

EVERY AGE

EVERY ABILITY

EVERY DAY



ROTARY ALL-USER PLAYGROUND

www.mequonrotarypark.com



MISSION STATEMENT

To provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

The Rotary motto is "Service Above Self." For almost 100 years, our local Rotary Clubs have served Mequon and Thiensville and made substantial contributions to the greater Milwaukee area, the State of Wisconsin, and Rotary's global mission. In addition to the original construction of Mequon Rotary Park and its subsequent improvements, our Rotary Clubs have completed many major local projects, including the Rotary Riverwalk along the Milwaukee River and the Mequon-Thiensville Town Center Gateway. The Rotary Clubs further support many non-profit organizations, including veterans' groups, the Boy Scouts, the Homestead Honors Program, the Weyenberg Library, and local poverty, literacy, and abuse groups. They contribute time and money to missions in Guatemala and Guam, as well as to Rotary International's fight against polio. The Rotary All-User Playground is another proud example of the Rotary mission of service and its legacy of leadership.





Dear Friends,

Parks have the power to bring people together. They positively impact a community by promoting economic development, a higher quality of life, and improved mental and physical health. Parks that accommodate all users—not just children, but people of all abilities and ages—are more important than ever.

With a motto of "Service Above Self," the two Rotary Clubs that serve Mequon and Thiensville have improved our local communities for over 100 years. Construction of an All-User Playground is a critical addition to Mequon Rotary Park. With the community's support, Rotary is committed to making it their signature project for all to enjoy.

The decision to pursue an All-User Playground was not made lightly. It was initially identified as a need in the City of Mequon's 2019 master planning efforts. COVID put the project on hold. Since July 2022, a significant amount of time has been spent discussing, studying, planning, and determining that it is sorely needed.

Most of the playground equipment in Mequon parks is over 30 years old. Some of it had already been used when donated. When speaking with other communities about their all-inclusive playgrounds, they overwhelmingly indicated that those playgrounds are their most popular, not just for children with special needs but for all users.

We are excited about this new, state-of-the-art, accessible, fun playground that will enrich the lives of our residents and be a place that Mequon and Thiensville residents can use and be proud of. When asked to contribute, we hope you reply with a resounding "yes" and a generous gift to address this unmet need.

Thank you.

Sandy Custer, Stan Smith, Don Sommer



FOR ALL CHILDREN

Playgrounds are a vital part of a community's social infrastructure—one of the few places where children can play freely and safely. Every child deserves a space where they can be a superhero, a sports champion, or a soaring bird; where their imaginations can run wild, friendships can form, and confidence can grow through new challenges.

The location, design, and equipment of a playground can either encourage or limit play. For children of all abilities, the thrill of movement and the joy of social connection make playgrounds special. While most children share a natural urge to play, some face barriers due to physical, sensory, or cognitive challenges.

That's why great playgrounds must be designed with all children in mind—including those with special needs. Inaccessible playgrounds can prevent children, parents, and grandparents who use wheelchairs or walkers from fully participating. Families affected by ADHD or Autism Spectrum Disorder may find traditional playgrounds overwhelming due to a lack of quiet retreat spaces.

An inclusive playground goes beyond basic accessibility—it creates meaningful play experiences that engage children of all abilities, ensuring that every child has a place to belong, explore, and thrive.

FOR ALL ADULTS

The Rotary All-User Playground isn't just for kids—it's designed for adults of all ages, too. More than just swings and slides, this vibrant space will encourage movement, interaction, and overall well-being. By blending physical activity, social engagement, and stress relief, the playground redefines play as a powerful tool for personal growth and community connection.

Parents and grandparents will have the opportunity to engage with their children in new and meaningful ways—whether by joining in on the fun or simply enjoying the space together, rather than watching from the sidelines.



Located in the scenic 95-acre Mequon Rotary Park, the All-User Playground will be adjacent to the south pavilion at 4100 Highland Road in Mequon.

