



VILLAGE OF ORLAND PARK

# **Stellwagen Family Farm Foundation**

## **Market Analysis and Feasibility Study**

October 2, 2015

## ACKNOWLEDGEMENTS

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# INTRODUCTION





## LOCATION

The project site is located in the Grasslands Planning District in the south west quarter of Orland Park. Per the Comprehensive Plan, the Grasslands Neighborhood Center is approximately a ½ mile to the west on 179th Street and Wolf Road and the Grasslands Forest Preserve is approximately two blocks east of the farm. The farm itself is generally surrounded by single family residential subdivision development. The area is known for its quiet residential lifestyle and large passive open spaces.

### Zoning

The project site is zoned OL Open Lands District and is largely characterized by its highly visible and iconic historic farmstead along 108th Avenue and its rolling agricultural topography. The farmstead is bounded on the north by a tree stand while the site, in general, is tree lined along the perimeter of the farm with younger saplings to demarcate the border with neighboring residences in the newer subdivisions.

### Landmark Status

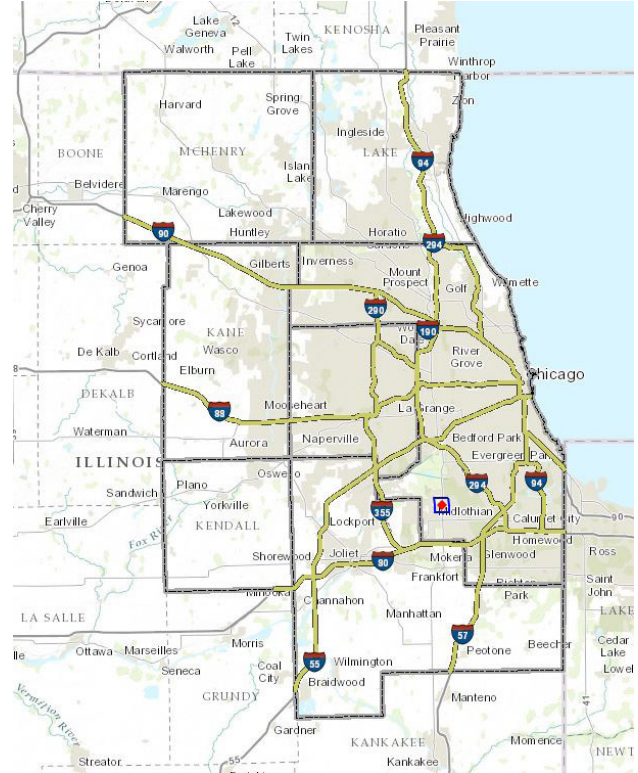
The Stellwagen Farmstead was landmarked in 2008 to preserve its architectural significance and historic integrity for the community. All future planning for the farm shall take this into consideration to preserve the historic character of the place.

### Future Development

While the farm is envisioned to remain agricultural open space, it is anticipated that some new construction will be introduced to the farm to accommodate the mission of the Foundation. A new parking lot to accommodate site visitors will potentially locate to the north of the farmstead and a docent/ facilities/ touring center may eventually be constructed to help the public learn about the farmstead and the farm. In addition, some of the farmstead buildings themselves may be repurposed to meet the needs of the farm as an agricultural and educational facility.

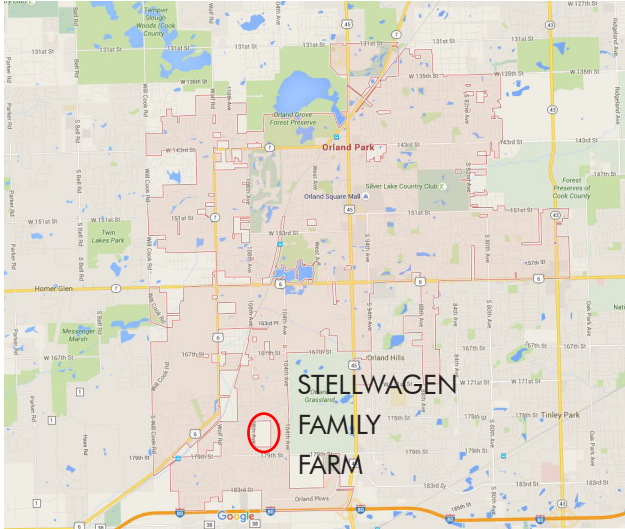
## HISTORY OF STELLWAGEN FAMILY FARM

The Village of Orland Park purchased this property—known as the Stellwagen Family Farm in 2002 with the Orland Park Open



Lands Corporation and a grant from the Illinois Department of Natural Resources' Open Lands Trust. At this time, the Village and the Stellwagen Family Farm Foundation (the "Foundation") wish to see the farm master planned and programmed according to the Foundation's mission to preserve, restore and interpret the site, its structures, artifacts and history for the edification of the Orland Park public regarding its agricultural and pastoral heritage.

Since 2002, the Village, the Foundation and the Orland Park Open Lands Corporation, with cooperation and collaboration of the Stellwagen Family, have worked to restore and historically preserve the agricultural buildings (barns, coops, sheds, cribs etc.) of the farmstead. During this time, the Village owned the agricultural land and continuously farmed it, but the farmstead proper was part of a Stellwagen life-estate. In 2013, the life-estate ended and the farmstead came under the direct control of the Village. Since the end of the life-estate, the only building remaining unrestored on the farmstead is the Stellwagen family farmhouse. The Village



and the Foundation are currently working toward the restoration of the farmhouse to the farm's period of significance (1935-1945). The Village has also begun engineering work on a meandering multi-use path perimeter trail plan for the Stellwagen Farm that will connect various neighborhood bicycle and walkway networks around the farm to facilitate regional connectivity.

## PROJECT VISION STATEMENT

The Stellwagen Family Farm is a treasured place that preserves the agricultural and cultural heritage of rural Cook County's past. The Farm is an opportunity to bring to life that past and educate people today, particularly in regard to the origins of their food. It is also an opportunity to continue caring for the land in a sustainable manner and creating a healthy environment with native plants and wildlife, providing outdoor recreation, producing local food from the land, interpreting history through the Stellwagen Family, and maintaining a place of beauty and inspiration in Orland Park.

### Mission

The mission of the Stellwagen Family Farm is to preserve, restore and interpret the site, its structures, artifacts and history, providing a wonderful and unique asset for Orland Park.

## Foundation's Goals

- Create a true sense of daily life on the farm between the Depression and World War II.
- Provide educational and recreational opportunities.
- Ensure Sustainable land management of prairie and cropland.
- Seek revenue generating opportunities.
- Foster partnerships within the cultural, agricultural and environmental communities.
- Create a volunteer base in the community.









# CHAPTER ONE

## EXISTING CONDITIONS

## POPULATION AND HOUSEHOLD TRENDS

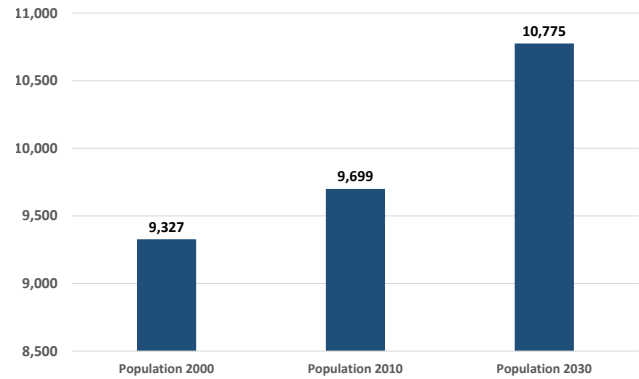
The Chicago Metropolitan Region population is anticipated to grow from 9.6 million in 2010 to around 10.8 million by 2030 or by more than 1.2 million people. This represents about an 11% population growth which is also the same as the Midwest as a whole between 2010 and 2030. While it is a higher growth rate than Illinois which is estimated to be about 9% over the same period of time, the Chicago Region and Midwest growth rate will be quite a bit lower than the United States which is anticipated to have a population growth of about 21% from 2010 to 2030.

By 2030, the Chicago Region will become a “majority minority” region with a higher level of diversity than the nation as a whole. While Illinois and the United States will be about the same, the Chicago Region will be much more diverse than the Midwest as a whole.

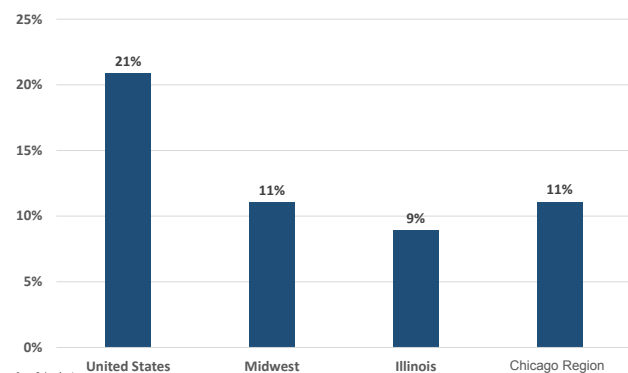
The number of households with children in the United States will increase by ten percent between 2010 and 2030. However, the Midwest, Illinois, and the Chicago Region will not experience the same level of growth. The Chicago Region will grow the number of households with children by 3.5%. This is much higher than the Midwest and Illinois, which will only growing by 0.5% and 1%, respectively.

It is important to note that with the aging of the baby boomer population and the rise of the Millennials, the growth in households without children will be significant between 2010 and 2030 across all geographic areas. The Midwest and the state of Illinois will experience high increase in the percentage of aging households without children which will be primarily the aging baby boomer generation. The United States and Chicago Region will increase households without children with a greater percentage of Millennials household formation than the Midwest or Illinois as a whole. Furthermore, the net share of households by age group clearly indicate the USA and the Chicago Region will experience similar growth rates for households by age groups; households under 35 years of age will increase by 10%, households between 35 and 64 years of age will increase by 15%, and older households over 65 will increase by about 76% respectively. This is a positive trend for the Chicago Region, and it differentiates the Chicago Region from the balance of the Midwest and the state of Illinois

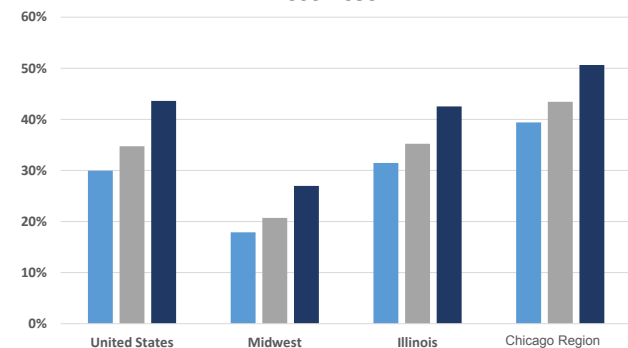
**Population Growth  
Chicago Metropolitan Region 2010-2030**



**National Population Change  
2010-2030**



**Minority Population Growth  
2000-2030**



which show little or no growth for younger adult household formations.

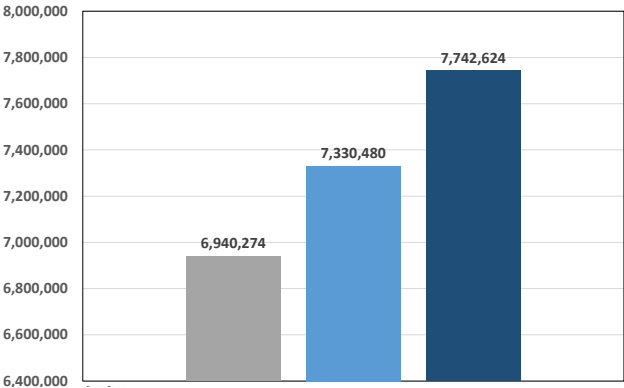
The Chicago Region will experience an expanding population base between 2010 and 2030. The region will also experience growth in household formations with children, and this growth will mirror the US as a whole. It appears that Chicago Region will be attracting many younger adult households over this twenty year period which is in stark contrast to the Midwest and Illinois which will experience flat or no growth in the number of young adult household formations.

