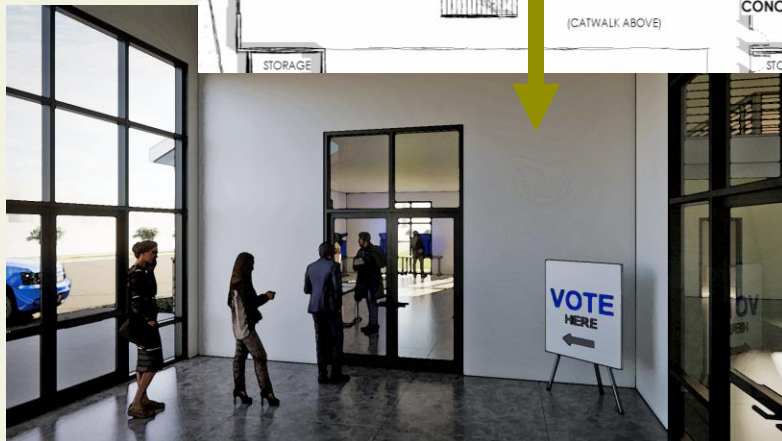
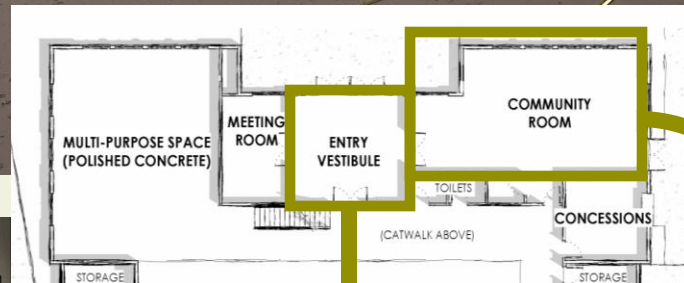
## First floor



## Second floor

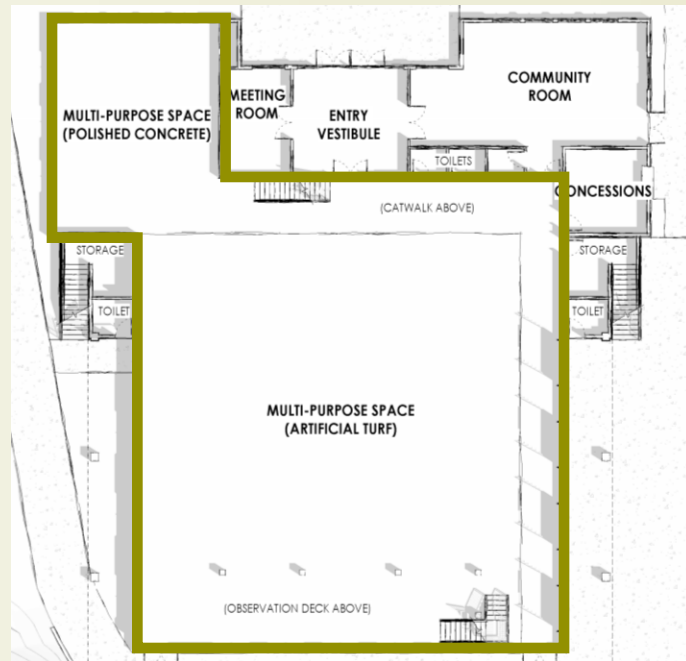


## Phase I – Architectural renderings



- Entry vestibule
- Meeting room
- Community room to accommodate and administer in-person voting
- Small office for administrative work
- Storage for tennis and voting equipment
- Concession food preparation and storage

