



Zoning Board of Adjustment Agenda  
Kenosha County Center, Conference Room A  
July 21, 2016

Notice is hereby given that a meeting will be held by the Zoning Board of Adjustment Committee on **Thursday, July 21, 2016 at 6:00p.m.** at the Kenosha County Center Conference Room A, 19600 75th Street, Bristol, Wisconsin on the following requests:

**1. KENOSHA COUNTY FAIR ASSOCIATION INC. - TEMPORARY USE PERMIT APPLICATION - TOWN OF SALEM**

KENOSHA COUNTY FAIR ASSOCIATION INC., PO Box 96, Wilmot, WI 53192-0096 (Owner), Tim Rasch, Scare-All Productions LLC, 5600 43rd Ave., Kenosha, WI 53144 (Agent), requesting approval of a temporary use (Section VII.B.12.36-5(a)(5): which states that all temporary uses require the Board of Adjustments to hear and grant an application in any district) to temporarily operate a seasonal commercial haunted house attraction in the PR-1 Park-Recreational Dist. on Tax Parcel # 67-4-120-303-1261, W ½ Section 30 T1 N, R19 E, Town of Salem. FYI – W side of CTH “W” (Fox River Rd.) appx. 0.2 miles north of intersection with 111th St..

Documents:

[SUBMITTED APPLICATION.PDF](#)  
[EXHIBIT MAP.PDF](#)

**2. TABLED REQUEST OF ARTHUR A. NABER & PAUL J. NABER - TEMPORARY USE PERMIT APPLICATION - TOWN OF WHEATLAND**

ARTHUR A. NABER & PAUL J. NABER, 3405 S. Brown Lake Dr. #3, Burlington, WI 53105 (Owner), Phillip Kirsch, 33130 73rd St., Burlington, WI 53105 (Owner/Agent), requesting approval of a temporary use (Section VII.B.12.36-5(a)(5): which states that all temporary uses require the Board of Adjustments to hear and grant an application in any district) to temporarily operate an agricultural tourism/event barn in the A-2 General Agricultural Dist. & C-2 Upland Resource Conservancy Dist. on Tax Parcel # 95-4-119-024-0300 & 95-4-119-023-0200, S ½ Section 2 T1 N, R19 E, Town of Wheatland. FYI – N side of 73rd St. at intersection with 332nd Ave..

Documents:

[SUBMITTED APPLICATION.PDF](#)  
[EXHIBIT MAP.PDF](#)

**3. CITIZEN COMMENTS**

**4. APPROVAL OF MINUTES**

**5. OTHER BUSINESS ALLOWED BY LAW**

## 6. ADJOURNMENT

### NOTICE TO PETITIONERS

The petitioners: Kenosha County Fair Association Inc. and Arthur A. Naber & Paul J. Naber shall be present at the hearing on Thursday, July 21, 2016 at 6:00p.m. at the Kenosha County Center, Conference Room A, 19600 75th Street, Bristol, Wisconsin. You should also meet with your Town Planning Commission and/or Town Board before the date of this hearing. Petitioners in the Town of Somers will meet with the Town Board of Appeals.

### NOTICE TO TOWNS

The Towns of Salem and Wheatland are requested to be represented at the hearing on Thursday, July 21, 2016 at 6:00p.m. at the Kenosha County Center, Conference Room A, 19600 75th Street, Bristol, Wisconsin. You are requested to either attend or send in your recommendation to the Board.



## TEMPORARY USE APPLICATION

RECEIVED

Owner: Kenosha County Fair Association Inc.

JUN - 1 2016

Mailing Address: PO Box 96

Kenosha County  
Planning and Development

Wilmot WI 53192-0096

Phone Number(s): 262-862-2621 DENISE ZICHEL

*To the Kenosha County Board of Adjustment:*

*The Kenosha County Board of Adjustments is required to hear and grant temporary uses by the language set forth in section 12.36-5(a)5 of the Kenosha County General Zoning and Shoreland/Floodplain Zoning Ordinance. The owner or assigned agent seeks approval of a temporary use permit.*

Parcel Number: 67-4-120-303-1261 Zoning District: PR-1

Property Address: 30820 111th Street Shoreland: Yes

Subdivision: - Lot(s): - Block: -

Current Use: Kenosha County Fairgrounds

### REQUIRED BY ORDINANCE

Section: VII. B. 12.36-5(a)5 -

To operate a seasonal commercial haunted house attraction on the grounds of the Kenosha County Fair. Certain buildings will be in use for the event. The Haunted House will be operating on specific dates and times listed with this paperwork.

Temporary Use being requested:

(Note: petitioner must attach a separate site plan drawing showing the layout of the intended use (stand(s), trailer(s), tent(s), container(s), signage, building(s), etc...) along with a business write-up describing dates of operation, hours of operation, parking, sanitation, employment, safety etc...)

**TEMPORARY USE APPLICATION**

The Kenosha County Board of Adjustments is authorized to hear and grant applications for temporary uses, in any district provided that such uses are of a temporary nature, do not involve the erection of a substantial structure, and are compatible with the neighboring uses and the Department of Planning and Development has made a review and recommendation. The permit shall be temporary, revocable, subject to any conditions required by the Board of Adjustment, and shall be issued for a period not to exceed twelve (12) months. Compliance with all other provisions of this Ordinance shall be required.

The burden will be on you as property owner to provide information upon which the board may base its decision. At the hearing, any party may appear in person or may be represented by an agent or attorney. You or your agent must convince the Board to make a ruling in your favor. The board must make its decision based only on the evidence submitted to it at the time of the hearing. The Board will not act on your request unless you or your agent is present.

(1) What would be the effect on this property, the community or neighborhood and the public interest if the temporary use was granted? How can these impacts be mitigated.

*These interests are listed as objectives in the purpose statement of an ordinance and may include: drainage, visual impact, parking and fire safety and building code requirements.*

See attached paperwork.

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*The undersigned hereby attests that the above stated information is true and accurate and further gives permission to Planning & Development staff and Board of Adjustment members to view the premises, in relation to the temporary use request made herein, during reasonable daylight hours.*

Owner's Signature: \_\_\_\_\_

Agent: Tim Rasch Signature: 