The initial primary market reviewed for Stellwagen Family Farm are the counties of Cook, DuPage, and Will. These three counties are anticipated to grow by 800,000 people between 2010 and 2030. This represents about an additional 320,000 households. The Estimated Total Income of the three counties will grow from 215B in 2010 to more than 270B in 2030. This represents significant income growth for the primary market of Stellwagen Family Farm. This income growth represents an opportunity to tap into the growing local economy with a variety of special events that could be fee / ticket based events that reflect the agricultural heritage of the farm and could support its educational mission and goals.

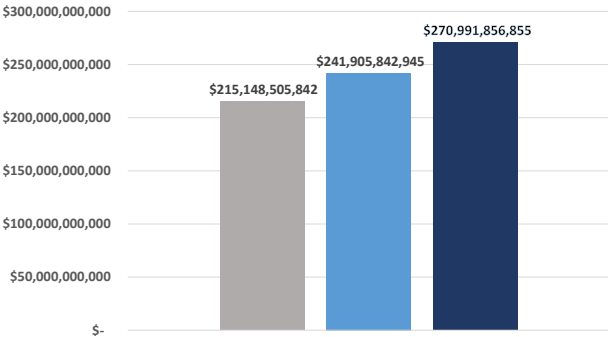
**INITIAL REVIEW OF STELLWAGEN FAMILY FARM MARKET POSITION**

While it has been noted that Stellwagen Family Farm is located on the southwest side of the Chicago Region, this portion of the regional market does not appear to be have as many similar farm facilities as the northwest and north sides of the Chicago regional market. There are more than 50 schools within a 30 minute drive of the farm which would provide a strong base for educational and school programming. It is anticipated that over the next 15 years through 2030 that the number of school age children will likely grow in this portion of the Chicago market. It is further anticipated that the southwest side will attract many of the growing number of households with children over the next fifteen years. While Stellwagen Farm and Orland Park have many franchise and related restaurant offerings within the community, special events featuring farm raised crops and livestock such as a farm to table event may represent a unique offering in the market. Similarly Stellwagen Farm could evolve into a community gathering space for informal

**Estimated Primary Market Population Growth  
(Cook, Will and DuPage Counties)  
2015-2025**



**Estimated Primary Market Income Growth  
(Cook, Will and DuPage Counties)  
2015-2025**





one-on-one meetings or small groups with a coffee shop or other special gathering venue space that would help underwrite the long term educational mission and goals of the Farm.

Although the school age population is anticipated to grow, the largest household growth will be households without children, and many of these households will be older adults. This demographic shift will enable Stellwagen to draw on many older adults who are interested in historical agricultural and farm heritage events, volunteering, and underwriting farming programming.

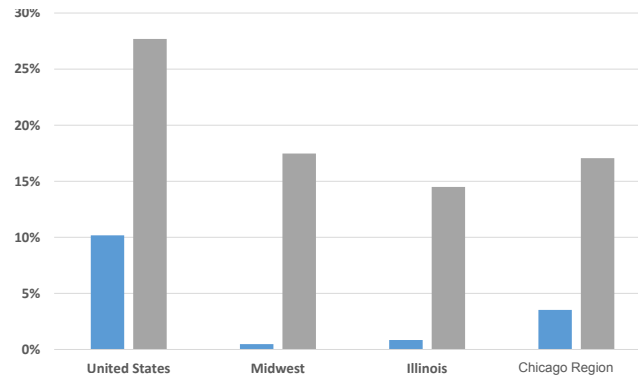
Finally, Stellwagen Farm is just five minutes off of Interstate-80, one of the highest volume cross-country interstates, with an average daily traffic count of over 120,000 vehicles. This provides the Farm an opportunity to seriously investigate how to capture these travelers/tourists dollars from outside of the Chicago Regional market. These potential tourist revenues may assist the Farm to underwrite its long term educational mission and goals. The key would be to develop and implement a Master Plan that protects the long term educational mission and goals of the Farm while providing programming that is of interest to tourist as well as local adults and children from within the Chicago market.

Stellwagen is located in an excellent position within the Chicago market. It has proximity to many schools within a 30 minute drive of the Farm. There are many opportunities for special programming, seasonal programming, summer day camps, and many types of adult educational opportunities as well. The southwest side of Chicago is not saturated with farm museums. Stellwagen has many opportunities to capture much of the southwest side agriculture heritage market. Finally, Stellwagen Farm could have programming that meets its long term educational mission and goals while also capturing tourist dollars from outside of the Chicago market with its very close and easy access to Interstate 80.

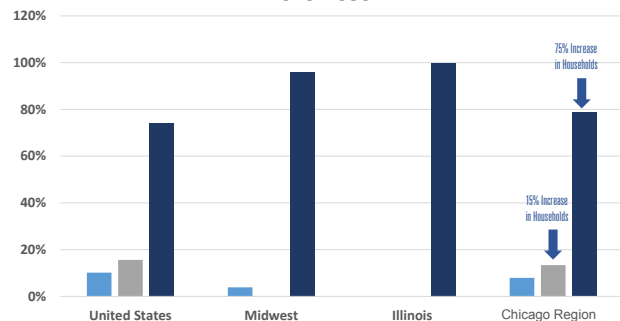
In conclusion, the following summary provides the relative advantages of the Farm as a benefit to the region:

- The farm is within 30 minutes of 50 schools, which serve area children
- The market area will experience growth in households with children at a higher rate than Illinois and the midwest
- The majority of heritage/farm museum experiences are located in NW Chicago area, more than 40-60 minutes beyond the market area
- The farm's proximity to I-80 means that it is highly accessible, and also that it could be promoted within the I-80 corridor

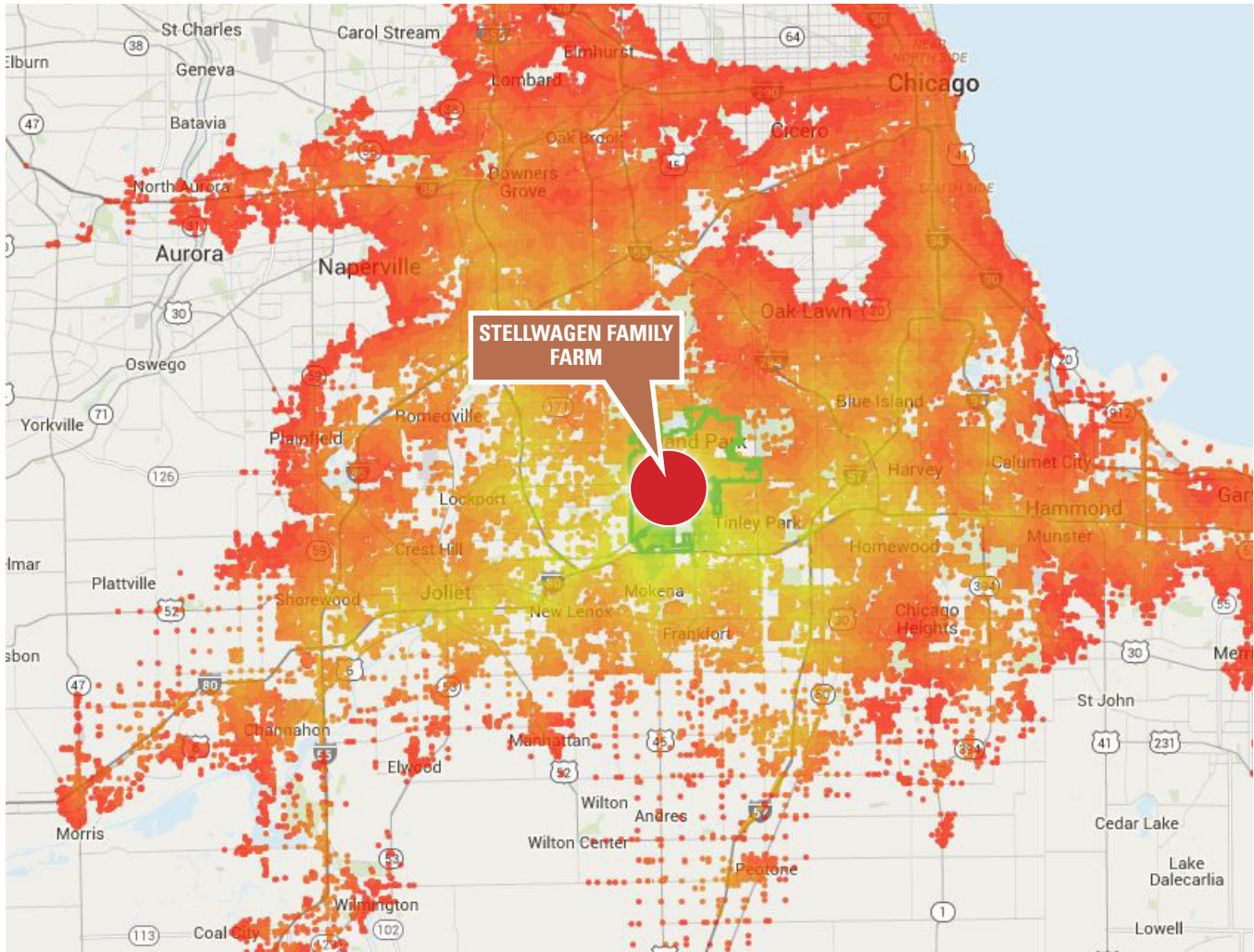
**Change in Households with and without Children 2010-2030**