## Phase I – Architectural renderings



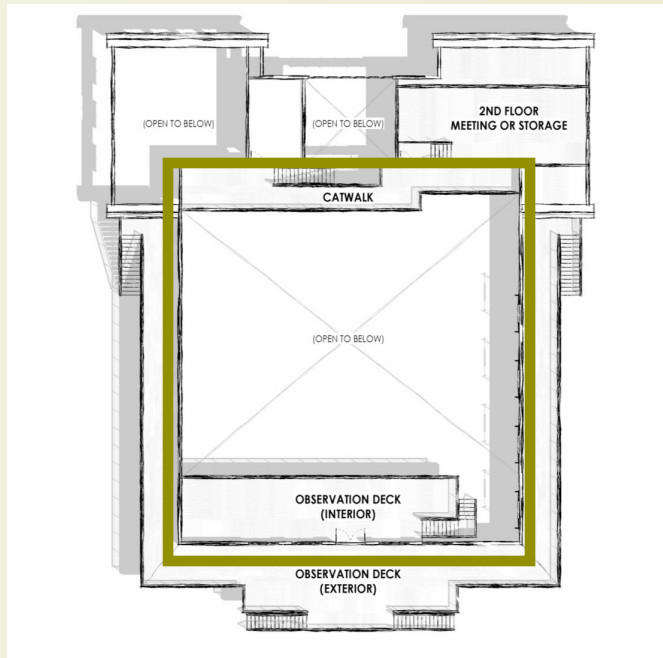
- Multi-purpose space with catwalk and garage doors
- Polished concrete 'communal surface' and artificial turf 'baseball surface'
- Access to second floor outdoor observation deck
- Multiple batting cages and pitching tunnels. Cages could be retracted to accommodate infield practice



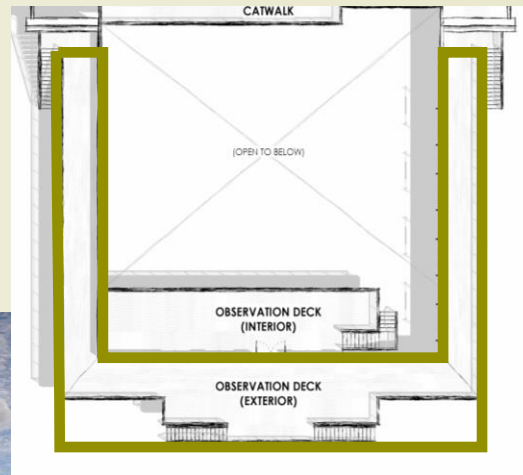
## Phase I – Architectural renderings



- Second floor interior
- Access to outdoor observation deck
- Multiple access stairs from first floor, indoor and outdoor



## Phase I – Architectural renderings



- Outdoor observation deck
- U-shaped, provides elevated east south and west views
- Access from interior and exterior