Agents Address: 5600 43rd Ave. Kenosha, WI 53144

Phone Number(s): 262-705-9555

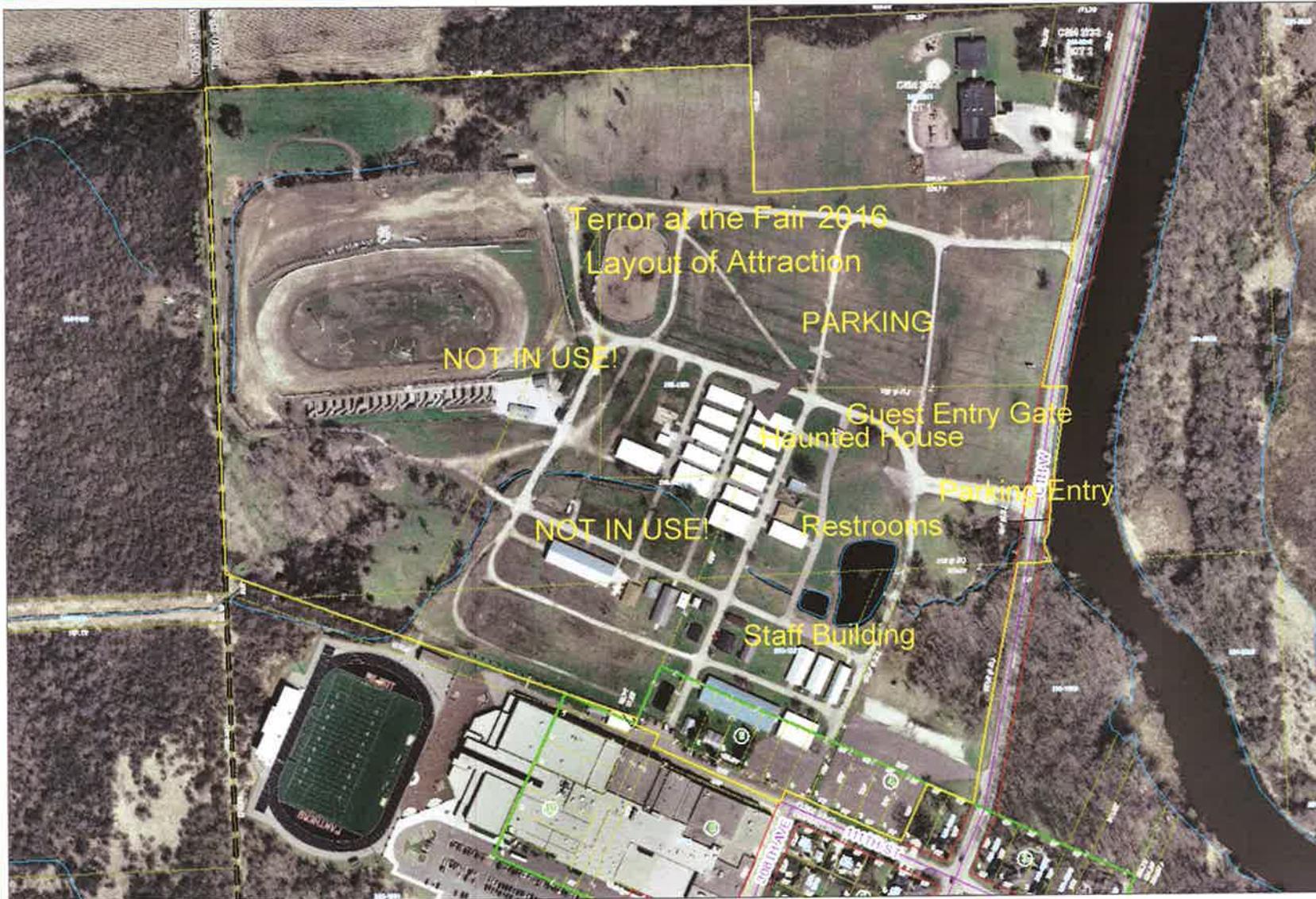
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# Site Plan of Operation



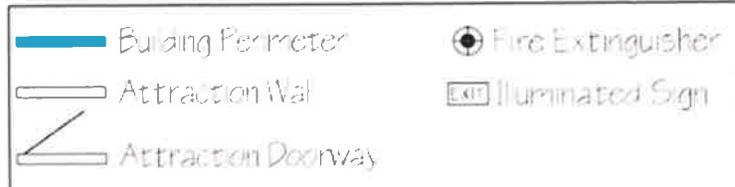
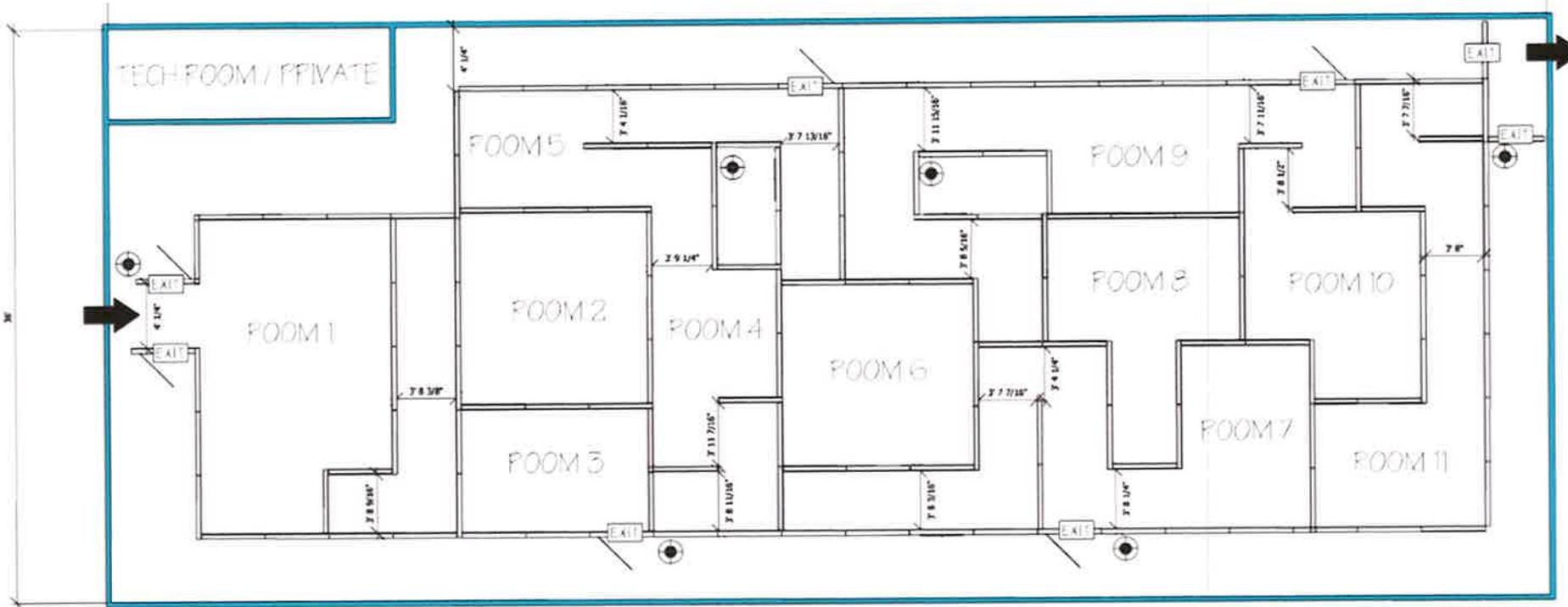
April 2010 Air Photo



1 inch = 250 feet

**DISCLAIMER** This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, data and information located in various state, county and municipal offices and other sources affecting the area shown and is to be used for reference purposes only. Kenosha County is not responsible for any inaccuracies herein contained. If discrepancies are found, please contact Kenosha County.

Date Printed: 7/9/2015



**GENERAL NOTES**

- 1) Maximum pile-to-occupancy is 10 people.
- 2) All egress doors are spring closing and non-latching.
- 3) All doors swing in the direction of travel.
- 4) Maximum egress distance is less than 200'
- 5) No dead end corridors.
- 6) All stairs and ramps are ADA compliant.
- 7) The manufacturing panels are fire-retarding.
- 8) All panels have a Class "A" flame spread rating.
- 9) All elevators are fire retardant.
- 10) All generators, including the battery back-up power.
- 11) All platforms and ramps are built to code.
- 12) All guest pathways, alleyways, and corridors are a minimum 36" wide.

**EVACUATION NOTES**

- 1) In the event of an emergency, the actors are trained to move to designated exit doors and escort patrons into the egress corridor.
- 2) Once the structure is clear, the staff moves to a designated meeting location outside.
- 3) All actors and staff are to be trained in the proper use of fire extinguishers.
- 4) All staff will be equipped with flashlight and carry their two-way radios.

The Descent Haunted Attraction  
Master Plan

## Summary of Operation

### The Descent Haunted House

We are seeking an approval for a "Temporary Use Permit" to operate a Halloween time Haunted House (aka Haunted Attraction). The Haunted House seeks to be located at the Kenosha County Fairgrounds. We will specifically be using the Rabbit Barn located on the North end of the property which is conveniently near the Main Entrance and the main parking lot.