Designed by Gerber Leisure and Zimmerman Architectural Studios, the playground will feature a large central structure with ramps, slides, and climbing elements. Surrounding it will be swings—including a wheelchair-accessible swing—sliders, archways, mounds, exercise equipment, and a variety of other play structures. The design also includes internal pathways, landscaping, benches, and shaded rest areas, all thoughtfully integrated to complement the park's natural landscape. Additional enhancements include a safe entrance, perimeter barriers, improved pathways leading to the playground, and upgraded restrooms.

To keep children engaged as they grow, the playground will offer multiple swings and climbing structures at varying heights, providing new challenges over time.

The state-of-the-art playground equipment is custom-made specifically for this site, prioritizing safety, durability, and longevity. Unlike pre-engineered sets, nearly all components are constructed from steel and other metals, with minimal plastic use. This high-quality design requires little to no maintenance, reducing long-term costs. Additionally, the equipment comes with industry-leading warranties, ensuring lasting value for the community.



MOVIN' AND GROOVIN'

A large center circular area with accessible skate ramps, slides, climbing structures of varying heights, and obstacles along with sensory and musical features that will challenge all children and excite their imaginations.



SENSORY ENHANCEMENT

Users will experience different physical sensations with various musical and tactile structures and experiences.



THRILLS

Besides rockers and spinners of various sizes and speeds and zip lines, there will be adult-size exercise equipment.



SWING TIME

One area will be specially designed for swings with seats to accommodate a wide range of ages and abilities. This area will have a wheelchair-accessible swing, which is rare to find in a public park setting.



BIG FUN FOR LITTLE ONES

Tot-size archways, mounds, and play areas offer safety features geared for smaller children to help develop strength, balance, and agility.



SERENE SPACES

The playground will have quiet places with internal paths, landscaping, benches, and shaded rest areas to give caretakers, parents, and kids alike a break from the action on the playground.

The benefits of an All-User Playground may be obvious to many Mequon and Thiensville residents—and the City of Mequon and the Village of Thiensville agree. A recent Playground Safety and Needs Analysis recommended building an updated playground equipped for children with special needs. Across the country, All-User Playgrounds are becoming the standard in new community playgrounds and are consistently the most popular among residents.

Many playgrounds in Mequon parks are over 30 years old, with some originally installed equipment as donations. An upgrade is long overdue.

Play is essential for children's development. It fosters creativity, encourages experimentation, and teaches important social and communication skills. It also supports cognitive, physical, social, and emotional well-being. For parents and grandparents, play provides a meaningful opportunity to engage with their children.

For adults, play isn't just fun—it's beneficial. Engaging in playful activities helps reduce stress, improve mood, and promote relaxation. Studies show that play triggers endorphin release, lowers cortisol levels, and enhances overall well-being.

CONSIDER THESE NUMBERS:

88% of Americans believe communities should provide playgrounds for people of all abilities.
74% of parents believe it is important for their children to play with a variety of kids, including those with special needs.