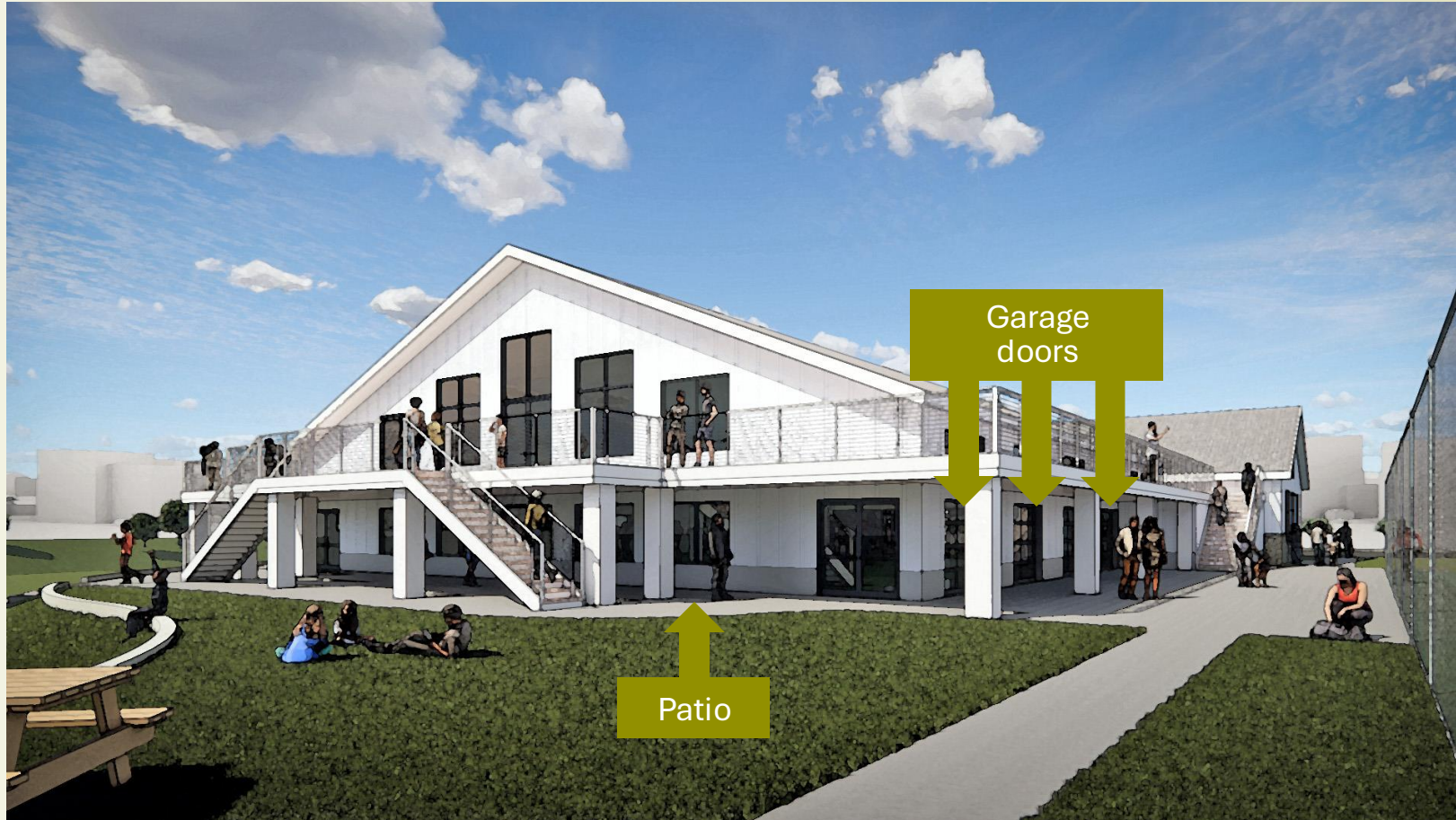


## Phase I – Architectural renderings



- North/West view facing tennis courts
- Restrooms that are accessible from outside and inside
- Concession stand window
- Stairs to viewing deck
- 2nd floor observation deck overlooks 'Championship (tennis) Court'