#### Property:

Kenosha County Fairgrounds

#### Haunt Attraction Owners and Operators:

##### Scare-All Productions LLC

Timothy Rasch      262 705 9555

Sabrina Rasch      262 960 2671

Chris Pumala      262 434 0932

Meagan Smith      224 237 6661

To give you a brief description of our haunted house which goes under the title "The Descent," it will include set dressed rooms, hallways, scares, and startles, using actors and other industry special effects. Self guided groups will enter and navigate the haunt and exit through an opposed side from entrance.

The dates and hours of operations are listed as follows for the Temporary Use Permit.

- These hours are the Box Office hours. Last tickets will be sold no later than the scheduled close of the box office each night.

# OCTOBER 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1 7 - 11:30
2	3	4	5	6	7 7 - 11	8 7 - 11:30
9	10	11	12	13	14 7 - 11	15 7 - 11:30
16	17	18	19	20	21 7 - 11	22 7 - 11:30
23 7 - 10	24	25	26	27	28 7 - 11	29 7 - 11:30
30 7 - 10	31	1	2	3	4	5

Other aspects of note are parking, sanitation, employment, and safety, which the latter is of the utmost importance to us. But to cover the prior topics first, we'll start with parking.

- Parking will be in the designated in the lot located at the North end of the property.
- Parking will call for multiple attendees to watch over and maintain direction and flow of parking area.
- Parking area will also include waste receptacles placed to deter any or all litter.

Moving onto the sanitation aspects of the haunt and surrounding haunt area;

- Trash receptacles will be placed near areas where traffic is high. i.e : queue lines, main entrance, and bathrooms.
- Property will be cleared of any public or private trash each night of operation, during closing procedure.

Safety of the customers and employees is the top priority and concern of Scare-All Productions. Leaders will be put in charge of daily inspections in their areas of the haunted attraction. These inspections will ensure all aspects of the haunt are working properly and the patrons are safe entering. Staff will direct the flow of the patrons from start to finish, which begins with a greeter at the entrance and ends with an observer at the exit. Actors will be trained to keep a consistent flow throughout the haunt so not to create bigger groups or a the bunching of the guests.

Exterior of haunt:

- Security will be hired to observe the haunted house and if any crowd control issues arise.
- Queue lines will be clearly marked as to keep patrons in designated areas.

Interior of haunt:

- All building and fire codes will be adhered to and inspections done by the proper authority.
- Staff will be trained and shown where any and all exits are and the procedure for the quick extraction of all help and patrons from the haunted attraction.
- Exit signs will be placed throughout the attraction
- The number of patrons in each group will be limited for entry of the attraction.
- Interior walls and decor materials will be painted and coated with proper fire inspector approved flame retardant sprays and liquids.
- Fire extinguishers will be placed throughout the attraction. Staff will receive training for proper use.

- Emergency lighting will be placed throughout the attraction to ensure illumination.
- 2 way walkies will be used throughout the attraction to ensure quick communication if an emergency arises

**Kenosha County Fair Association, Inc.**  
**30820 111<sup>th</sup> Avenue / PO Box 96**  
**Wilmot, Wisconsin 53192**

**2016 Fair Grounds Use Agreement**

The Kenosha County Fair Association ("KCFA") agrees to rent the following portions of the grounds and facilities located in Wilmot, Wisconsin to Tim Rasch, Chris Pumala and Meagan Smith ("Tenant") representing and agents for Terror at the Fair in 2016:

1. **Dates of Rental:** September 30-October 1; October 7-8; October 14-15; October 21-23; October 28-30, 2016.

These buildings will be available for two Haunt Attractions. The buildings will be available to Terror at the Fair beginning September 3, 2016 for set up. September 30 and October 1 will be a "soft opening" for family and fair personnel with reduced hours. No access to the grounds will be available on Sunday's from 7AM – 2PM due to the Flea Market.

2. **Facilities Provided:** Rabbit Barn, North Restrooms, Entrance Building

3. **Compensation:** \$1,000.00 payable in full upon execution of agreement. In addition, the Kenosha County Fair will receive \$5.00 for the first 200 tickets and \$3.00 for every ticket sold thereafter. An accounting of ticket sales will be presented to the Kenosha County Fair each Monday following an event weekend.

4. **Miscellaneous Covenants:**

Tenant covenants and agrees:

- a. To clean restrooms each evening after event closing. To bag all garbage and deposit in a pre-determined location.
- b. To clear the buildings listed above and restore them to the original condition prior to November 13, 2016.
- c. To provide security as necessary on the Fair Grounds.
- d. To acquire all permits necessary to run this attraction and provide a copy to the Kenosha County Fair Association.
- e. To receive approval from the Salem Fire Department and provide evidence of such to the Kenosha County Fair Association. Upon all municipality approvals, the Kenosha County Fair Association will begin to promote the event on social media channels.
- f. Terror at Fair will be required to obtain a Conditional Use Permit from Kenosha County. Kenosha County Fair Association will require a copy of that permit upon receipt.
- g. To provide the Kenosha County Fair Association a Certificate of Insurance naming the Kenosha County Fair Association as additional insured. Total General Liability of \$1,000,000 per occurrence.
- h. There will be no subletting of the grounds without prior and specific approval from the Kenosha County Fair Association.

5. **Surrender Upon Termination:** Upon the termination of this Agreement for any reason, Tenant will remove Tenant's personal property and will surrender the grounds and facilities to KCFA in as good order and condition as the grounds and facilities were at the commencement of this Agreement. Personal property not removed by Tenant at the termination of this Agreement will be considered abandoned and KCFA may dispose of it as it deems expedient. Tenant is responsible for reimbursing KCFA for all expenses incurred by it in removing and disposing of the personal property together with all expenses incurred by it for repairing any damage to the grounds, facilities, or surrounding area upon Tenant's surrender.

6. **Attorney's Fees:** KCFA is entitled to collect from Tenant all actual attorney's fees and expenses incurred by KCFA in enforcing any of the terms and conditions of this Agreement or any other rights or remedies reserved by it.

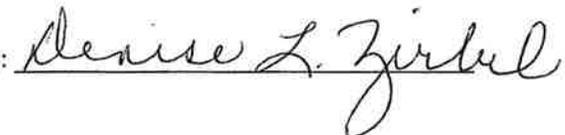
7. **Waiver of Liability; Indemnification:** Except for the gross negligence and wanton, willful, reckless, or intentional acts of KCFA or its agents, employees, directors, officers or servants, neither KCFA nor its agents, employees, officers, directors or servants will be liable, and Tenant waives all claims for damage to persons or property sustained by Tenant or its guests, invitees or employees, resulting from an accident occurring in or about the grounds and facilities, or any part thereof, or resulting from any act or neglect of Tenant. Further, Tenant will indemnify and hold KCFA harmless from and against all loss, cost, expense, and liability whatsoever (including KCFA's cost of defending against the foregoing, such cost to include actual attorney's fees) resulting or occurring by reason of Tenant's use of the grounds and facilities, or arising from any act of negligence of Tenant, its invitees, or agents in or about the grounds and facilities. This Section 7 shall expressly survive any termination or expiration of this Agreement.

WHEREFORE, the parties executed this Agreement on this 4<sup>th</sup> day of May, 2016.

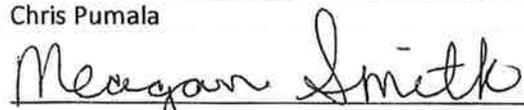
TENANT:

KENOSHA COUNTY FAIR ASSOCIATION, INC.:

  
\_\_\_\_\_  
Tim Rasch

By:   
\_\_\_\_\_

Chris Pumala

  
\_\_\_\_\_  
Meagan Smith

Please Print:

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Denise Zirbel, Fair Manager

30820 111<sup>th</sup> Street / PO Box 96

Wilmot, WI 53192

262-862-6121

fairmanager@kenoshacofair.com

Scare-All Productions LLC



Owners:

Timothy S. Rasch

Sabrina A. Rasch

Business Plan

6/1/2016

## Executive Summary

The name of the company is Scare-All Productions, LLC. The word “company” will refer to “Scare-All Productions LLC” throughout this business plan. The word “haunt” will refer to Scare-All Productions trade-name of “The Descent Haunted House,” throughout this business plan.