**Growth in Households by Age Group 2010-2030**



## Travel Times



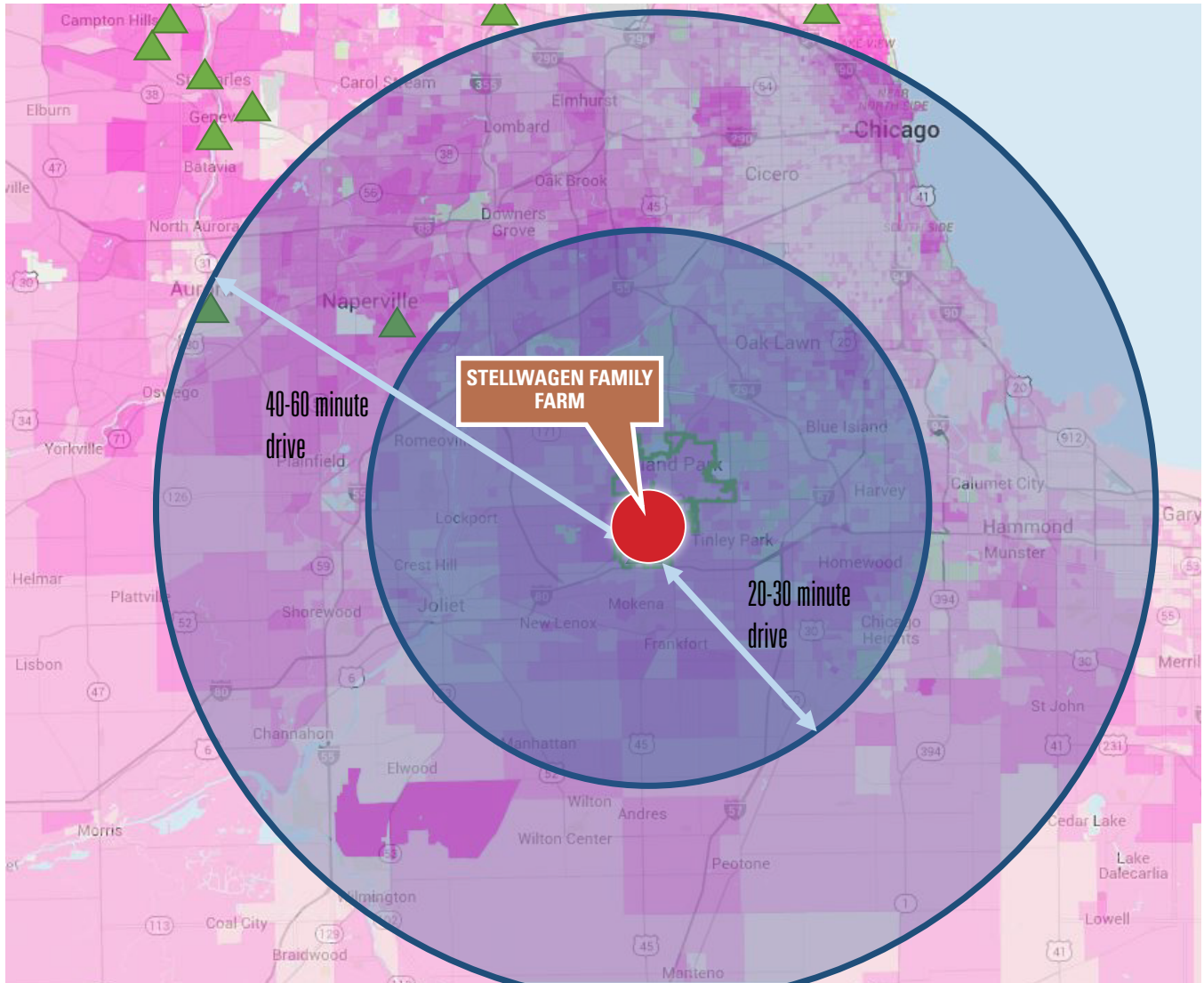
### Legend

60 min ■ ■ < 5 min

Stellwagen Farm could capture some of the I-80 traffic as part of visitor market. Travelers and residents frequent the I-80 corridor annually. This important corridor connects into other major interstates. There is an opportunity for the Stellwagen Farm to market program opportunities on I-80 to create a regional destination. From Stellwagen Farm, many regional employment and leisure centers are located within an hours drive. This proximate

location is advantageous to the Stellwagen Farm goals and allows for a large population to draw on to utilize programming on the site.

## Population with College Degree



### Legend

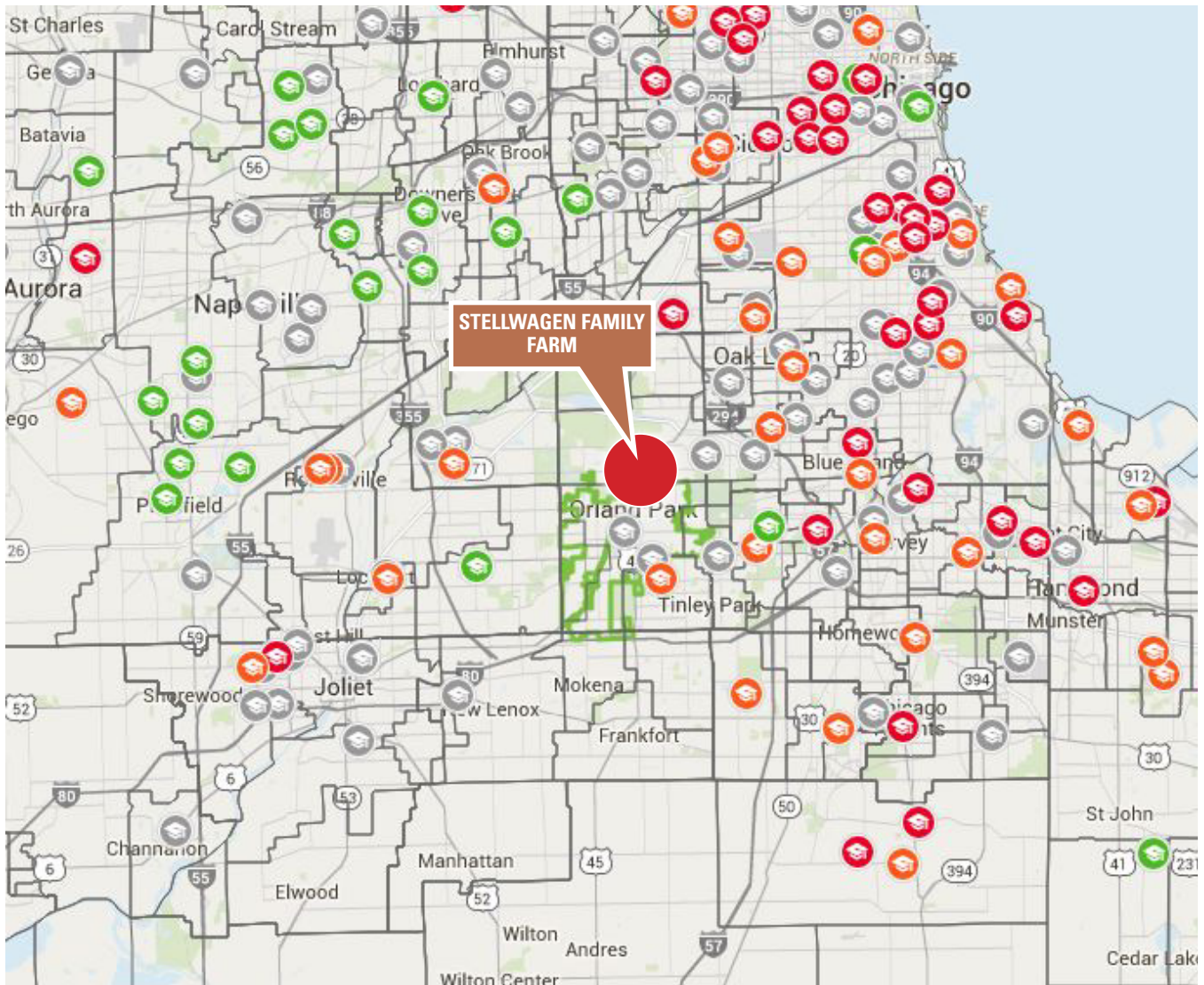
<20%  >80%

The Stellwagen Farm south/southwest Chicago side market is not as saturated as the northwest side with farm museums. Within a 20-30 minute drive there are very few comparable museum farms or properties with historic value. Within 40-60 minutes, there are more than the shorter drive but in the south/southwest side of the Chicagoland region, there is very little competition. On the northwest side of the region, there is more saturation of farm museums. These farm museums are located over 60 minutes

away from the Stellwagen property. The Stellwagen property can attract a different group of users than northwest communities. In addition, There is a significant college educated population that may be more interested in participating in educational activities for themselves and their children.



## School Rating (Elementary through High School)



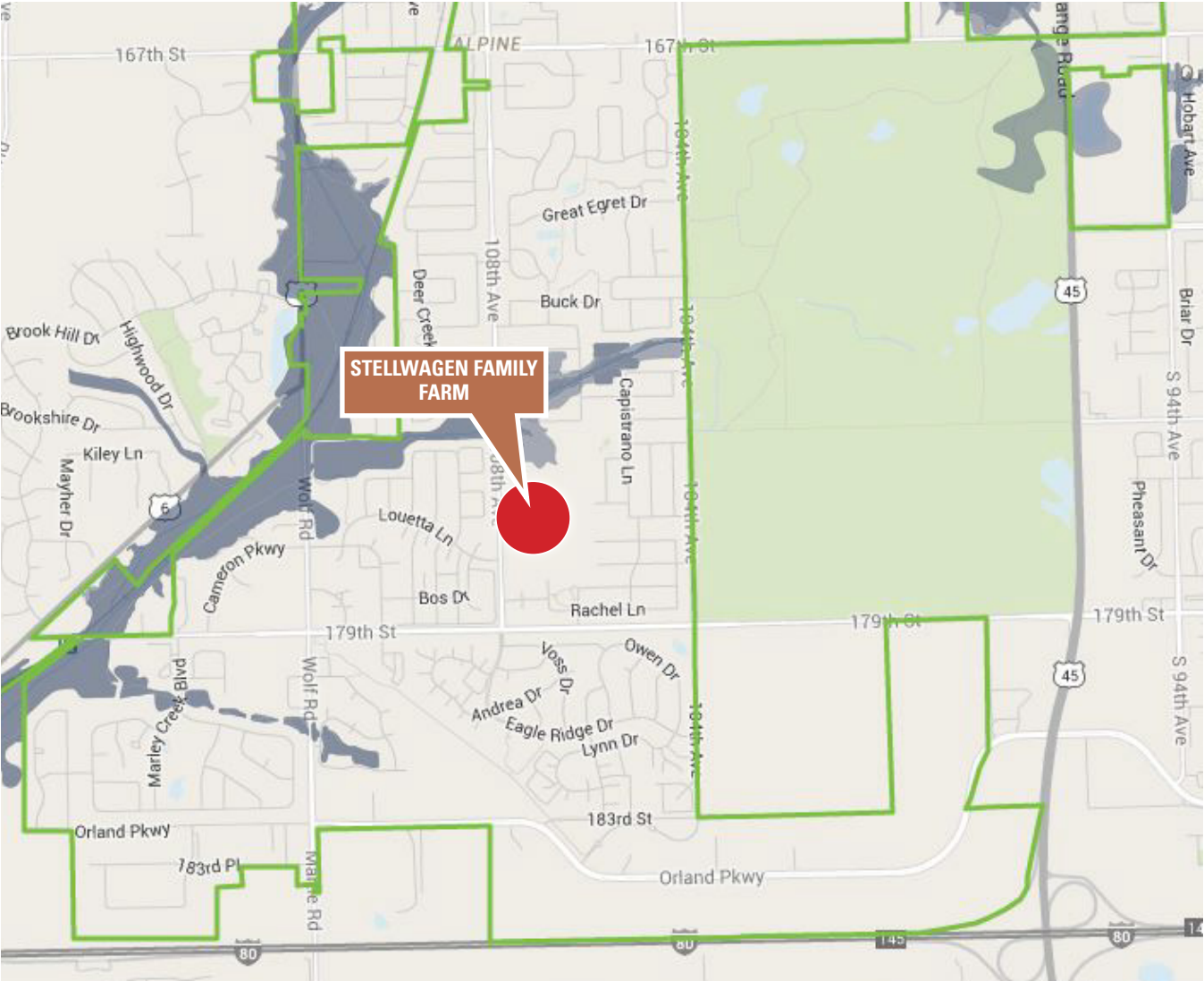
### Legend

<average ● average ● >average ●

Stellwagen Farm could offer an enriching educational experience for many South/Southwest Chicago region schools. In Orland Park, all of the schools have the highest rating - green - of the schools identified on the diagram. In the near vicinity, there are a variety of schools that the Farm could form partnerships with to present educational programming. In addition, a large number of nearby

children could support enhanced programming including daycamps or other recreational opportunities.