## Phase I – Architectural renderings

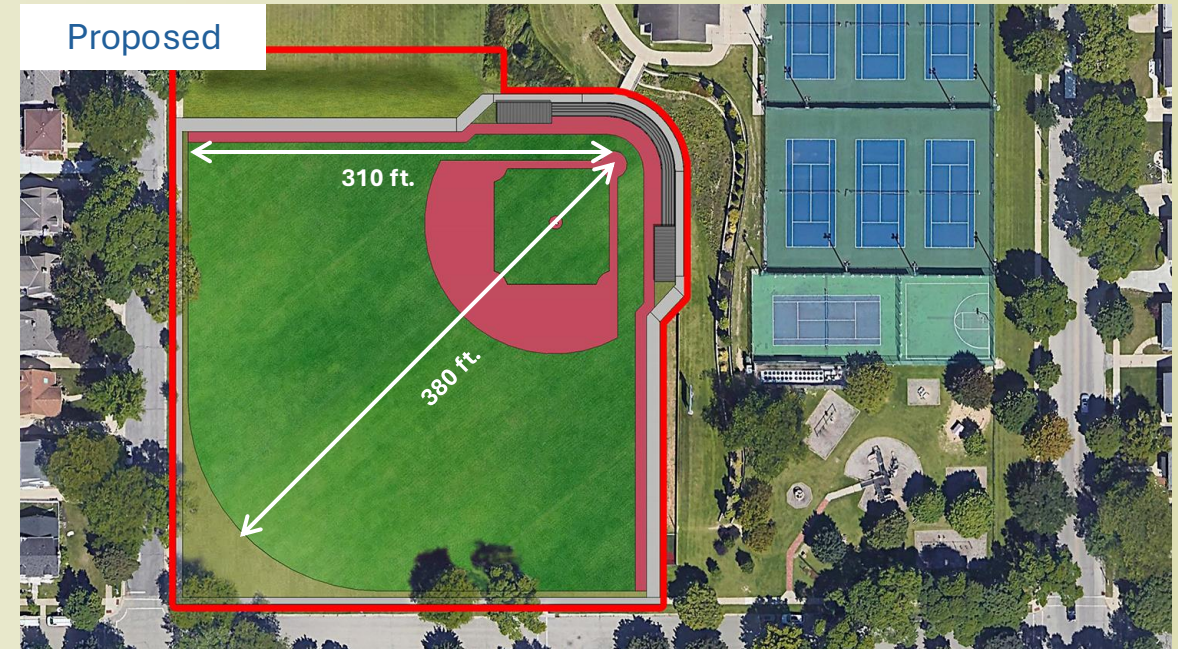


- Small patio area with chairs overlooking the beautiful park
- ‘Garage’ doors open in the summer.
- Multiple access to community center
- Stairs to viewing deck on East and West sides
- 2nd floor observation deck with beautiful elevated views of the baseball field, tennis courts and Whitefish Bay neighborhood