Scare-All Productions LLC is owned and operated equally 50% to 50% by “members” Timothy S. and Sabrina A. Rasch. Each owner has equal say/input in any decision making for the company. Most decisions will require both “members” to agree on operations.

Owner Timothy Rasch has lead managerial roles most of his working career. He has gained a great amount of knowledge in leadership and managerial skills due to this. He has also spent his life loving the Halloween and haunt industry. He has attended numerous haunts in his lifetime and has dedicated himself to the art of scare, how and why it works. He has also attended industry conventions to maintain the most current knowledge with-in the industry. He has taken in a vast amount of seminars and has read numerous books and magazines that the industry has to offer over the years. Timothy is always striving to learn more each day on how to operate a successful Haunted Attraction.

Sabrina Rasch is co-owner and through her marriage with Timothy has grown a love for the holiday of Halloween and the haunt industry. Currently a school teacher from day to day she has a love for kids and teenagers, which is a huge area of our target market. She relates to this demography very well and what they like or would want to see. With her leadership skills Timothy is teaching and training her everything he knows about the industry. Together they plan

to take Scare-All Productions to a much higher successful level and turn the company into their full time jobs. This goal is in hopes of 10 years or less.

The Descent Haunted House is the name of the over-all attraction that is produced by the company. This is a seasonal operation during the fall months, which will operate from late September to early November. Scare-All Productions LLC will operate the Haunted Attractions entitled “The Descent Haunted House & CarnEvil3d” These Haunted Attractions are scary, high fright Halloween season attractions. The staff and management that will operate The Descent Haunted House under the “company” are on a paid and select volunteer basis. Owners will recruit the most experienced individuals. We will seek individuals for our “company” that have a love for Halloween, haunted attractions, scaring people, and having a good time. Also, we will seek those with a background in the haunt industry and proper training techniques to operate a safe and successful Haunted Attraction. We look to offer a scary good time and look to become a permanent staple in the Haunted House and Attraction community surrounding Kenosha, WI. We want to leave the customer wanting to return numerous times in one season and also to return in future seasons to see what changes and new offerings have been made.

#### Business Description

Scare-All Productions LLC is a Limited Liability Company organized under the laws and statutes of the State of Wisconsin and the federal laws of the United States of America. The Descent Haunted House is Scare-All productions trade name for operation.

Scare-All Productions LLC'S Primary business office is located at the residency of 5600 43<sup>rd</sup> Ave Kenosha, WI 53144. This is a private residence used for the legal business operating purposes. Future plans are to have its' own physical office at a future location of the haunt or a

separate office location. The haunt is located at a different physical location than that of the registered ownership location. (This will be explained later).

The haunt operated by the company will include set dressed rooms, hallways, scares, and startles using actors and other state-of-the-art industry special effects. Self-guided groups will enter and navigate the attraction and exit on an opposed side from the entrance. The specific plan of The Descent Haunted House is to allow customers to enter into the building and move through different themed rooms and hallways while being scared by actors, animatronics, and scenery. Each of the rooms is themed to follow a storyline throughout the entire attraction. Each year updates and transformations will be made accordingly to customer needs and wants. The haunt industry is ever-changing and the way to scare people always evolves. To keep up on the changes “owners” and other volunteer staff of Scare-All Productions LLC will attend industry conventions and seminars to keep offering the latest new scares and to stay ahead of the local competition.

## Marketing

The competition in the area is limited. There are only 2 large haunted attractions within a 20 mile driving radius. (Abandoned Haunted House Complex Racine, WI, Dungeon of Doom Zion, IL) The population of the Kenosha is just over 100,000. This makes it a very large market for a successful haunted attraction to draw from. The target market for this attraction would be from teenagers to mid-30 year olds. Although haunted Attractions can and do cater to those older, who still seek the excitement and thrill of a good fright. “Younger audiences” are more prone to want the latest in new technologies and tactics. We would price our admission competitively.

The reason for this is to allow all age groups to be able to experience our haunt and want to return again and again. With the economy at a struggling point, offering a low competitive price will draw in not only the rich, but the middle and or even lower classes for a night of fear and fright.

Advertising will be done via our website (operated by “company” owners), social media (Facebook; Twitter), billboards, local radio commercials, tabloids, and possible television commercials. This will be broken down and determined by percentages based off the prior year profits and income on where to devote most of the marketing budget. Also, studies will be done on what means of advertising is most successful for the haunt and the company. Flyers and coupons are also great techniques that will be used at local stores, gas-stations and other outlet retailers. Promotions can also be run through local community sporting events, high schools, and middle schools. We will also offer student, military, and senior discounts either thorough-out the whole season or on specific specified dates. The reason for that is to attract more customers outside of our general target market.

To continue our growth each year and our exposure we will use methods to expand market area/s. These methods include:

- Customer contact in finding out their needs through market surveys and questionnaires
- Customer referrals
- Sales of souvenir t-shirts, magnets, bumper stickers, window clings, buttons, etc.
- Additionally adding complementary Products/Services and promotional giveaways such as tickets, t-shirts, VIP speed passes to enter quicker.

## Operations

Scare-All Productions LLC will operate The Descent Haunted House

Registered Owners and or Members of Scare-All Productions LLC are as follows:

Timothy Rasch 5600 43<sup>rd</sup> Ave Kenosha, WI 53144 cell: (262) 705-9555

Sabrina Rasch 5600 43<sup>RD</sup> Ave. Kenosha, WI 53144 cell: (262) 960-2671

The Haunted Attraction “The Descent Haunted House” is seeking operation at the Kenosha County Fairgrounds for 2016 and the years beyond.

If approved the haunt will be operating under a “Temporary Use Permit” each year at the Kenosha County Fairgrounds, under the approvals of the owners of the property or board, also the Town Board and Plan Commission and the approval of the Kenosha County Board of Adjustments. This permit will need to be renewed on a yearly basis if all goes well and operations continue into future seasons.

This location is ideal for the following reasons:

- Kenosha, WI is a constantly growing and expanding city and county, thus drawing in new residents and clientele every year
- Spacious land
- Slight drive from many local communities
- Close drive from other neighboring, very popular commercial Haunted Attractions.

(Abandoned Haunt Complex-Racine, Factory of Fear-Racine, Dungeon of Doom-Zion,

IL.) This will help draw in customers seeking a night of frights and traveling to numerous haunts in one night makes it easier and fun.

- Easily accessible from interstates and major highways and near-by cities.
- Limited close by neighbors. Thus making noise a smaller issue and a crowd less of a congestion problem.

The specific operations of the business is to get volunteers and paid help via a stipend system as actors for the first 5 years in order to build a clientele as well as capital that we are able to reinvest directly back into the business to create bigger and better attractions for the future years of the haunt. We will recruit the actors from the local high school and college drama programs and lastly those who have experience in the haunt industry.

Workers needed to operate The Descent Haunted House under the “company”;

- Managers/Lead-Crew
- Scare-Actors
- Trainers
- Make-Up Artists
- Security
- Ticket Window
- Parking Attendants
- Construction/Set Design/Maintenance

The equipment that is needed in order to operate the haunt is a large array of items. Which include everything from lumber to costumes. Items needed to operate are and can include lumber, paints, flame-retardant coatings, costumes, and make-up. Many scenic and important props with-

in the haunt are items that can mainly be constructed on the off-season by the management team and Set-Designers. The materials for construction and re-design of the haunt will be purchased with the proceeds and profits from the prior years' haunt season. We will strive to re-invest and re-design the haunt to suit the customer needs and wants and the ever changing haunt industry.