FEMA Flood Zones



Legend

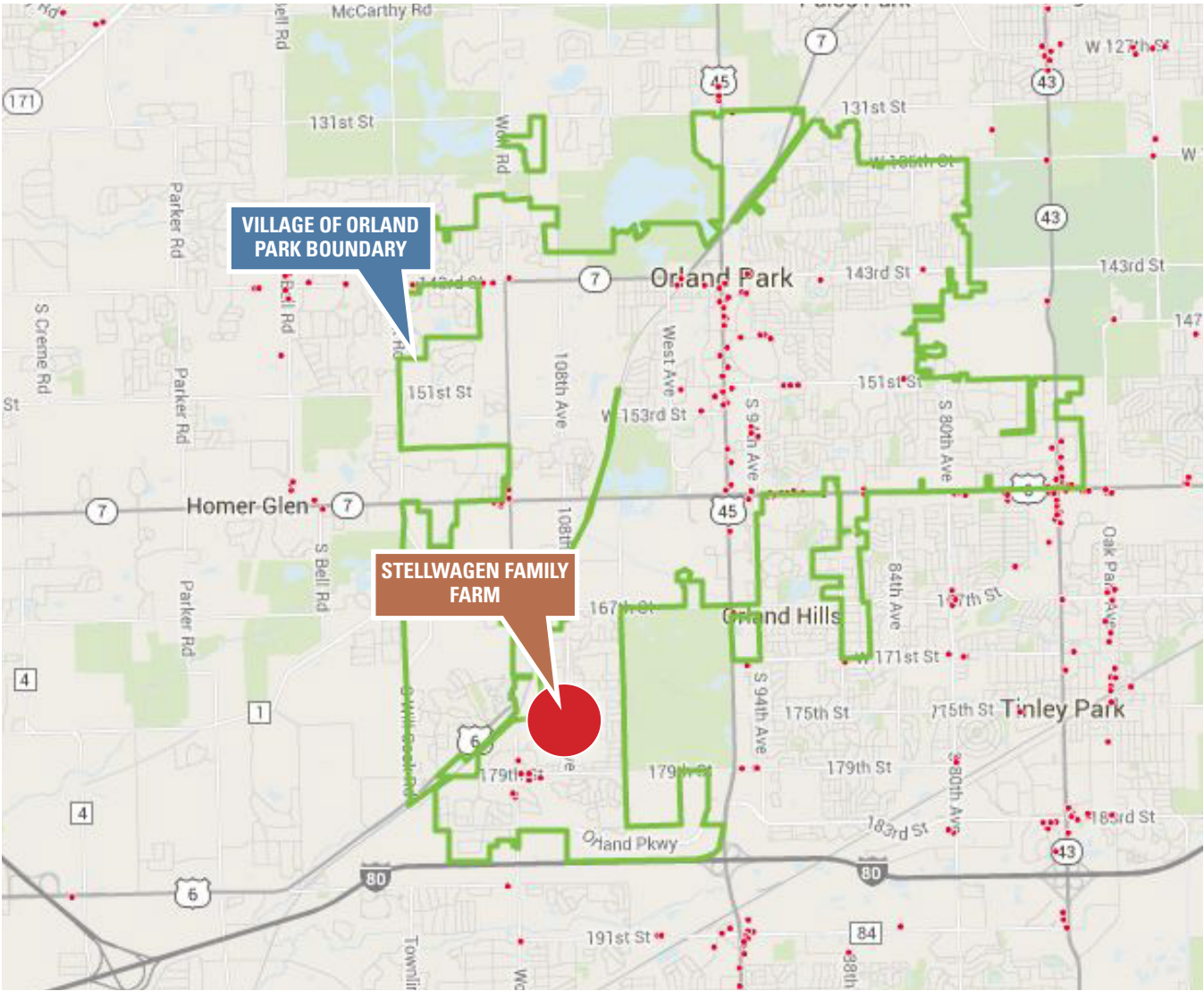
- high risk
- moderate risk

Stellwagen Farm flood areas may provide interest with conservation areas, trails, and wetland amenities. While the Farm itself is not in a zone for flood risk, it is located relatively close to areas that could offer enhanced connectivity or amenity to those provided at the Farm. A new trail extension could connect the Farm to existing trails. Wetlands could extend the nature

education experience of the Farm by connecting to regional ecological systems. The floodway nearest to the Farm is low moderate/low risk.



# Restaurants



## Legend

restaurant ●

Stellwagen Farm could offer unique farm to table dining experiences in the market. Stellwagen Farm could offer a gathering venue linked to farm and trail networks. In close proximity to the Farm are many area restaurants and cafes. Many of those are local to Orland Park and have unique offerings. There is an opportunity for the Farm to offer a 'Farm to Table' dining experience to these restaurants by providing a portion or all of their produce. In addition, for visitors to the Farm, eateries close by offer an opportunity for

them to stay in Orland Park longer, thereby increasing the local tax base.







# CHAPTER TWO

## CASE STUDIES AND COMPARISONS

## FARM MUSEUM MARKET TRENDS

The Chicago Region currently has a number of farm museums. Most are supported by Park District funding and staff. Most of these farm museums are located on the north and northwest side of the Chicago Region. It appears that the Stellwagen Family Farm may have significantly less direct competition being located on the southwest side of the Region. All of the initially reviewed local farm museums sponsor educational programming for children. This is often tied closely with local school curriculum to support local school trips to the farm museum that meet state of Illinois education standards. All of the local/regional farm museums sponsored a direct summer camp program for children and youth. While most of these local farm museums were operated by the local park district, about two-thirds required an entrance fee and the other third had no entrance fee. The following are historic farms located in the Chicagoland region:

- Blackberry Farm – Aurora
- Corron Farm – Campton Hills
- Garfield Farm and Inn – Campton Hills
- Peck Farm Park – Geneva
- Kline Creek Farm – West Chicago
- Naper Settlement – Naperville
- Primrose – St. Charles
- Volkening Heritage Farm – Schaumburg

- Wagner Farm – Glenview

All of the farm museums have a historic building or more around which programming and events are organized such as a farm house and/or barns, etc. Some museums even created a “historic” farm village for broader programming and events. These may include a school house, blacksmith building, etc. All of these farms planted crops and raised livestock of some kind. Half of the farm museums used or commented on using historic farming practices. Several were available for rental to weddings, corporate, and other social events. Most of these local farm museums were open only on a seasonal basis. They were closed to any active programming during the winter months roughly from November through March. The size of these regional farm museums ranged from a low of 12 acres to a high of approximately 281 acres with an average size of about 133 acres.

Most of the regional farm museums had an interpretive center as part of the programming venues, and this was often used as the welcoming point to begin the tours and programming of the agricultural events. The interpretive centers were often located in rehabilitated farm building while some were in more modern spaces that could more easily accommodate larger groups and meetings. Along with the interpretive center, a small number of the park districts incorporated a gift store into their event spaces.

Chicago Region - Farm Museums						AMENITIES																														
Farm Museum	Location	County	Operator	Entrance Fee	Open (Y-Year Round, S-Seasonally)	Acres +/-	Farm Specific			Outdoor Activities										Educational Pro				Other Venues/Events										Comments		
							Crops	Livestock	Orchard	Historic Farming Practices	Historic Farm Buildings	Historic "Village"	Community Gardens	Conservation Areas	Trails	Fishing	Playground	Picnic Area	Livestock Participation	Special Gardens / Landscaping	Farming Participation	Interpretive Center / Trail	School / Children Programming	Adult Education Programs	Summer Day Camps	Farmers Market / Stand	Restaurant	Bake Shop	Gift Shop	Lodging	Weddings	Social/Corporate	Concert / Theater		Art/Crafts Galleries/Studios	Winery / Brewery
Blackberry Farm	Aurora	Kane	Fox Valley Park District	Y	S	53																														Big playground
Corron Farm	Campton Hills	Kane	Campton Township Parks and Open Space	N	Y	220																														under development
Garfield Farm and Inn Museum	Campton Hills	Kane	Garfield Farm Museum	Y	Y	281																														
Kline Creek Farm	West Chicago	DuPage	Forest Preserve District of DuPage County	Y	Y	234																														Bees
Naper Settlement	Naperville	DuPage	Naperville Heritage Society	Y	Y	12																														
Peck Farm Park	Geneva	Kane	Geneva Park District	N	S	150																														Butterfly House
Primrose Farm	St. Charles	Kane	St. Charles Park District	N	S	100																														
Volkening Heritage Farm	Schaumburg	Cook	Schaumburg Park District	Y	S	135																														
Wagner Farm	Glenview	Cook	Glenview Park District	Y	S	19																														

### Chicago Region Farm Museum Public/Private Operation and Management



Finally all of the farm museums were linked in some manner to outdoor activities. These activities included but were by no means limited to conservation areas, greenway trails, fishing, playgrounds, picnic areas, parks, and special landscaping gardens. Most farm museums also had a number of different participatory events for children / youth education and often for adults too. These events were as simple as a livestock petting event, to livestock feeding and cleaning. Farming was another active participation event with older children assisting with farming activities.

## INITIAL SAMPLING OF NATIONAL FARM MUSEUMS

A number of national farm museums were reviewed to determine the type of organization that manages the facilities and what types of programming are held at these more tourism-based farm museums. Most of the national examples followed historic farming practices and methods for both livestock and crops. All had an agricultural and/or historic village setting at the center of the farm museum along with a significant interpretive / welcome center. All of the national farm museums were engaged with local schools, as part of their children education programs. These farms also had ample space and linkages to a variety of outdoor activities similar to the local farm museums. All of the national farm museums provided participatory farming activities for children and adults. They provided direct summer camp programs similar to

the local farm museums. The following are nationally recognized historic farm museums.

- Connor Prairie – Fishers, IN
- Living History Farms – Urbandale, IA
- Old Sturbridge Village – Sturbridge, MA
- Old World Wisconsin – Eagle, WI

Most of the national farms programmed events for all seasons including the winter months. All had a nominal entrance fee depending on the type of programming offered. The size of the national farm museums were larger on average than the local/ regional farm museums. They ranged from 190 acres to 440 acres with an average size of about 265 acres. All of these national museums had a gift shop and most had other amenities as well such as a themed restaurant and/or bake shop. All were available for rent for weddings, corporate events and other special events, and a number included lodging accommodations either on-site or in close proximity to their facilities. Other features included a concert and performing arts venue and arts and crafts galleries and studios on-site.

National - Farm Museums							AMENITIES																												
Farm Museum	Location	State	Operator	Entrance Fee	Open (Y=Year Round, S=Seasonally)	Acres +/-	Farm Specific					Outdoor Activities					Educational Pro					Other Venues/Events					Comments								
							Crops	Livestock	Orchard	Historic Farming Practiced	Historic Farm Buildings	Historic "Village"	Community Gardens	Conservation Areas	Trails	Fishing	Playground	Picnic Area	Livestock Participation	Spical Gardens / Landscaping	Farming Participation	Interpretive Center / Trail	School / Children Programming	Adult Education Programs	Summer Day Camps	Farmers Market / Stand		Restaurant	Bake Shop	Gift Shop	Lodging	Weddings	Social/Corporate	Concert / Theater	Art/Crafts Galleries/Studios
Connor Prairie	Fishers	IN	Connor Prairie Interactive History Park	Y	Y	225																													
Living History Farms	Urbandale	IA	Living History Farms	Y	Y	190																													
Old Sturbridge Village	Sturbridge	MA	Old Sturbridge Village	Y	Y	203																													
Old World Wisconsin	Eagle	WI	Wisconsin Historical Society	Y	S	440																													Farm by European ethnicity

## Midwest Region Farm Museum Nonprofit Operation and Management



## ADDITIONAL CHICAGO REGION FARM MUSEUMS

In addition to national and regional farm museum venues, local venues were considered for their competitive position, comparable offerings, and potential partnerships. Those facilities include:

- Boley Farm - Orland Park
- Yunker Farm Park - Mokena
- Garden Patch Farm - Homer Glen
- Round Barn - Manhattan
- The Children's Farm at the Center - Palos Park
- Discovery Park Community Garden - Orland Park
- Pickwick Society Tea House - Frankfort

Many of the local venues have specialty programming including seasonal or special events. For example, Boley farm hosts a weekly farmer's market in partnership with local growers. The Pickwick Society Tea House hosts teas for a variety of groups including themed programming centered around holidays. Most of the local farm museums did not require an entry cost. Specialty programming, however, is ticketed.

## PROGRAMMING

During the initial Advisory Committee meeting with Foundation and Village staff, the group identified several opportunities for educational, recreational and tourism programs consistent with the Foundation's mission and vision.