## Phase II – Baseball field renovations

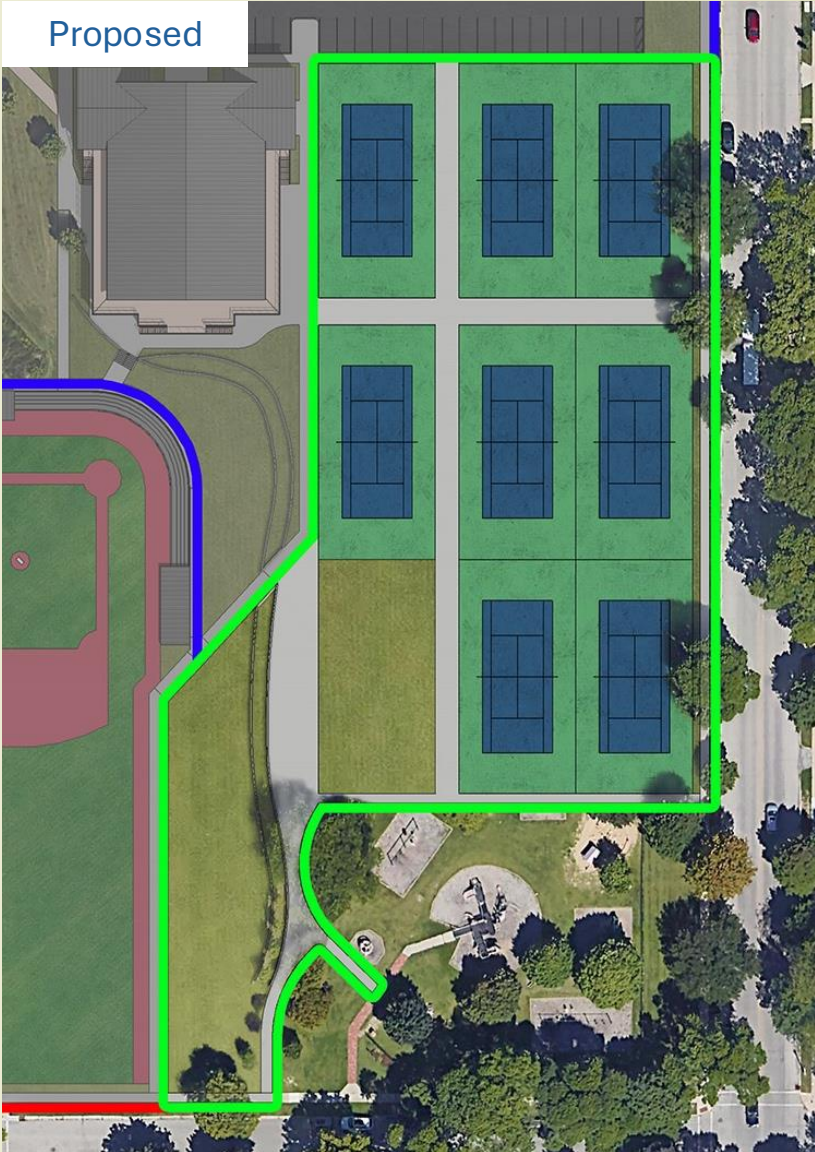
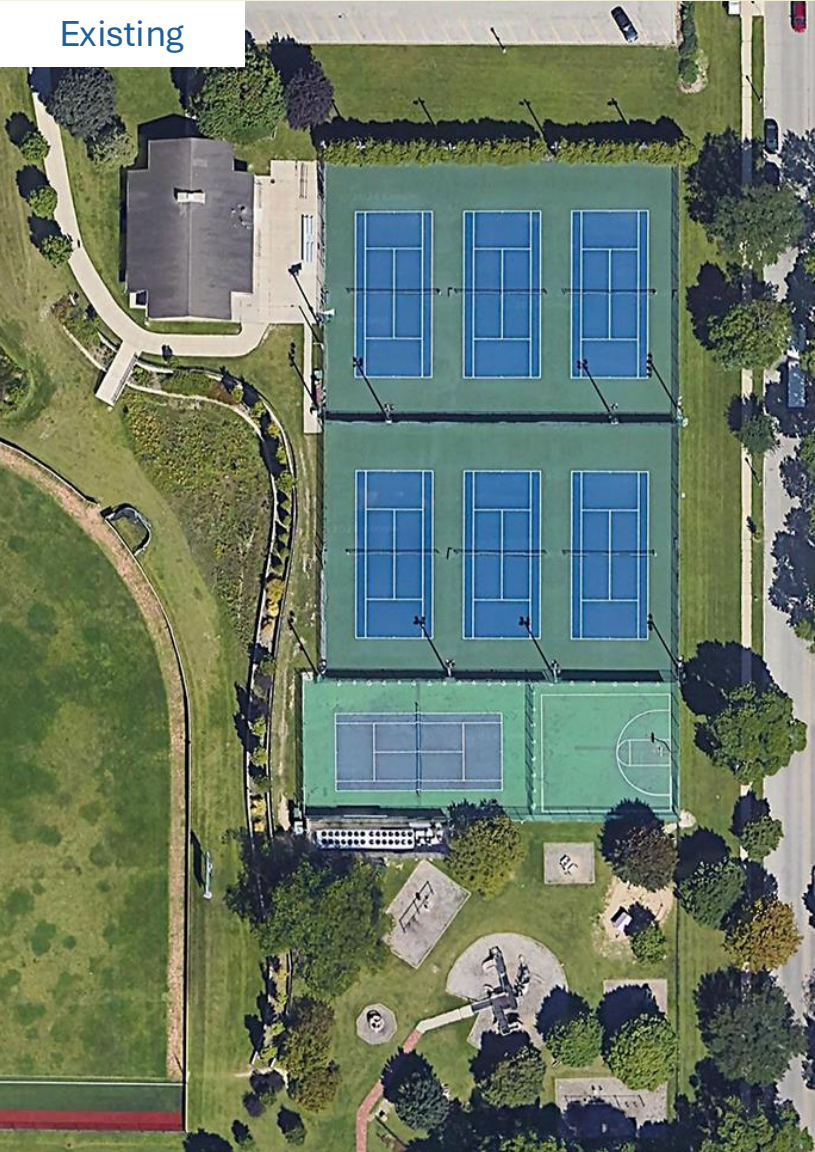


- Cahill Baseball Field reorientation (180° flip) will provide amazing elevated views
- Eliminate foul balls into neighbors' houses and cars
- Utilize existing public parking for events
- Lessen the need for on-street parking
- An additional youth field (200' dimensions) accommodates the needs of WFB Little League by allowing the field removable outfield fencing.