### Management

The management of Scare-All Productions and the haunt will be comprised of a general manager, financial manager, construction team, and marketing manager. The general manager is the owner of the business. The financial manager has a degree in accounting and will create the financial reports and budgets for the haunt and maintain these during the life of the company. The construction team is comprised of several workers with carpentry backgrounds to build the attractions on and off-site. Major on-site construction will begin in late August or early September to prepare for operation by end of September and pass all inspections needed. The reason for this is because the location will only be a seasonal location of temporary use. Thus all of the haunt will need to be disassembled and reassembled each season.

### Financial

Scare-All Productions LLC will maintain an electronic/computerized record of its' financial statuses through a computer software program. The Financial Manager will keep up with the records and handle all tax related procedures for the company and the haunt. They will have a degree in accounting or financial management as previously stated.

Our first year, we will be projecting to have at least 5,000 customers come through our haunted attraction. The price per customer is \$18.00 for entry to The Descent Haunted House. The coupons that we will offer will be \$3.00 off coupons. This will not allow the price to fall

below \$15.00 per person. With the allowance for discounts, the minimum projected revenue will be \$75,000 for year one. We will project to have a 20% increase in revenue for each year following. There will be a budget of \$10,000 reinvestment each year. This will be used to rebuild and recreate the props as well as add to the attraction. With these projections, by year five the gross revenue will be \$49,000.00

	Gross Revenue	Reinvestment	Balance
Year 1	Minimum \$75,000	10,000	\$65,000
Year 2	Minimum \$90,000 $((6000*20\%)+6,000)*\$15$	10,000	\$80,000
Year 3	Minimum \$108,000 $((7200*20\%)+7200)*\$15$	10,000	\$98,000
Year 4	Minimum \$129,000 $((8600*20\%)+8600)*\$15$	10,000	\$119,000
Year 5	Minimum \$167,400 $((9300*20\%)+9300)*\$15$	10,000	\$157,000

In this chart, we can see that there could be an overall revenue of \$89,500 after 5 years of operation after taking \$10,000 more per year for improvements and recreating the haunt.

### Critical Risks

The potential problem for The Descent Haunted House, operated by the “company” is that it is a short and seasonal operation. This will decrease the amount of exposure you are able

to have publicly on a day to day basis. There is a great risk of not being the biggest and best haunt in the area. Which can deter future customers as word of mouth is a very powerful advertising tool in this industry. The largest risk is the initial investment of the business. With this type of business, the entire haunt needs to be built before you will know whether it will be a success. Every haunted attraction is different. You will not know until after the first season whether the attraction is what the area is looking for or not. Although other local attractions may stand the test of time, each attraction offers a different event.

### Harvest Strategy

If the business were to begin to show signs of failure, the harvest strategy in this type of business is to auction off the items that are located in the attraction. We would be able to contact other haunt attractions to see if they would want to buy any of the items from the inventory. There are also conventions that you are able to sell these niche items.

In order to grow the business, you would be able to gain business partners from the same industry in order to have cross promotions. This could generate opportunities for a merging of companies to make one large entity. This could bring opportunities for more promotions for the customers. The customer would be able to purchase a ticket online for both attractions in one transaction.

### Milestone Schedule

At the beginning of September, the on-site construction will begin. This will continue until the end of September. At this time, all of the final touches and small details will be added to

the attraction and will be completed by end of September. After approval from local Fire Marshalls and other required inspectors, the grand opening will be either the final weekend of September or first weekend of October each year. The attraction will be open each Thursday, Friday, and Saturday in October as well as October 31<sup>st</sup>. The actor auditions will take place in the months of July and August each year.

END

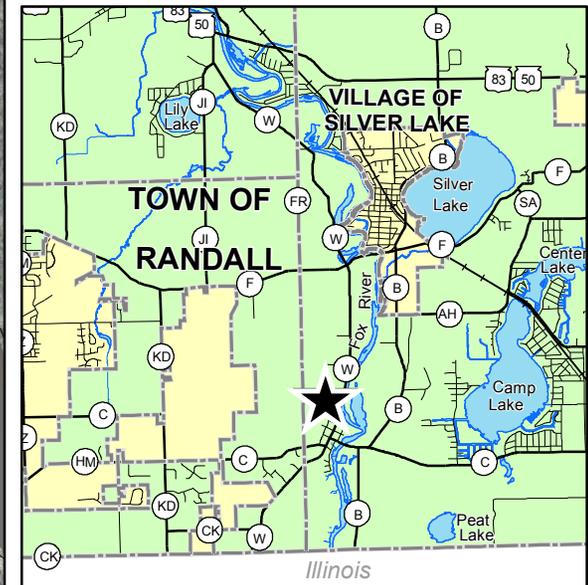
TEMPORARY USE SITE MAP

PETITIONER(S):  
 Kenosha County Fair Association  
 Inc. (Owner), Tim Rasch, Scare-All  
 Productions LLC (Agent)

LOCATION: W 1/2 of Section 30,  
 Town of Salem

TAX PARCEL(S): #67-4-120-303-1261

REQUEST:  
 Requesting approval of a temporary use (Section VII.B.12.36-5(a)(5): which states that all temporary uses require the Board of Adjustments to hear and grant an application in any district) to temporarily operate a seasonal commercial haunted house attraction in the PR-1 Park-Recreational District.



1 INCH = 400 FEET





# COUNTY OF KENOSHA

January 2013

Department of Public Works & Development Services

## TEMPORARY USE APPLICATION

RECEIVED

Owner: Arthur A. Naber & Paul J. Naber

APR 19 2016

Mailing Address: 3405 S. Brown Lake Drive, #3

Burlington WI 53105

Kenosha County  
Planning and Development

Phone Number(s): 262-206-9910

*To the Kenosha County Board of Adjustment:*

*The Kenosha County Board of Adjustments is required to hear and grant temporary uses by the language set forth in section 12.36-5(a)5 of the Kenosha County General Zoning and Shoreland/Floodplain Zoning Ordinance. The owner or assigned agent seeks approval of a temporary use permit.*

Parcel Number: 95-4-119-024-0300 Zoning District: A-2

Property Address: 33202 73rd Street Shoreland: Yes

Subdivision: - Lot(s): - Block: -

Current Use: Ag., Residential, Undeveloped

### REQUIRED BY ORDINANCE

Section: VII. B. 12.36-5(a)5 -

Temporary Agricultural Tourism / Event Barn

Temporary Use being requested:

(Note: petitioner must attach a separate site plan drawing showing the layout of the intended use (stand(s), trailer(s), tent(s), container(s), signage, building(s), etc...) along with a business write-up describing dates of operation, hours of operation, parking, sanitation, employment, safety etc...)

**TEMPORARY USE APPLICATION**

The Kenosha County Board of Adjustments is authorized to hear and grant applications for temporary uses, in any district provided that such uses are of a temporary nature, do not involve the erection of a substantial structure, and are compatible with the neighboring uses and the Department of Planning and Development has made a review and recommendation. The permit shall be temporary, revocable, subject to any conditions required by the Board of Adjustment, and shall be issued for a period not to exceed twelve (12) months. Compliance with all other provisions of this Ordinance shall be required.

The burden will be on you as property owner to provide information upon which the board may base its decision. At the hearing, any party may appear in person or may be represented by an agent or attorney. You or your agent must convince the Board to make a ruling in your favor. The board must make its decision based only on the evidence submitted to it at the time of the hearing. The Board will not act on your request unless you or your agent is present.