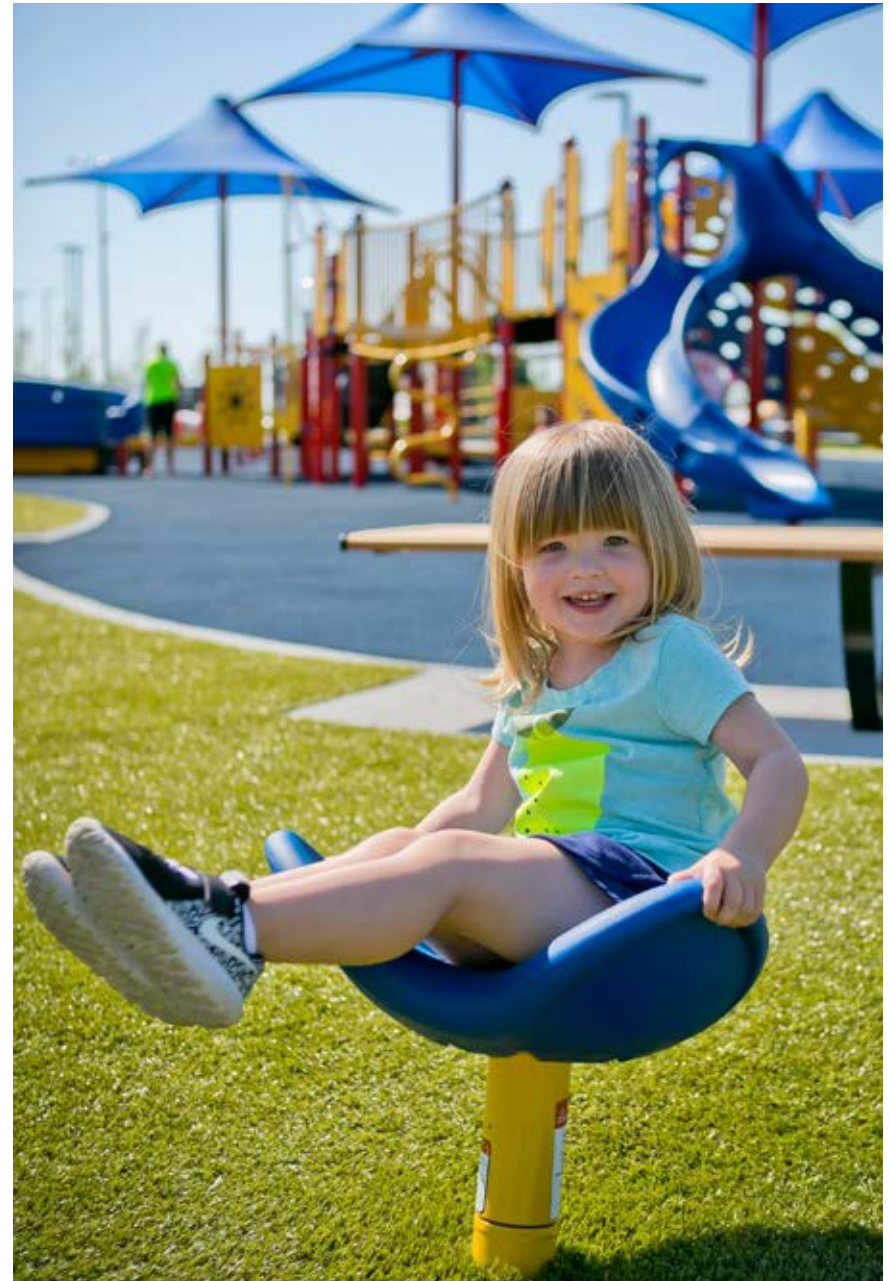
40% of grandparents provide childcare for their grandchildren.

1 in 31 children have Autism Spectrum Disorder and the autism rate is growing by 15% a year, making it the fastest growing disability.

5% to 16% of children are affected with Sensory Processing Disorder.

1 in 323 babies are born having cerebral palsy.

1 in 700 babies are born with Down syndrome every year.



THE BREAKDOWN OF COSTS IS AS FOLLOWS:

• Architectural/Structural/Civil Engineering			\$68,500
• Playground Equipment			\$2,713,767
• Construction			\$1,125,591
Site Utilities	Site Grading	Concrete Paving	
Asphalt Paving	Landscaping	Donor Signage	
Entrance Sign	Fencing	General Conditions	
CM Fee	Contingency		
• Restroom (Accessible)			\$74,297
• Professional Services			\$70,000
• Endowment			\$500,000
FUNDRAISING GOAL			\$4,552,155

THE ANTICIPATED TIMELINE:

• Launch Capital Campaign	2025
• Groundbreaking	2026
• Dedication	2027

**CAPITAL CAMPAIGN FUNDRAISING
COMMITTEE MEMBERS**

Sandy Custer, Co-Chair	Tim Carr	Andy Nerbun	Kathleen Schneider
Stan Smith, Co-Chair	Dan Gannon	Steve Peterman	Cindy Shaffer
Don Sommer, Co-Chair	Karl Hertz	John Rosing	Lynn Streeter
Peter Buening	Jenne Hohn	Steve Schmitt	



www.mequonrotarypark.com



THANK YOU FOR YOUR CONSIDERATION.



For more information, please contact:

Sandy Custer – (262) 599-4397

Jenne Hohn – (707) 337-3490

Lynn Streeter – (262) 748-0341

Or email us at MequonRotaryPark@gmail.com