- Improve the centralized proximity to the concessions and bathrooms
- Improve street to field visibility and improved safety
- Eliminate the costly need for lawn care and canceled games by having an 'all-turf' field (ex. Maslowski Park in Glendale)
- Designated viewing areas, pathways and winter sledding berm added (first base line)

# Phase III – Tennis court renovations



### Key design considerations:

- 1. Enclosed/screened complex with Inter-court spectator area
- 2. Existing Tennis Courts in need of repair and modernization
- 3. Championship Court adjacent to community center
- 4. All courts aligned north/south following best design practices – court 7 is currently east-west and does not meet necessary dimensions (length or width)
- 5. Eight courts (accommodate high school eight match tennis meet), and allows hosting State Sectional tournament and Quads (4 team meets)
- 6. Improved Accessibility and Pathways

### Flex Green Space:

Full basketball court • Half basketball court + paved/grass space • Full grass space

### Paved/hardscape Space:

Permeable pavers to retain drainage and "green" elements • Additional permanent structure (pavilion/canopy/storage)

## Projected Phase Costs / Funding Commitments

### Projected Costs

- Phase I Warming House Costs – \$4M (quoted)
- Phase II Baseball Field Costs - \$2.5M (quoted)
- Phase III Tennis Courts Costs -\$1.5M (quoted)
  - Budgeting for maintenance and upkeep of facilities

### Funding Commitments

- \$40,000 in annual rent committed from Jr. Dukes Baseball which would pivot to the new Community Center
- \$1M dollars in pledged donations

## Additional Fundraising and Revenue Generating Considerations

- Privately financed development and launch of a centralized 'public' website that allows the supportive parties to donate to any of the (3) phases
- Rental Agreements for community space (for birthdays, banquets and more)
- Potential Memberships for Community Clubs use of the Facility
- Concessions Revenues (operated by WFBLL employees – 501(c)(3) non-profit)
- Gate Fees for High School and Team Events. With the new centralized location; event 'gate fees' are possible. (Ex.) Lubar Field charges for High School Football and Soccer games
- The Whitefish Bay Little League has proven to be a financially self-sufficient entity with a healthy community-elected board of fifteen and could add support to concessions & fields.
- The WFBLL operational support model would be replicated at Cahill and staffing would be provided for concessions.

## Additional Fundraising and Revenue Generating Considerations

- Annual School Parking Spot 'Raffle'
- Baseball sponsorships, sell banners on the baseball field, sponsor dugouts, baseball scoreboard
- Live streaming of baseball & tennis games
- Naming rights to sledding berm
- Naming rights to tennis courts and complex
- Public can give to a 'donors wall'
- Registration donations from WFBLL and Jr. Dukes families
- Corporate sponsors and donors
- Phase specific fundraising initiatives

**A NAMING RIGHTS SPONSOR**  
**SPONSOR \$10,000**  
 4 spots available  
 Majors Field • 1 spot available  
 Minors Field • 1 spot available  
 Pee Wee Field • 2 spots available  
 • Scoreboard Sponsorship  
 • Live streaming: continuous sponsored scoreboard visibility  
 • WFBLL.com banner ad  
 • **C** Outfield fence banner  
 • **D** Donor wall recognition  
 10K five-year commitment.  
 Paid in full, or 2K/year for five years.

**B SCOREBOARD SIDE PANEL SPONSOR \$1,000**  
 12 spots available  
 • Side-panel corporate sponsorship designation  
 • WFBLL.com banner ad  
 • **C** Outfield fence banner  
 • **D** Donor wall recognition  
 1K/year commitment.  
 Multiple panels may be purchased.