(1) What would be the effect on this property, the community or neighborhood and the public interest if the temporary use was granted? How can these impacts be mitigated.

*These interests are listed as objectives in the purpose statement of an ordinance and may include: drainage, visual impact, parking and fire safety and building code requirements.*

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*The undersigned hereby attests that the above stated information is true and accurate and further gives permission to Planning & Development staff and Board of Adjustment members to view the premises, in relation to the temporary use request made herein, during reasonable daylight hours.*

Owner's Signature: \_\_\_\_\_

Agent: Phillip Kirsch Signature: P. Kirsch 4-19-16

Agents Address: 33130 73rd Street, Burlington WI 53105

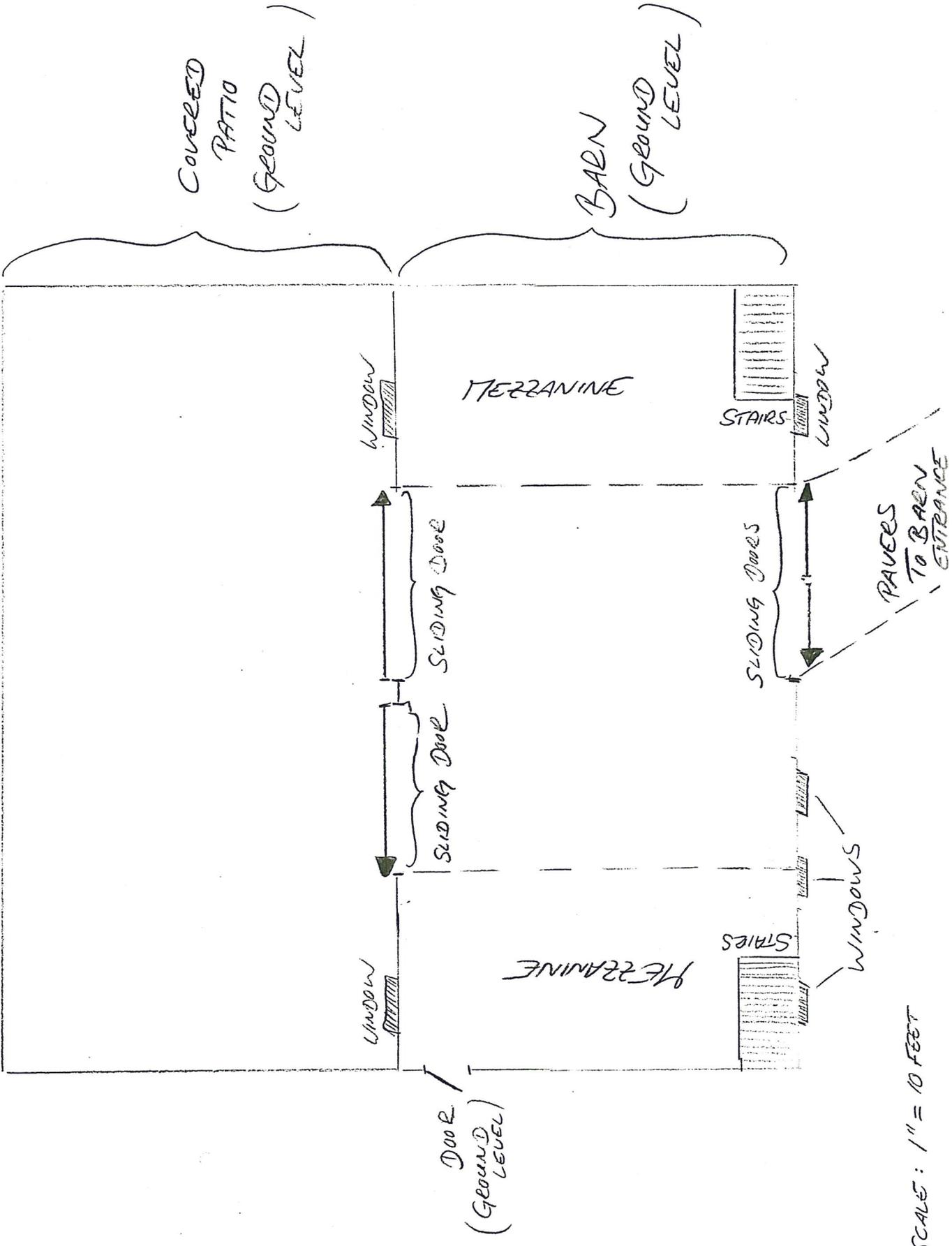
Phone Number(s): HM: 262-537-2600 C: 847-721-9120

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33202 73RD ST WHEATLAND  
JOANNA + PHILLIP KIRSCH  
APRIL 4 2016

# BARN SKETCH



APPROX. SCALE: 1" = 10 FEET

## **Temporary Use Permit Narrative**

### **Spring Valley Farmstead, LLC**

### **April, 2016**

Spring Valley Farmstead is a planned 61 acre farm located in the town of Wheatland on the east side of New Munster Wildlife Area and north side of 75<sup>th</sup> Street and 73<sup>rd</sup> Street. The farm consists of a continuous block of land with two addresses: approximately 22.8 acres at 33202 73<sup>rd</sup> Street where the barn, fields, and woods exist and 38.39 acres at 33130 73<sup>rd</sup> Street where the owner's home and additional cropland and woods are located. The farm is owned and operated by Phillip and Joanna Kirsch (after close of accepted offer to purchase 33202 73<sup>rd</sup> St). The farm is made up of approximately 40 forested acres and 12 to 18 tillable acres. The farm produces Christmas trees, corn and soybeans, along with an assortment of produce such as pumpkins, squash and gourds. The purpose of Spring Valley Farmstead (SVF) is to share an agricultural, educational, and recreational experience with the community and public. SVF will utilize existing farm buildings and land in conjunction with new projects. SVF will strive to provide the safest environment as possible for its users. None of the land will be taken out of agriculture production.

Zoning: The farm is zoned A-2 General Agricultural, C-1 Lowland Resource Conservancy, and C-2 Upland Resource Conservancy.

Hours of operation: For the year 2016, the anticipated hours of operation will be from 10:00 a.m. to 6:00 p.m. Certain nighttime activities may be desirable to the public and could be implemented as well. Nighttime activities would be extended until 11:00 p.m. Examples of nighttime activities are bonfires, a haunted corn maze, or a wedding reception.

Days of operation for Seasonal Ag Recreation Activities: Starting in 2016, the days the operation will be open would be Friday through Sunday, beginning in September (September 2) through the last full weekend in October (October 30). This would be 27 days total. If customer demand is high, the days open for each week would be extended from Monday through Sunday.

Starting in 2017 the farm will be available from May through October for use in farm venue activities.

Days of operation for Christmas Trees: Starting in as early as 2020 "choose and cut" Christmas trees will be available in the outlined nursery area (in green outline). Days that SVF will be open for Christmas activities will begin the first Friday after Thanksgiving and continue from Friday through Sunday until Christmas.

Employees: It is anticipated that in 2016, 5-7 part-time employees will be needed for day to day operations of the farm. Depending on the success of the farm more employees will be added to better serve the customers.

Anticipated volume of customers: In 2016, it is anticipated that there will be less than 200 people per day. The success of the farm will create the potential for more customers per day in the future.