### Recreational Programming

- Movies at the farm
- Community garden
- Picnic area with benches
- Farmer's market with local products such as: pies, bread, flowers, candles, soap
- Monthly vendors such as: woodworking, smithing, cidermaking, threshing demonstration
- Summer concerts - big band or bluegrass
- Historic tractor show

- Seasonal activities – hayrides, pumpkin patch, barn dance

### Fundraising opportunities

- Wedding rentals
- Picture taking
- Summer camp – in conjunction with schools or park district
- Business sponsorships
- Farm to Table dinner – fundraiser
- Hop growing for local brewery (Hailstorm, 350)

### Educational Opportunities

- Rental livestock for petting and farm education
- Tours
- Interpretive/educational signage (for self-guided tours)

### Partnerships

- Local colleges and universities (Saint Xavier University, Robert Morris University, Lewis University, Moraine Valley Community College, Governors State University)
- School district (Orland Park #135)
- Cook County farm bureau
- John Deere
- Countrywide insurance
- Chicago Farmer's coop
- Southland Convention and Visitor's Bureau



# CHAPTER THREE

## MARKET ANALYSIS

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## STELLWAGEN FAMILY FARM PROJECT COST AND REVENUE

Proposed Improvements	IMPLEMENTAION SCHEDULE					ANNUAL REVENUE					ANNUAL COST					Primary Responsibility
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5	
Facilities																
Restoration of Farm House	Phase 1		Phase 2								\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000		Village/SFF
Picnic Shelter												\$ 25,000				Village/SFF
Restroom		Phase 1	Phase 2									\$ 5,000	\$ 50,000			Village
Interpretive Center														\$ 500,000	\$ 500,000	Village/SFF
TOTAL						\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000	\$ 40,000	\$ 60,000	\$ 510,000	\$ 500,000	
Site Improvements																
Implementation of Perimeter Path						\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000			Village
Parking Lot Construction						\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,900,000					Village
Crops	Phase 1				Phase 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000					SFF
Construction of Perimeter Fence						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000	\$ 10,000			Village
Installation of Wayfinding Signage						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ 5,000	\$ 5,000		Village
Picnic Tables						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ -	\$ -	\$ -	SFF
Installation of Rock Garden						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000	\$ -	\$ -	SFF
Restoration of Farmhouse Gardens						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000			SFF
Interpretive Signage						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000			SFF
Livestock						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ 25,000	SFF
Connectivity to Regional Trail Systems						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000		Village
TOTAL						\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,001,000	\$ 118,000	\$ 155,000	\$ 130,000	\$ 25,000	
Programming																
Historic Tours	Initiation	On-going				\$ 1,000	\$ 2,000	\$ 3,000	\$ 4,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	SFF
Adult Education (photography, painting)		On-going				\$ -	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	SFF
School Groups		On-going					\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	SFF
Concert			Initiation	On-going	On-going			\$ 6,000	\$ 12,500	\$ 19,000	\$ -	\$ -	\$ 5,000	\$ 7,000	\$ 12,000	SFF/Village
Movie			Initiation	On-going	On-going			\$ 3,000	\$ 4,500	\$ 5,000	\$ -	\$ -	\$ 500	\$ 1,000	\$ 1,500	SFF
Farmer's Market			Initiation	On-going	On-going			\$ 10,000	\$ 15,000	\$ 20,000	\$ -	\$ -	\$ 5,000	\$ 7,500	\$ 10,000	SFF
Theater			Initiation	On-going	On-going			\$ 6,000	\$ 9,000	\$ 12,000	\$ -	\$ -	\$ 4,000	\$ 4,500	\$ 6,000	SFF
Seasonal Activiites (4/year)			Phase 1		Phase 2			\$ 6,000	\$ 6,000	\$ 9,000	\$ -	\$ -	\$ 2,000	\$ 2,000	\$ 2,000	SFF/Village
Farm to Table Dinner				Initiation	On-going				\$ 3,000	\$ 6,000	\$ -	\$ -	\$ -	\$ 1,500	\$ 2,500	SFF/Village
Rentals										\$ 20,000		\$ -	\$ -	\$ -	\$ 2,000	Village
TOTAL						\$ 1,000	\$ 8,000	\$ 39,000	\$ 59,000	\$ 101,000	\$ -	\$ -	\$ 16,500	\$ 23,500	\$ 36,000	
Partnerships																
Volunteer Coordinator		1/2 FTE	1/2 FTE	Full FTE	Full FTE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000	\$ 30,600	\$ 60,000	\$ 61,200	SFF
UI Extension						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	SFF
Sandberg High School						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	SFF
Andrew High School						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	SFF
Staff				Phase 1	Phase 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150,000	\$ 165,000	SFF
TOTAL						\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000	\$ 30,600	\$ 210,000	\$ 226,200	
Fundraising/Revenue Targets						\$1,000	\$8,000	\$39,000	\$59,000	\$101,000	\$2,011,000	\$188,000	\$262,100	\$873,500	\$787,200	
Probable Cost																



Several goals for the Stellwagen Family Farm have been developed that will guide improvements to the property. These goals have been categorized into three major areas of concentration:

## FACILITIES

Goals for the proposed facilities include:

- Maintaining the properties authenticity
- Showcasing agrarian architecture
- Utilizing existing structures

## SITE IMPROVEMENTS

Site improvements will support program and facilities goals. The goals for the farm site are:

- Provide access to the farm and connections to regional trail systems
- Celebrate the historic agrarian landscape with restorative and constructed improvements
- Incorporate sustainable agricultural practices
- Maintain flexibility of the farm grounds to accommodate a variety of community supported activity

## PROGRAMMING

Goals for the programming and educational component of the Stellwagen Family Farm include:

- Immerse visitors, students and group in experiential education showcasing the farm's history from 1930-1950.
- Provide learning and demonstration opportunities on the farm grounds
- Partner with youth groups, schools, and colleges to create age-appropriate programming
- Present year-round offerings and opportunities to interact with the farm
- Create a community recreational and cultural amenity

## PHASING AND IMPLEMENTATION

### Year 1

The improvements in year one create a framework for years 2-5. Year 1 will focus on efforts that will make an immediate visual and usage impact for a lower investment.

1. As a part of the Village's budget, restoration of the farm house will begin. This restoration will include foundation work. Cost: \$10,000
2. The Village has created a master plan for a perimeter path around the property. This path will connect to a Village and regional path system. Cost: \$100,000
3. The construction of a 149 space parking lot will begin in 2015. The parking lot has been designed and will be located on the north side of the property. Cost: \$1.9mil
4. A majority of the acreage of the farm is currently leased for commercial crops (corn/soybean). This lease would continue, however, the type of crops may change in the future. It is a goal of the Foundation and the Village that commercial farming continue to provide a revenue stream. Revenue: \$5,260/year; Cost: \$1,000
5. Historic tours are currently offered upon request. Formalization of tours, creation of tour collateral material, marketing and scheduling of tours would occur in Year 1. Cost: varies based on marketing materials, Revenue: \$1,000

**Year 1 Total Cost: \$2,011,000**

**Year 1 Total Revenue: \$1,000**

### Year 2

Year 2 focuses on continued efforts to restore the farm house and provide programming that leverages the property's assets. The Farm property will offer more recreational and cultural activities, facilitated by the installation of site infrastructure to accommodate guests to the Farm. Additional staff capacity will allow enhanced programming.

1. It is anticipated that the first phase of the farm house restoration will continue into year 2. Cost: \$10,000

2. To accomodate increasing numbers of guests to the Farm, an open air picnic shelter will be designed and constructed. It will be located south of the parking lot. Cost: \$25,000

3. Portable restrooms will be provided for guest. Cost: \$5,000

4. Site furnishings including picnic tables, trash receptacles, perimeter fencing, wayfinding and interpretive signage and benches. \$8,000

5. With the addition of site amenities and infrastructure, the Farm could support additional historic tours, adult education, and school groups.

6. In coordination with additional program and increasing numbers of visitors to the Farm, a coordinated volunteer program will need to be developed. To begin this effort, a volunteer coordinator position will be developed. Cost: \$30,000; Revenue: \$8,000

7. Construction of the perimeter path would continue in Year 2. Cost: \$100,000

**Year 2 Total Cost: \$189,000**

**Year 2 Total Revenue: \$8,000**

### **Year 3**

Year 3 focuses development of permanent structures on the Farm property and use of those facilities with additional programming. In Year 3, the intensity of use of the Farm property increases and is facilitated by the addition of staff and community partnerships. Revenue stream increases incrementally in Year 3.

1. It is anticipated that the second phase of the farm house restoration will begin in Year 3. The second phase will include interior renovation and restoration of the exterior of the house. Year 3 will include design and construction. Cost: \$10,000

2. Phase 2 of the restroom begins in Year 3 with the design and construction of a permanent facility. This facility can be incorporated into the picnic shelter constructed in Year 2. Cost: \$50,000

3. Site improvements will include: completion of the perimeter path (started in Year 1), completion of perimeter fencing (started in Year

2), wayfinding, interpretive and educational signage (started in Year 2), restoration of historic landscapes. Cost: \$155,000

4. Programming will include regularly scheduled concerts, movies, farmer's market, theater performances and seasonal activities. Cost: \$16,500; Revenue: \$22,500

5. Partnership opportunities are expanded to facilitate increased programming. In addition, a community supported agriculture program may be started in cooperation with local farms. Cost: Based on partnerships

6. Part-time staff could assist with programming and scheduling of farm events. Cost: \$30,000

**Year 3 Total Cost: \$262,100**

**Year 3 Total Revenue: \$39,000**

### **Year 4**

In Year 4, momentum has begun and a sustainable framework for continuity of programming has been established. Many of the programs started in Year 2 and Year 3 will be on-going with volunteer and partnership support. More complex engagements may be considered in Year 4 with a regular revenue stream. Facilities and site improvements including visitor infrastructure are mostly complete in Year 4.

1. The restoration of the interior and exterior of the Farm House will be complete in Year 4. Cost: \$10,000

2. Design and Construction of an interpretive center will begin in Year 4. The interpretive center will be an enclosed building that contains historic memorabilia and learning units on the history of the Farm. Cost: \$500,000

3. Site improvements include: completion of signage installation, incorporation of livestock (seasonal). Cost: \$130,000

4. On-going programming includes: historic tours, concerts, movies and farmer's market. A farm to table revenue generating program may be considered to showcase local restaurants and products. Cost: \$23,500; Revenue: \$35,500



5. With a regular revenue stream and community programming, a part-time staff member may be considered to manage the Farm. Cost: \$60,000 (salary)

**Year 4 Total Cost: \$210,000**

**Year 4 Total Revenue: \$59,000**

### Year 5

In Year 5, the Farm is stable with staff ensuring smooth operation of programming, maintenance of the grounds and scheduling of special events.