**C OUTFIELD FENCE BANNER \$500**  
 47 spots available  
 • 8'x3' vinyl banner displayed on outfield fence  
 • Annual commitment  
 • **D** Donor wall recognition  
 Pee Wee Field • 12 banner spots available  
 Minors Field • 15 banner spots available  
 Majors Field • 20 banner spots available  
 \$500/year commitment.  
 Multiple banners may be purchased.

**D DONOR WALL OF RECOGNITION**  
 All sponsors and donors  
 • 6'x4' sign will be displayed on the west side of the snack shack wall that provides the name of WFBLL supporters and sponsors

Example of naming sponsorship opportunities used by WFBLL for CCP



Whitefish Bay Community Leaders and Stakeholders,

On behalf of the Whitefish Bay Jr. Dukes Baseball Program, we wholeheartedly support and endorse the redevelopment of the Cahill Park Baseball Field and Warming/Community Center. Our players all live or attend school in the Village and are required to participate in the Whitefish Bay Little League. Redeveloping Cahill Park and transforming the Warming/Community Center into an indoor training facility would allow our players to effectively spend the vast majority of their baseball development and participation without having to leave the Village.

We currently have the privilege of hosting home games for our U13 and U14 teams at Cahill Park and would welcome the opportunity to continue contributing to the maintenance, care and development of Cahill Park. It is truly a wonderful resource for our program. While nearly every other community-based team plays on fields that require significant travel to reach their playing complex, many of our players show up for games on their bikes and scooters. The current plan would only enhance the experience for all of our players and their families.

The development of the Warming/Community Center would allow us to relocate our current headquarters and indoor training facility from Glendale to Whitefish Bay. We would much prefer to rent suitable space within the Village and to have our annual rent stay within the Village. Utilizing space that is centrally located within the Village would also ease the commute for our players and families.

Baseball has a long and proud tradition within the Village, a tradition that we are honored to support. Our program strives to continue developing talented baseball players with character and integrity that are equipped to succeed on and off the field. The proposed redevelopment of the Cahill Park Baseball Field and Warming/Community Center will unquestionably further our mission.

We fully endorse the proposed plan and believe it will greatly serve our program, our players, and the families of Whitefish Bay for years to come.

Should you have any questions or wish to discuss this matter in further detail, do not hesitate to contact me.

All the Best,

A handwritten signature in blue ink, appearing to read 'Tim Posnanski', written over a light blue rectangular background.

Tim Posnanski  
President  
Whitefish Bay Jr. Blue Dukes Baseball



To Whom it May Concern,

Speaking for the Whitefish Bay Baseball program, I want to wholeheartedly lend our support to the redevelopment of the Warming/Community Center and Cahill Park Baseball Field. The concept of a sparkling new, multi-purpose community center would be a welcomed asset and serve as a cornerstone of our village.

Additionally, any upgrades would undoubtedly benefit all three levels of our high school program, as there currently exists a tremendous need for a space for our athletes to train and work towards their lofty goals. Our players and staff members would take tremendous care of the property and work with all other stakeholders to ensure its long-term usage.

For WFBHS baseball specifically, the resources available to use would go towards off-season and in-season training, a space for team bonding activities and meetings, and ensuring Cahill Park is the most enviable high school baseball field in the state. Also, the ability to sell concessions, which is currently non-existent, would generate considerable revenue for continued investment in our student-athletes and the facility in general. Due to our inability to sell tickets or concessions, Whitefish Bay is not chosen to host WIAA baseball sectionals, an event which draws 500-1000 fans annually.

Of course, as part of our support, we would agree to work with all other college, youth, and little league programs in the area to ensure fair usage and that these programs compliment each other in using this space.

In summary, we envision this project not only serving as an avenue to promote baseball, a sport the community appreciates at a level unlike any other, but as an investment every Whitefish Bay resident can be proud of.

