

SHEBOYGAN PRESS, Tuesday, March 30, 1971 3

200-Acre Recreation Complex Planned At Elkhart Lake

By LOREN SPERRY
Press Staff Writer

A major summer-winter recreational complex will be developed at Elkhart Lake by a newly formed local businessmen's group.

Leisure Facilities Limited will combine Point Elkhart (formerly Pine Point Resort) with Quilt Qui Qui Golf Club and the adjacent ski hill into a nearly 200-acre year-round recreation attraction.

Plans call for:

- First, operation of Point Elkhart largely "as is" for the 1971 summer season;
- Second, development of a major ski area, complete with a chalet and three ski runs;
- Third, revamping of Point

Elkhart, with construction of a new main lodge and year-round motel accommodations, dining and cocktail facilities, and enclosed swimming pool and expanded convention facilities, and

- Fourth, upgrading of facilities at Quilt Qui Qui to include a lighted driving range and, possibly, a lighter par three course.

Cooperative Offices

Serving as president of LFL is Carl Wise, operator of Quilt Qui Qui, with William Panke of Sheboygan's Grand Executive Inn, vice president, and Lawrence E. Bray, Sheboygan architect, secretary-treasurer.

Wise and Panke are residents of Elkhart Lake and Bray resides there during the summer.

"Elkhart Lake is the cleanest lake in Wisconsin, the ski hill is the second highest point in Sheboygan County and most every form of recreation is available nearby," Panke declared.

"The facilities are there; lodging, dining and cocktail lounge, a beautiful lake, golf and skiing facilities," Wise observed.

It is proximity to Elkhart Lake's Road America race track (a half-mile away) and the proposed Milwaukee-Green Bay Interstate highway are seen as boons to the development.

Potential Cited

"The Elkhart Lake area is only a couple of hours away for 10 million people," Panke added, pointing out that with the shortening work-week, people

have more leisure time available.

"But the Elkhart Lake area has not kept pace with the changing attitudes and needs of today's vacationing public," Bray said.

"Leisure Facilities Limited believes it can and should cater to today's vacationing public and its habits by adding to and remodeling these existing facilities."

"We believe that the advent of three-day weekends and extended vacations requires a year-round resort offering recreational activities in every season," the officers declared.

To accomplish this, LFL has purchased the former Pine Point Resort and renamed it

Point Elkhart, has affiliated with Quilt Qui Qui and has purchased the ski hill immediately south of the golf course.

Bray's firm, Lawrence E. Bray & Associates, is in the midst of master planning for the development.

Point Elkhart will open May 22.

At the same time, extensive landscaping will begin at the ski hill, along with construction of the chalet.

The winter facilities are expected to be ready for use by next winter.

Included will be three slopes — for the beginner, for the skier of moderate abilities and for the "pro."

A new chair lift and new snow

making machinery are to be employed.

The chalet will include dining and bar accommodations and a ski shop.

Facilities for sledding, tobogganing, sleighriding and ice fishing, as well as snowmobile trails on the golf course and across the lake to the Sheboygan Marsh area will be developed.

At Point Elkhart next year, a new main lodge is to be built on the resort's 28-acre site which boasts 600 feet of lake frontage.

Renovated Resort

There are now 189 lodging units at Point Elkhart, but only a third of them are heated. Plans call for replacement of many of these units and winterization of them all.

Deck facilities will be developed, too.

At the 6,000-yard golf course, plans call for watered fairways, and, in the future, a new clubhouse to replace the existing one.

Arrangement of an increased number of golf outings, pre-season and post-season as well as during the season, is an aim of LFL, Wise noted.

Operated by a Chicago-area firm in recent years, the resort will this year employ local people, Panke said.

Approximately 50 young men and women will be employed at Point Elkhart this summer. Work applications are currently being accepted.