1. Construction of the interpretive center will be completed in Year 5. Cost: \$500,000

2. Agricultural demonstration plots including livestock will continue in Year 5 and will continue to generate revenue for the Farm. Cost: \$25,000

3. On-going programming includes: historic tours, concerts, movies and farmer's market. A farm to table revenue generating program may be considered to showcase local restaurants and products. Rentals for special events can be accommodated up to 200 people. Cost: \$36,000; Revenue: \$65,000

4. With a regular revenue stream and community programming, a full-time staff member may be considered to manage the Farm. Cost: \$61,200 (salary)

**Year 5 Total Cost: \$226,200**

**Year 5 Total Revenue: \$101,000**

## SUMMARY OF RESPONSIBILITY

The following summarizes the type of budgetary line item and responsibility for costs associated with specific improvements:

### Village of Orland Park

#### Capital Projects

- Parking Lot (100%)
- Greenway Trails and Connectivity to Village trail system (100%)

- Farm Home stabilization of foundation (100%)
- Rest Rooms (100%)
- Interpretive Center (50%)

#### Operations and Maintenance

- General Maintenance of the "outer grounds" – areas outside of the immediate farm house area such as parking area and greenway trails network (100%)
- Provide support for larger special events such as concerts, etc. that will require assistance such as security and solid waste management (as needed and to be determined on an event by event basis between Village and SFF)

### Stellwagen Family Farm (SFF)

#### Capital Projects

- Interpretive Center (50%)
- Farm House Restoration interiors (100%)
- Improvements to existing Farm Structures (100%)
- Gardens
  - » Vegetable Garden (100%)
  - » Flower Garden (100%)
  - » Rock Garden (100%)

#### Operations and Maintenance

- Development and Management of Farm Programming (100%)
- "Friends of Stellwagen Family Farm" - Volunteers who will provide docent and services for most programming and educational events (100%)
- General Maintenance of "inner grounds" – areas in the immediate vicinity to the Farm House and Farm Structures such as the Farm Gardens and grounds between structures (100%)
- Eventual staffing that would be housed on the Farm House inner grounds or at future Interpretive Center may be through the SFF but with some underwriting by Village (to be determined)

## STELLWAGEN FAMILY FARM POTENTIAL FUNDING SOURCES BY PROJECT

Proposed Improvements	IMPLEMENTAION SCHEDULE					FUNDING SOURCES
	Year 1	Year 2	Year 3	Year 4	Year 5	
<b>Facilities</b>						
Restoration of Farm House	Phase 1		Phase 2			Possible Foudations for Historic Preservation and Education
Picnic Shelter						Boy & Girl Scouts Troop Project, Lowes Materials grant
Restroom		Phase 1	Phase 2			Village
Interpretive Center	Conceptual Design and Organizing a Fundraising Campaign	Begin Fundraising Campaign	Begin Design Process & Continue Fundraising Campaign	Refine Design - Interpretive Center	Construct - Interpretive Center	Heritage and Education Foundations, CMAP, Cook County Economic Development, IDOA, IDCEO, USDOA, USDOl, Individual Donors, "Possible Name Rights?"
<b>Site Improvements</b>						
Implementation of Perimeter Path						Village, IDOT-Enhcnement Grants, IDNR Trail Grant
Parking Lot Construction						Village
Crops	Phase 1				Phase 2	DOA Susatainability Grant
Construction of Perimeter Fence						Volunteers - "Friends of SFF", Boy & Girl Scouts Troop Project, Lowes or other materials grant
Installation of Wayfinding Signage						Volunteers - "Friends of SFF", Boy & Girl Scouts Troop Project, Lowes or other materials grant
Picnic Tables						Volunteers - "Friends of SFF", Boy & Girl Scouts Troop Project, Lowes or other materials grant, IDNR Small Grants
Installation of Rock Garden						Volunteers - "Friends of SFF", Boy & Girl Scouts Troop Project, Lowes or other materials grant, IDNR Small Grants
Restoration of Farmhouse Gardens						Volunteers - "Friends of SFF", Boy & Girl Scouts Troop Project, Lowes or other materials grant
Interpretive Signage						Volunteers - "Friends of SFF", Boy & Girl Scouts Troop Project, Lowes or other materials grant
Livestock						4-H Cook County, Future Farmers of America Urban Program Development
Connectivity to Regional Trail Systems						IDOT-Enhcnement Grants, IDNR Trail Grant
<b>Programming</b>						
Historic Tours	Initiation	On-going				IDOA Sustainability Grant and IDOE Outreach
Adult Education (photography, painting)		On-going				IDOA Sustainability Grant
School Groups		On-going				IDOA Sustainability Grant and IDOE Outreach and E-Learning
Concert			Initiation	On-going	On-going	IL Council for the Arts, National Endowment for the Arts
Movie			Initiation	On-going	On-going	IL Council for the Arts, National Endowment for the Arts
Farmer's Market			Initiation	On-going	On-going	IDOA Sustainability Grant, SFF Membership possible CSA (Community Sponsored Agriculture) membership program
Theater			Initiation	On-going	On-going	IL Council for the Arts, National Endowment for the Arts, Individuals, and Corporate Sponsors
Seasonal Activiites (4/year)			Phase 1		Phase 2	Various Sources
Farm to Table Dinner				Initiation	On-going	IDOA Sustainability Grant
Rentals					On-going	Friends of the SFF
<b>Partnerships</b>						
Volunteer Coordinator		1/2 FTE	1/2 FTE	Full FTE	Full FTE	Village and SFF, possible assistance Governor's Volunteer Coordination Program
UI Extension						IDOA Sustainability Grant, Cook County 4-H Club
Sandberg High School						IDOA and IDOE E-Learning Grant, Potential FFA Program Development, Cook County 4-H Club
Andrew High School						IDOA and IDOE E-Learning Grant, Potential FFA Program Development, Cook County 4-H Club
Staff				Phase 1	Phase 2	Village, SFF Memberships, and Various programmatic grants

## FUNDING SOURCES

the facing page identifies potential sources of funding for each of the projects listed. This list is not exhaustive and is meant to begin the dialogue with granting agencies regarding opportunities at SFF.

## OUTCOMES

The Stellwagen Family Farm (SFF) is well positioned as an asset in the Village of Orland Park, that will contribute to the quality of life of residents and its visitors. The Stellwagen Family Farm Foundation as the advisory organization in partnership with the Village of Orland Park will be able to leverage their common vision to create a first class Farm Museum amenity for local residents and visitors for today and the future. The SFF will achieve this first class status by focusing on four fundamental development areas; facilities, site improvements, programming, and partnerships.

### Facilities

The Village and the SFF have done an outstanding job restoring many of the outbuildings and features of the farmstead property such as the windmill. Currently, the Village and SFF are focusing efforts on restoring the farm house structurally. The interior restoration will reflect the era of the 1930s and 1940s. This effort will be completed in two phases with the first phase being structural restoration and the second phase will be primarily the interior restoration. The smaller farm facilities will include a picnic shelter and public restroom. The shelter should be useable by the end of the second year of operations. This will allow the Farm to begin to grow the number of events, size of events, and diversity of events possible.

The major facility to be completed by the end of the fifth year of operations will an Interpretive Center. Besides the farm house and the already restored exterior farm buildings, the new Interpretive Center will be a signature facility and entry point for visitors to the Farm. The planning, design and construction of the Interpretive Center will be a major undertaking for the SFF and the Village over the next five years. It is anticipated that the Village and SFF should begin immediately on the Interpretive Center conceptual design and organizing how to complete a fundraising campaign to build it. The Farm should have started funding raising during



the second year of operations and this effort will continue into the third year. By the fourth year of operations the Farm should be ready to complete the Interpretive Center architectural design which would allow the construction of the facility in the fifth year for use in year six.

### Site Improvements

As a community asset for Orland Park, it is very important to make physical connectivity to the Farm from surrounding neighborhoods and to integrate the Farm into the overall recreational and educational amenities of the Village. To this end, the Village

plans to complete a parking lot for the Farm that will allow the Farm to begin programming and holding larger events. This should be completed in early 2016. Crops will continue to be farmed by local farmers on a lease basis. Plans for the construction of a perimeter fence should be phased over year two and three in coordination with the Village's construction of the perimeter trails. Many Boy and Girl Scout Troops look for opportunities to participate in meaningful community service projects. The perimeter fence may provide such an opportunity while the SFF and Village may be able to secure fence materials from a local or national supplier who often look to support local small community projects. This would also be true for the construction of picnic tables and adding interpretive and wayfinding signage that would be used in the new picnic shelter and along the trails respectively. Besides Boy and Girl Scout Troops many local civic service organizations and corporations look for volunteer opportunities too, and may be very helpful for volunteer labor.

The layout and installation of the farm gardens (vegetable, flower, rock) should be led by the SFF, and like the perimeter fence project, they should use volunteers and donated supplies to the extent possible to construct and manage these garden areas.

Livestock could be leased from area farmers on a seasonal basis from April through October during the main outdoor historic farm touring and outdoor event season.

#### Programming



The programming activities at the Farm are generally of two types. The first is historic farm tours given to various groups. The second is unique events that are held at the Farm. The SFF have held historic tours of the Farm over the past several years by reservation only. It is anticipated that these tours will continue, but it will be important to begin to schedule times during the week when visitors and residents know the tours will be available. Scheduling may start with one day a week and build to additional days as interest and volunteer resources expand. School groups will be a very important segment of these tour groups. Developing more formal historic farm tour programs that are integrated into the school and grade level curriculum will be important to grow the number of school groups who are willing and able to come and tour the Farm. Many civic, church, and community groups may also be interested in historic farm tours. It would be important to understand the demand for tours by school and community groups of interest to project future historic farm tour program planning and development. The historic tours should look to expand school tours over the next few years to establish a strong base of schools for annual historic farm tours.

In the future, the Farm will expand its special event offerings. These may include concerts, movies, theater productions, and other seasonal events such as a Fall Festival for Families. Another featured event that would be unique to the Farm would be holding Farm to Table Dinners. These may be themed events to the 1930s and 1940s era around the Great Depression and World War II. Finally, the Farm House venue could be rented out for



special events such as corporate gatherings, weddings, and small banquets or meetings. As noted on the schedule, these events and their planning will require significant volunteer assistance and likely sponsorships from local businesses and individuals to support the tours and events. Besides the special events, the SFF may want to establish a farmers market and road Side stand that could expand into a full Community Supported Agriculture (CSA) program with memberships. This will take work and planning over the next year or two to determine the scale of interest and feasibility of a Farmers Market/Road Side Stand program for Orland Park residents.

### Partnerships

Building a strong base of volunteers will be critical to the long term viability of the SFF. While the Village may be able to provide some strategic support for special events such as security and waste management services, it is given that the SFF must expand its volunteer base and use of volunteers to successfully grow and execute its larger tours and events. The SFF has mentioned expanding its volunteers while growing an active membership fee program as well. The members will provide some support for the ongoing operations and maintenance of the farm and its activities. There are several strong partnerships that may be developed with Boy and Girl Scouts as mentioned above, but more specifically to agriculture the Cook County 4-H Club under the guidance of the University of Illinois Extension and Future Farmers of America, school / regional program present great participation opportunities for assistance from talented young agricultural leaders. There are no current FFA programs in Cook or Will Counties, so there may be an opportunity to develop a program in concert with a high school within the region. Finally, the most important volunteer base are residents of Orland Park who will help with special events, and may be inclined to assist with tour groups and other programming at the Farm. The SFF and Village will need to build strong partnerships with existing agricultural businesses and find potential non-specific agricultural sponsors such as local businesses and individuals who may very much want to support tours and special events at the Farm.