Respectfully,

Zach Hayes

Varsity Baseball Head Coach & 8th Grade Teacher, Whitefish Bay Middle School



To whom it may concern,

Representing the board of directors for Whitefish Bay Little League, I want to fully lend our support to the redevelopment of the Warming/Community Center and Cahill Park Baseball Field. We believe this project will provide a tremendous opportunity for the 500+ participants (grades K4 – 8<sup>th</sup>) of Whitefish Bay Little League to further and more deeply enjoy their baseball experience, forming lifelong memories of playing on the new field as well as watching the older WFBHS and UWM players our players dream of one day being.

The new field would allow for the use of a portable fence in the outfield, allowing Whitefish Bay Little League to play more games and also more easily reschedule rained out games. Our League believes deeply in the power of baseball to build community, develop skills, teach character, and create meaningful memories. The new Cahill Park Baseball Field will allow for more opportunities for this to occur. As is, we believe Whitefish Bay is fortunate to have one of the most popular and well-run youth baseball leagues in both the state and the country. Having more opportunities to let our kids play will serve to further enhance our great organization. The new field will also allow us to host Little League tournament state championship games; as is, we do not have enough regulation-size outfields in town to do so. This project will change that, allowing Whitefish Bay to enjoy the honor of hosting the games as well as earning additional revenue for our non-profit organization.

Additionally, the upgraded Warming House will allow for increased opportunities for all of our players to further develop their skills, satisfying a common request made by many parents of Whitefish Bay Little League players. As great as the baseball culture is in Whitefish Bay, practice space is unfortunately very limited for our teams. By providing access to our teams and players to hold practices in the new facility, as well as holding coaching and playing clinics led by professional coaches, we can further develop the skills of all players. Furthermore, the concessions stand will provide further employment opportunities for the many middle- and high school age children the league employs.

Finally, the upgraded meeting facility capabilities that will come with the new Warming House will allow Whitefish Bay to more effectively run league-wide meetings with our coaches and parents.

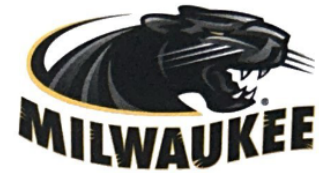
In summary, we envision this project as not only a means to promote baseball, a sport that brings together our community unlike any other, but as an investment that will allow us to better develop and grow all of the children who participate in Whitefish Bay Little League.

Warmest regards,



Michael Schwartz  
President, Whitefish Bay Little League

Intercollegiate Athletics



To Whom it May Concern,

On behalf of the UW-Milwaukee Baseball Program, I wanted to lend our support to the redevelopment of the Cahill Park Baseball Field and Warming/Community Center. Providing UWM baseball with a preferred option to utilize the Cahill baseball field and adjacent indoor training space would be a warmly welcomed resource for our program.

UW-Milwaukee is the only Wisconsin Division 1 baseball program, and our college campus is located approximately 2-miles from Cahill Park. We do not have a campus-based baseball field, nor an indoor turf facility for winter usage. The proximity of Cahill Park allows nearby baseball resources for our student-athletes. In our current situation, we must travel 30+ minutes to find any type of indoor turf space conducive to the requirements needed for our training.

In conjunction with the Cahill field and training center access, our players and program would be stewards of the property and work collaboratively with local Whitefish Bay community baseball programs to help further promote the game of baseball in the Village. Our student athletes can impact the youth programs and residents with their time and talents through lessons, mentoring, and connection.

Additionally, as part of our support, we would agree to work with the Whitefish Bay baseball programs to schedule our practices times during non-school hours, and during times that do not conflict with the high school, or any other WFB non-profit baseball programs. We understand that this facility is for the community and its entities first and foremost.

UW-Milwaukee Baseball also acknowledges that any additional revenue that would be generated by concessions revenues of our visitors to our games, would go directly back to the Village of Whitefish Bay to help finance the ongoing maintenance of the Cahill Baseball Field and (new) Warming House and Community Center.

Please reach out if you have any questions.

Respectfully,

A handwritten signature in black ink that reads "Shaun".

Shaun Wegner  
Head Baseball Coach  
University of Wisconsin-Milwaukee  
Email: sawegner@uwm.edu  
Cell: (414)265-8346