Parking/Driveways: Parking for the public will be located on the northwest side of the old farm house, and east of the old farm house through to the east driveway (see appendix A). Overflow for cars could be handled by parking on east corner of the southeast field. There will be a separate ingress and egress. Three driveways currently exist in the southeast of the farm on 73<sup>rd</sup> Street. There is an existing driveway (middle driveway) leading to the barn and old farm house (labeled driveway A), and another driveway located to the east of driveway A that runs along the east side of the property and going to the owners residence (labeled driveway B). The third driveway is to the west of driveway A and enters the southeast field (labeled driveway C). Driveway A will be the entrance for the public, and driveway B will be the exit. Driveway C is the exit if the overflow area is used. Parking will occur in grassy area/alfalfa field with room to be modified as needed. (Refer to the site map). This area will be farmed the rest of the season. Parking for employees will be adjacent to public parking. Handicap parking will be available closer to the farm (refer to the site map).

Traffic: Much of the anticipated traffic will be coming from JI onto 73<sup>rd</sup> Street and then entering the property.

Buildings: There is an old house on the farmstead that will not be occupied. We do not intend to live in it. It will be used for storage.

Outbuildings: There is a traditional Wisconsin red barn which will be used for our planned activities. There are two other wooden sheds, both of which will be used in the farm operation.

Outdoor storage: Wagons and farm produce will be outside as determined by the seasons.

Outdoor activities: Examples of outdoor activities within the outdoor activity area on the site map plan (in blue outline) are a corn maze, pumpkin patch, farm animals, educational displays, hay rides, and picnic area. The proposed activity area encompasses the approximate 2 acre farmstead and an additional 2-3 plus acres to the west and north of the farmstead as needed. **The described area will be where the majority of activities take place but the whole property will be encompassed in the Use Permit.** Please refer to the comprehensive list of potential fall activities on the attached appendices (B and C).

Indoor activities: Part of the barn will be used to display and market produce and related farm products. The barn will be available for agricultural entertainment activities from May through October.

Special Events: There is the potential to host special events on the farm. Examples would be weddings, barn dances, or corporate meetings. Most of these events would take place in the barn.

Outdoor lighting: The farm currently has a yard light on the north side on the barn and north west side of the house. Additional lighting will be added on the outside of the barn as needed. Temporary lighting may be added in the parking area for safety as needed. Any lighting that is added would be dark sky lighting.

Trash removal: A dumpster will be on site, as needed. Trash cans will be placed in appropriate areas such as picnic areas and activity areas. Trash items will be screened from the public as much as reasonable.

Public hygiene: Portable toilets and hand washing stations will be available to the public during the days of operation. Toilet facilities will be separated and screened from farm activities.

Proposed signs: An informational sign will be near the driveways along 73<sup>rd</sup> Street. Entrance/exit signs will be placed by appropriate driveways to control traffic to the parking area on the site plan. Any signs would be placed outside of the right-of-way and would not block any field of view to pose a safety concern.

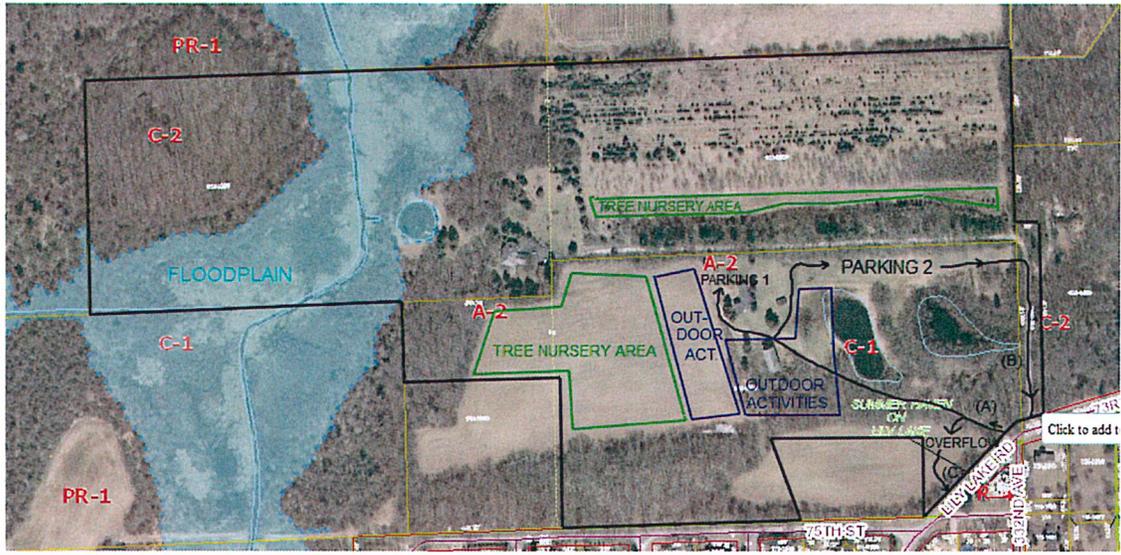
Noise: The operation does not intend to use loud speakers or amplify noise in any way. The operation does not foresee the activities causing unreasonably loud noise levels. In the case of special events there may be extra noise enclosed within the barn. An example of such noise would be music for a wedding.

Public Safety: First aid kits and fire extinguishers will be on-site. An emergency plan will be in place prior to commencing activities. Emergency vehicles will use Driveway A to enter. Adequate insurance will be in place to protect the users and owners of Spring Valley Farmstead.

Public Services: Public services should not be needed except for in the case of an emergency.

# Appendix A

## Site Map Plan



## **Appendix B**

### Examples of potential 2016 Activities

Hayride to pumpkin patch

Corn sand box

Sand box/sand box with tire play set

Animal feeding/petting: farm animals to include goats, chickens, rabbits, pigs, sheep, cows, horses, additional animals

Swings / tire swings

Balance beam - a log close to the ground half-buried

Slides

Pedal carts/trikes and tracks

Bouncy horses / bouncy house

Straw stacks/forts

Play set

Farm yard games - Cornhole toss, bolotoss, etc.

Educational tour of the farm / educational displays

Refreshments / food items

Sale of farm's produced goods (pumpkins, gourds, squash, Indian corn, crafts, honey, jelly, etc)