# A P P E N D I X





## RATIO

## PROGRESS MEETING SUMMARY

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

Project: Stellwagen Family Foundation Farm Market Analysis  
RATIO Project No.: 15067  
Date/Time: July 22, 2015  
Purpose: Kick-off Meeting  
Held at: Village of Orland Park Village Hall  
Participants: Ken Flutman, Stellwagen Family Foundation; Jim Stellwagen, Stellwagen Family Foundation; Metty Maue, Stellwagen Family Foundation; Kathy Fenton, Stellwagen Family Foundation/Village Trustee; Nectarios Pittos, Village of Orland Park; Matt Reuff, RATIO; Lesley Roth, RATIO

1. Welcome and Introductions
  - a. RATIO began the meeting with introductions of those present
2. Scope of Work Overview
  - a. RATIO presented that the scope of work was to include a market analysis for the Chicago region and Orland Park submarket. This analysis includes data on population, income, education and market opportunities for the Farm.
  - b. The scope of work overview also would include project milestones and deliverables. The first step will be to review existing plans, reports and studies for the property. These reports will be summarized in the existing conditions document at the end of Task 1.
3. Project Schedule
  - a. The schedule for this project is 8 weeks, punctuated by 4 task deliverables, committee meetings and an internal workshop between tasks 2 and 3.
4. Market Context
  - a. RATIO presented findings from initial research into the market context of the Farm. RATIO also looked at the Farm's regional context, trends, primary markets and growth opportunities. Key outcomes of this research included:
    - Population growth in the Chicago Metropolitan Region is growing
    - Between 2010-2030, population growth in the Chicago region is expected to change by 11%.
    - The estimated primary market population in the three county area of Will, Cook and DuPage is expected to grow by approximately 450,000 people.
    - The total income growth for the same area is expected to grow by approximately \$30bil.
    - The minority population for the same area is projected to grow as well.
    - There will be significant change in households with and without children between 2010-2030. This change will be 3% for households with children and approximately 18% for households without children.
    - There will be a 15% increase in households between 35-64years of age between 2010-2030. For households older than 65, the increase will be 75%. These statistics mirror the US as a whole.
  - b. Trends
    - RATIO explained that there is opportunity to provide programming at the Farm that responds to both children and adult educational needs
5. Precedents and Project Successes
  - a. RATIO described the characteristics of several historic farm museums in the Chicago region as well as national examples.
  - b. The farm museums were managed by either nonprofit groups or park districts. Both groups of farm museums had a variety of amenities and programming.
  - c. There is an opportunity for the Farm to attract tourism from the adjacent I-80 corridor. The Foundation discussed the installation of a highway sign identifying the turn off to the Farm.
  - d. The Farm is in a unique position on the southwest side, away from the more saturated north side. Foundation members added several farms to the list of those to be compared. That list included:
    - Boley Farm

Name (same as heading)

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Date (same as heading)

- Younker Farm, Mokena
  - Homer Glen Farm
  - Round Barn, Manhattan
  - The Children's Farm, Palos Park
  - Harvest House (Restaurant), Palos Park
  - Brookhill Community Garden
  - Franfort Tea House
- e. RATIO discussed connection to area trail networks, proximity to schools and seasonal opportunities for the Farm.
- 6. Project Goals and Objectives
  - a. RATIO asked the Foundation about their aspirations for the Farm. The group discussed many ideas for programming, revenue streams and goals for the Farm.
  - b. The following programmatic elements were discussed as opportunities for the farm:
    - i. Rental livestock for petting and farm education
    - ii. Movies at the farm
    - iii. Community garden
    - iv. Picnic area with benches
    - v. Farmer's market with local products such as: pies, bread, flowers, candles, soap
    - vi. Monthly vendors such as: woodworking, smithing, cidermaking, threshing demonstration
    - vii. Wedding rentals
    - viii. Picture taking
    - ix. Summer camp – in conjunction with schools or park district
    - x. Summer concerts - big band or bluegrass
    - xi. Historic tractor show
    - xii. Seasonal activities – hayrides, pumpkin patch, barn dance
  - c. Fundraising opportunities
    - i. Business sponsorships
    - ii. Farm to Table dinner – fundraiser
    - iii. Hop growing for local brewery (Hailstorm, 350)
  - d. Educational opportunities/partnerships
    - i. Local colleges and universities
    - ii. School district
    - iii. Tours
    - iv. Interpretive/educational signage (for self-guided tours)
    - v. Cook County farm bureau
    - vi. John Deere
    - vii. Countrywide insurance
    - viii. Chicago Farmer's coop
    - ix. Southland Convention and Visitor's Bureau
- 7. General Notes
  - a. The Farm is currently being cultivated with rotating crops of soy and corn. This lease generates approximately \$3,500 for the farm.
- 8. Project Next Steps
  - a. Information needed from City:
    - GIS data for the Village
    - Stellwagen Family Foundation Logo
    - Previous reports and studies
    - Contract for sale of farm
    - Parking lot plans
  - b. Next meeting: Thursday, August 6; 2pm at the Farm
  - c. Advisory Committee Workshop: (tentative) August 20
  - d. Task 1 deliverable due: Monday, August 3
  - e. Task 2 deliverable due: Monday, August 17
  - f. Task 3 and 4 deliverable due: Thursday, September 3



Name (same as heading)

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Date (same as heading)

g. Final draft due: September 11

Any additions or corrections to these Minutes should be submitted in writing to RATIO Architects, Inc., within ten (10) days of receipt. Otherwise, these Minutes stand as correct.

Respectfully submitted,

Lesley Roth

Associate

cc: John Jackson - RATIO



## PROGRESS MEETING SUMMARY

### RATIO

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

Project: Stellwagen Family Foundation Farm Market Analysis  
RATIO Project No.: 15067  
Date/Time: August 6, 2015  
Purpose: Advisory Committee Meeting and Tour  
Held at: The Stellwagen Family Farm  
Participants: Ken Flutman (tour) , Stellwagen Family Foundation; Jim Stellwagen, Stellwagen Family Foundation; Betty Maue, Stellwagen Family Foundation; Kathy Fenton, Stellwagen Family Foundation/Village Trustee; Bob Sullivan; Nectaros Pittos, Village of Orland Park; Matt Rueff, RATIO; Lesley Roth, RATIO

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1. The group started with a tour of the facility led by Jim and Betty. The following are comments and observations that were made during the tour. The group discussed the function and history of the grounds facilities.
  - a. Buildings/Facilities
    - i. Many of the facilities have been improved or rehabilitated between 2005-2013.
    - ii. There is an old chicken coop that is newly staged.
    - iii. Silo and concrete slab improvements were made in 2005 (Trilium Dell)
    - iv. The windmill was replaced in 2007. Previous windmill was taken down in the 1930's.
    - v. The well is 40' deep and is brick lined. A new pump replaced the original when the new windmill was installed.
  - b. Livestock
    - i. There have not been cows at the farm for the last 45 years. At most, there were 35 head. There is a desire to have a few head.
    - ii. There were pigs at the farm at various times prior to 1950's.
    - iii. Stellwagen farm was primarily a dairy farm. The crops grown were for animal feed and included oats, hay, and corn. Straw was made from the stem of the oat plant.
  - c. The Farm used to stretch to 179<sup>th</sup> and 104<sup>th</sup> prior to the subdivision being built.
  - d. The Foundation would like to consider a fence to be built near the barn and cowshed.
  - e. The Foundation has considered an access path behind the tool shed that could connect the parking lot.
  - f. In approximately 1950, the farm converted from horse labor to mechanized tractors for use in the fields. The Stellwagen Farm was one of the last to change from horse to tractor.
  - g. Electricity came to the farm in 1930's.
  - h. Landscape/Agriculture
    - i. The outhouse has been removed in the 1930's and there is a desire to create a rock garden in its location. Previously, a rock garden existed.
    - ii. There is row of black walnut trees behind the tool storage shed. One English walnut is located north of the tool shed.
    - iii. Several fruit trees are located on the property and include apple and pear trees
    - iv. There is a 'wet area' on the property near 104<sup>th</sup> and 179<sup>th</sup> (center of the south side of the property).
    - v. After 1950, the farm used to grow ear corn – approximately 900 bushel (56lbs=1 bushel). Small grain was also grown and stored. The farm can store 2000 bushel of soybeans (60lbs=1 bushel).
2. RATIO presented the Existing Conditions Report (Task 1) to the group and asked for any comments the committee might have.
  - a. RATIO was asked to include CSA (Community Supported Agriculture) in the partnerships area of the program.
  - b. Perry Farm in Bourbonnais should be included as a peer local farm
3. The group then discussed 21 comparable national, Midwestern and local farm museum projects. Each comparable farm was presented and discussed in terms of program elements, size, fees and theme.
  - a. Program to be considered:
    - i. **Fees:** Annual passes including resident and nonresident fees; memberships

## Stellwagen Family Foundation Market Analysis Study

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August 6, 2015

- ii. **Facilities:** picnic shelter; interpretive/wayfinding signage; special gardens (rock garden, peony, hydrangea, sunflowers, hollyhock); trails; restroom facilities (new building); conservation areas; Interpretive center; livestock or adopt and animal; ; tools and equipment on display
    - iii. **Program/Revenue generation:** rentals (weddings, photography); artist in residence; adult education (photography, painting); dining (farm to table, themed); concerts/movies; barn dance; upscale farmer's market' fall festival; community theater; art studios/gallery; curriculum for teachers; 'setting' for events; winter programming celebrate seasonal aspects of farming
    - iv. **Partners/Volunteers:** college and university partnerships (UI extension, Sandberg H.S., Andrew H.S., SD 230; self-guided tour map;
  - b. The following program elements were not desirable: playground; fishing; sports fields
  - c. The Committee has several unanswered questions that could help determine the trajectory of the farm:
    - i. Volunteer coordination
    - ii. Operating budget
    - iii. Appropriate entry cost
    - iv. Key demographics of visitors (age, household income, education, household size)
    - v. Hours of operation
    - vi. How big to grow (staffing)
    - vii. Catchment area and tourism/marketing reach
  - d. The Committee mentioned additional farm museums and similar facilities to analyze:
    - i. Genesee Country Village and Museum
    - ii. Trantina Farm (Homer Glen)
    - iii. Harvest House (Palos)
    - iv. McCord House (Palos)
4. Project Next Steps
- a. Information needed from City:
    - GIS data for the Village
    - Contract for sale of farm
    - Parking lot plans
  - b. Next meeting: August/September Workshop
    - i. Workshop goals: design site, identify priority programming, identify phasing and construction schedule
  - c. Task 2 deliverable due: Monday, August 21
  - d. Task 3 and 4 deliverable due: Thursday, September 3
  - e. Final draft due: September 11

Any additions or corrections to these Minutes should be submitted in writing to RATIO Architects, Inc., within ten (10) days of receipt. Otherwise, these Minutes stand as correct.

Respectfully submitted,

Lesley Roth  
Associate

cc: John Jackson - RATIO  
Matt Rueff - RATIO





[illegible]

# FARM MUSEUMS

FACT SHEETS -- Chicago Region and National Precedents

# CHICAGO REGION FARM MUSEUMS

# Blackberry Farm

Location	Aurora, IL (Kane County)
Operator	Fox Valley park District
Entrance Fee	\$ 4.50 Daily
Annual Pass	\$30 Resident (\$100 Non-R)
Open	Seasonal
Acres	54

## Program

Farm Specific	Historic Farm Buildings, Historic Village
Outdoor Recreation	Trails, Fishing, Playground, Picnic Area
Education	Interpretive Center, School Programming, Adult Education
Rentals	Weddings, Social/Corporate
Special Events	Yes





# Corron Farm

Location	Campton Hills (Kane County)
Operator	Campton Township Parks and Open Space
Entrance Fee	Free Membership \$35
Open	Year Round
Acres	220

## Program

Farm Specific	Historic Farm Buildings
Outdoor Recreation	Conservation Areas, Trails, Picnic Area
Education	No Regular Programming
Special Events	Yes



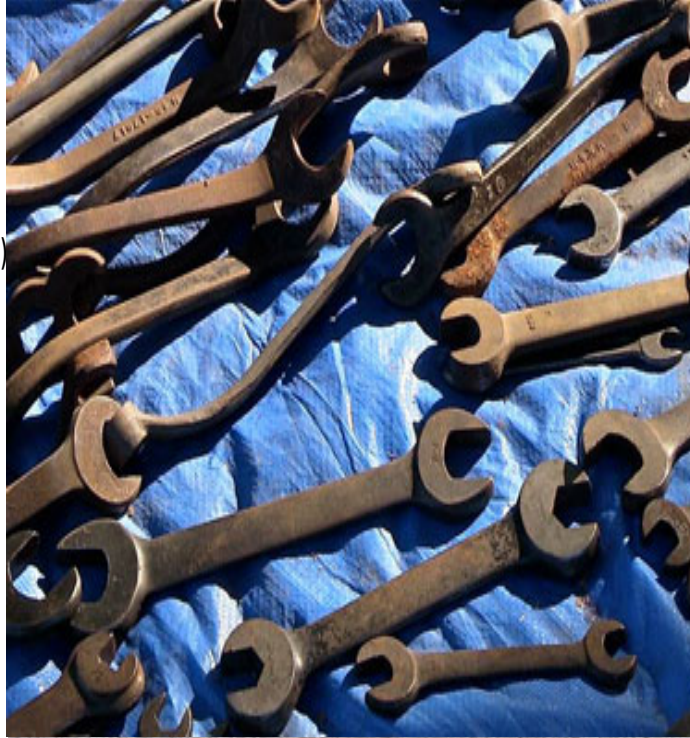


# Garfield Farm and Inn Museum

Location	Campton Hills (Kane County)
Operator	Garfield Farm Museum
Entrance Fee	\$ 3.00
Membership	Donation
Open	Year Round
Acres	281

## Program

Farm Specific	Crops, Livestock, Historic Farm Buildings, Historic Farm Practices, Participation with Livestock and Farming, Special Gardens
Outdoor Recreation	Conservation Areas, Trails, Picnic Area
Education	Interpretive Center, School Programming, Adult Education
Special Events	Yes





# Kline Creek Farm

Location	West Chicago (DuPage County)
Operator	Forest Preserve District of DuPage County
Entrance Fee	Free
Open	Year Round
Acres	234
Program	
Farm Specific	Crops, Livestock, Historic Farm Buildings, Historic Farming Practices, Participation with Livestock and Farming, Bee Keeping Area
Outdoor Recreation	Conservation Area, Trails, Fishing, Playground, Picnic Area
Education	Interpretive Center, School Programming, Summer Day Camps
Venues/Rentals	Sports Fields
Special Events	Yes



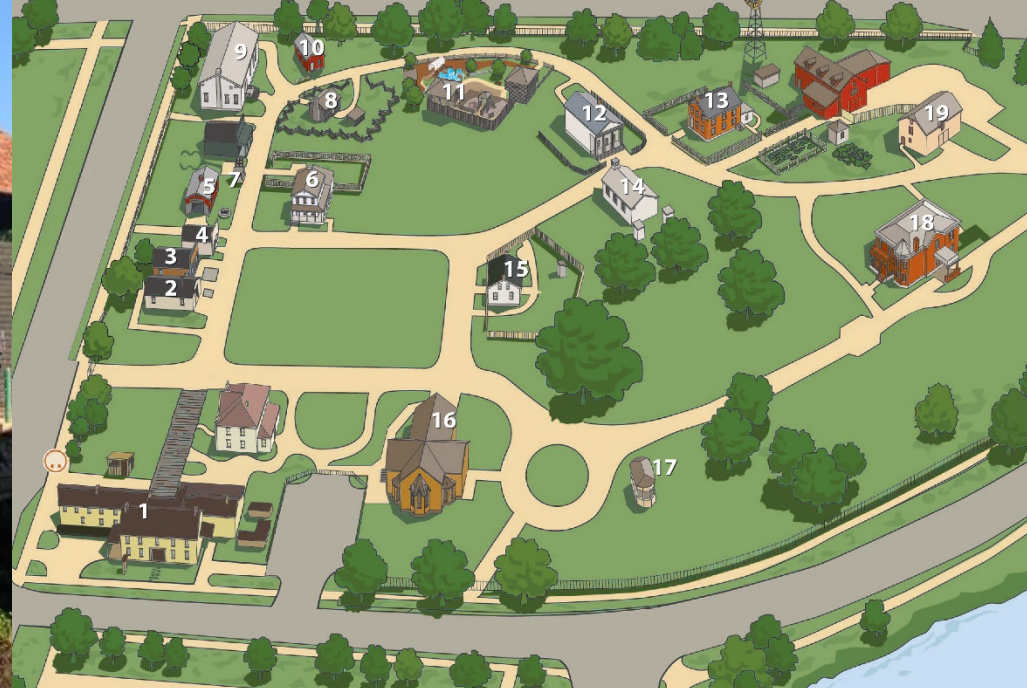


# Naper Settlement Museum

Location	Naperville (DuPage County)
Operator	Naperville Heritage Society
Entrance Fee	\$10-12
Membership	\$110 Family
Open	Year Round
Acres	12

## Program

Farm Specific	Historic Farm Buildings, Historic Village, Special Gardens
Outdoor Recreation	Playground, Picnic Area,
Education	Interpretive Center, School Programming, Adult Education, Summer Day Camps
Rentals/Venues	Gift Shop, Weddings, Social/Corporate events, Concerts, Art/Craft Studios/Galleries
Special Events	Yes





# Peck Farm Park

Location	Geneva (Kane County)
Operator	Geneva Parks District
Entrance Fee	Free
Programs have fees	
Open	Seasonal
Acres	150
<b>Program</b>	
Farm Specific	Crops, Livestock, Historic Farm Buildings, Participation with Livestock and Farming, Special Gardens, Farm
Outdoor Recreation	Conservation Area, Trails, Fishing, Playground, Picnic Area
Education	Interpretive Center, School Programming, Adult Education, Summer Day Camps
Rentals/Venues	Social/Corporate, Sports Fields
Special Events	Yes, Butterfly House



# Primrose Farm

Location	St. Charles (Kane County)
Operator	St. Charles Parks District
Entrance Fee	Free
Open	Seasonal
Acres	100

## Program

Farm Specific	Crops, Livestock, Orchard, Historic Farm Buildings, Historic Farm Practices, Community Gardens, Participation with Livestock and Farming
Outdoor Recreation	Conservation Area, Trails, Picnic Area
Education	Interpretive Center, School Programming, Adult Education, Summer Day Camps
Rentals/Venues	Farmers Market, Sports Fields
Special Events	Yes



# Volkening Heritage Farm

Location	Schaumburg (Cook County)
Operator	Schaumburg parks District
Entrance Fee	Annual Pass: \$32 R, \$48NR
Open	Seasonal
Acres	135

## Program

Farm Specific	Crops, Livestock, Historic Farming Practices, Historic Farm Buildings, Participation with Livestock and Farming
Outdoor Recreation	Conservation Area, Fishing, Picnic Area
Education	Interpretive Center, School Programming, Adult Education,
Rentals/Venues	Gift Shop, Weddings, Social/Corporate
Special Events	Yes



# Wagner Farm

Location	Glenview (Cook County)
Operator	Glenview Parks District
Entrance Fee	Free with Program Fees
Open	Seasonal
Acres	19

## Program

Farm Specific	Crops, Livestock, Historic Farm Buildings, Participation with Livestock and Farming
Education	Interpretive Center, School Programming, Summer Day Camps
Rentals/Venues	Farmers Market, Gift Shop, Weddings, Social/Corporate
Special Events	Yes





# NATIONAL FARM MUSEUMS

# Connor Prairie

Location	Fishers, Indiana
Operator	Connor Prairie Interactive History Park
Entrance Fee	\$11-16
Memberships	\$90
Open	Year Round
Acres	225
<b>Program</b>	
Farm Specific	Crops, Livestock, Historic Farm Buildings, Historic Village, Historic Farming Practices, Participation with Livestock and Farming, Special Gardens
Outdoor Recreation	Conservation Area, Trails, Picnic Area
Education	Interpretive Center, School Programming, Adult Education, Summer Day Camps
Rental/Venue	Farm to Table Restaurant, Bake Shop, Gift Shop, Weddings, Social/Corporate, Concerts, Arts & Crafts Galleries
Special Events	Yes





# Living History Farms

Location	Urbandale, Iowa
Operator	Living History Farms
Entrance Fee	\$15
Membership	\$90
Open	Year Round
Acres	190

## Program

Farm Specific	Crops, Historic Farm Buildings, Historic Farming Practices, Historic Village, Participation with Crops
Outdoor Recreation	Conservation Area, Trails, Picnic Area
Education	Interpretive Center, School Programming, Adult Education, Summer Day Camps
Rentals/Venue	Farmers Market, Restaurant, Bake Shop, Gift Shop, Lodging, Weddings, Social/Corporate, Concerts, Arts and Crafts Galleries, Sports Fields
Special Events	Yes



# Old Sturbridge Village

Location Sturbridge, Massachusetts  
Operator Old Sturbridge Village  
Open Year Round  
Acres 203

## Program

Farm Specific Crops, Livestock, Historic Farming Practiced, Historic Farm Buildings, Historic Village, Participation with Crops and Livestock, Special Gardens

Outdoor Recreation Picnic Area

Education Interpretive Center, School Programming, Adult Education, Summer Day Camps

Rental/Venue Farmers Market, Restaurant, Bake Shop, Gift Shop, Lodging, Weddings, Social/Corporate

Special Event Yes





# Old World Wisconsin

Location	Wisconsin Historical Society
Operator	Eagle, Wisconsin
Entrance Fee	\$10-19
Membership	\$80
Open	Seasonal
Acres	440
<b>Program</b>	
Farm Specific	Crops, Livestock, Historic Farming Practiced, Historic Farm Buildings, Historic Village, Participation with Crops and Livestock, Special Gardens
Outdoor Recreation	Picnic Area
Education	Interpretive Center, School Programming, Adult Education Summer Day Camps
Rentals/Venues	Restaurant, Gift Shop, Lodging, Weddings, Social/Corporate, Art and Crafts Galleries
Special Events	Yes



# Additional Chicago Region Venues



# Boley Farm

Location	Orland Park
Operator	Orland Park Recreation and Parks Department
Entrance Fee	Free
Open	Seasonal
Acres	5

## Program

Farm Specific	Limited to farm stand
Outdoor Recreation	Trails to sidewalk linkages
Education	No Regular Programming
Rental/Venues	Fresh Farm Stand
Special Events	None indicated on webpage





# Yunker Farm Park

Location	Mokena (Will County)
Operator	Mokena Community Park District
Entrance Fee	Free but Event Fees
Open	Seasonal
Acres	116

## Program

Farm Specific	Historic Farm Buildings, Community Gardens
Outdoor Recreation	"Bark Park" planned, splash pad, Recreation and Fitness Center, Sports Fields, Picnic Area
Rental/Venues	Amphitheater Concert venue planned
Special Events	Yes, Farm & Barn Fest, Chamber Food & Wine Festival





# Garden Patch Farm

Location	Homer Glen (Cook County)
Operator	Pick the Farm
Entrance Fee	Free
<i>Fee based pick your own produce</i>	
Open	Seasonal
Acres	37

## Program

Farm Specific	You pick your own produce, green house
Education	Farm tours by reservation
Rental/Venues	Buddha Yoga and kids yoga
Special Events	Yes





# Round Barn

Location	Manhattan (Will County)
Operator	Manhattan Parks District
Entrance Fee	Free
<i>Fees for special events</i>	
Open	Year Round
Acres	88

## Program

Farm Specific	Historic Farm Building,
Outdoor Recreation	Three picnic areas, Trails, Sporting Fields, Playground
Rental/Venues	Movie nights, Family Camp Out in summer
Special Events	Yes, Wine Festival, Haunted Corn Maze





# The Children's Farm at the Center

Location Palos Park  
Open Year Round  
Acres 87

## Program

Farm Specific Crops, Livestock, Participation with Crops and Livestock, Farm Tours, Interpretive Center, Historic Farm Buildings, Chapel-Center Building

Outdoor Recreation Trails, Conservation Area, Weddings, Social/Corporate

Education School Programming, Adult Education, Summer Day Camps

Rental/Venues Children's Program

Special Events Yes





# Discovery Park Community Garden

Location	Orland Park (Cook County)
Operator	Orland Park Recreation & Parks Department
Entrance Fee	\$30 participation R, \$45 NR
Open	Seasonal
Acres	14

## Program

Farm Specific	NO Farm, only community gardens
Outdoor Recreation	Trails, Sporting Fields, Picnic Area, Playground





# Pickwick Society Tea House

Location	Frankfort
Operator	The Pickwick Society
Entrance Fee	NA
<i>Priced Meals</i>	
Acres	0.05

## Program

*Historic 1930's House near Cape Cod*

Rental/Venues	Special tea scheduled regularly
Special Events	Yes