Cutout figures/photo opportunities

Culvert/hamster wheels

Bonfires

Archery shoots / archery practice

Weddings / wedding receptions

Deck of barn

## **Appendix C**

### Examples of potential 2017 and beyond activities

Lookout/telescope

Face painting

Pumpkin painting/carving

Teeter totter

Merry-go-round

Haunted woods/haunted corn maze

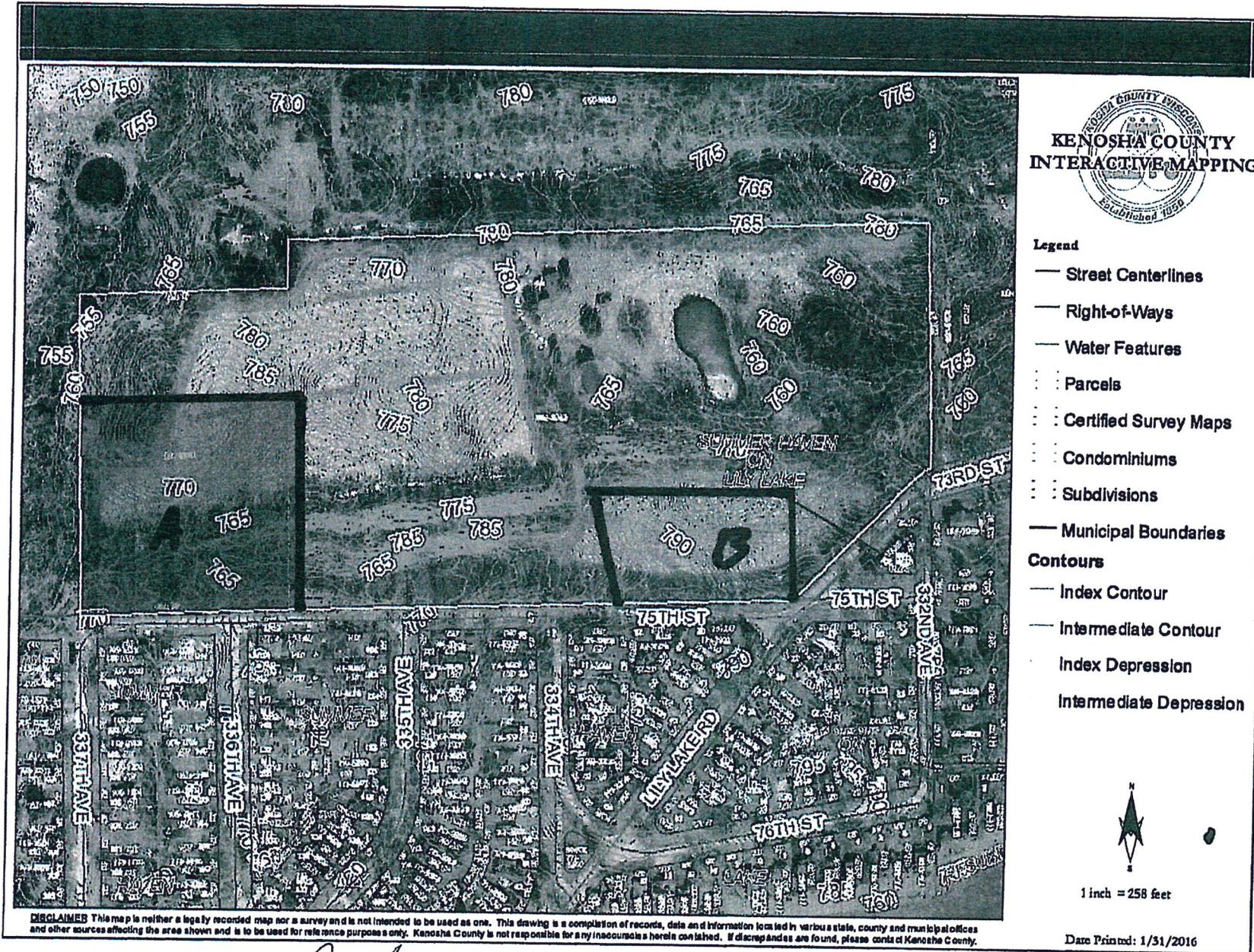
Tree house

Pumpkin cannon/corn cannon/pumpkin slingshot

Giant pillow

Hiking trails

# ATTACHMENT B



- Legend**
- Street Centerlines
  - Right-of-Ways
  - Water Features
  - ⋯ Parcels
  - ⋯ Certified Survey Maps
  - ⋯ Condominiums
  - ⋯ Subdivisions
  - Municipal Boundaries
- Contours**
- Index Contour
  - Intermediate Contour
  - Index Depression
  - Intermediate Depression



DISCLAIMER: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, data and information located by various state, county and municipal offices and other sources affecting the area shown and is to be used for reference purposes only. Kenosha County is not responsible for any inaccuracies herein contained. If discrepancies are found, please contact Kenosha County.

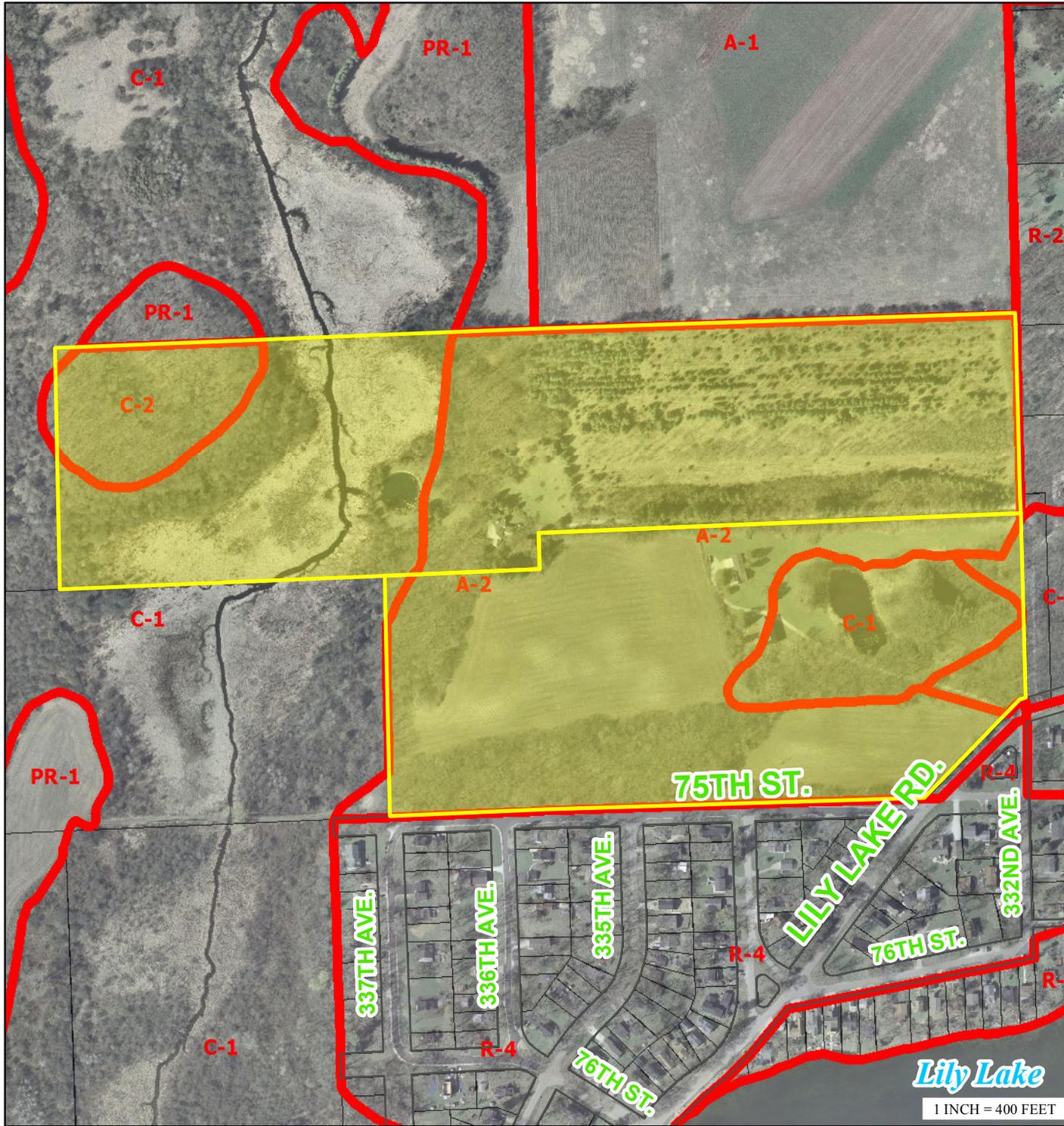
Date Printed: 1/31/2016

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2-17-16

*AM*  
2-17-16

*PK-15-16*

*OK 2/15/16*



1 INCH = 400 FEET

May19NaberTempUseBOA.mxd

TEMPORARY USE SITE MAP

PETITIONER(S):

Arthur A. Naber & Paul J. Naber (Owner)  
Philip Kirsch (Owner/Agent)

LOCATION: S 1/2 of Section 2,  
Town of Wheatland

TAX PARCEL(S): #95-4-119-024-0300 &  
#95-4-119-023-0200

REQUEST:

Requesting approval of a temporary use (Section VII.B.12.36-5(a)(5): which states that all temporary uses require the Board of Adjustments to hear and grant an application in any district) to temporarily operate an agricultural tourism/event barn in the A-2 General Agricultural District & the C-2 Upland Resource Conservancy District.

