



136 North Monroe Street  
Waterloo, WI 53594-1198  
Phone: (920) 478-3025  
Fax: (920) 478-2021  
www.waterloowi.us

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**PUBLIC NOTICE OF A COMMITTEE MEETING  
OF THE COMMON COUNCIL OF THE CITY OF WATERLOO**

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public & news media, that the following meeting will be held:

**COMMITTEE:** PUBLIC SAFETY AND HEALTH COMMITTEE  
**DATE:** Thursday, June 7, 2018  
**TIME:** 6:30 p.m.  
**LOCATION:** Municipal Building Police Training Room, 136 N. Monroe Street

1. CALL TO ORDER AND ROLL CALL
2. APPROVAL OF MEETING MINUTES: May 3, 2018
3. PUBLIC COMMENT
4. UNFINISHED BUSINESS
  - a. Parklets – Keri Sellnow
5. NEW BUSINESS
  - a. Special Event Application – Virtumarket [application not received as of 6/4/2018]
6. FUTURE AGENDA ITEMS, COMMUNICATIONS AND ANNOUNCEMENTS
7. ADJOURNMENT

*Mo Hansen*

Mo Hansen  
Clerk/Treasurer

\*\*\* See Council Packet, Also On Tonight's Council Agenda

Committee Members: Thomas, Griffin and Petts

Printed, Posted, E-mailed and Distributed: 06/04/2018

PLEASE NOTE: IT IS POSSIBLE THAT MEMBERS OF AND POSSIBLY A QUORUM OF MEMBERS OF OTHER GOVERNMENTAL BODIES OF THE MUNICIPALITY MAY BE IN ATTENDANCE AT THE ABOVE MEETING(S) TO GATHER INFORMATION. NO ACTION WILL BE TAKEN BY ANY GOVERNMENTAL BODY OTHER THAN THAT SPECIFICALLY NOTICED. ALSO, UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR ADDITIONAL INFORMATION OR TO REQUEST SUCH SERVICES PLEASE CONTACT THE CLERK'S OFFICE AT THE ABOVE LOCATION.

**PUBLIC SAFETY AND HEALTH COMMITTEE MEETING MINUTES  
MAY 3, 2018**

1. **Call to Order:**  
The Public Safety Committee meeting was called to order by Alderperson Griffin at 6:30PM
2. **Roll Call:**  
Committee members present – Alderperson Petts, Griffin and Chief Sorenson
3. **Approval of Public Safety Committee Minutes of April 5, 2018,** Motion to approve by Alderperson Petts, second by Griffin, motion carried.
4. **Public Comment:** (None)
5. **Unfinished Business:** (None)
6. **New Business:** a. Parklets. Motion to table by Petts, second by Griffin, motion carried
7. **Future Agenda Items and announcements:** (None)
8. **Adjourn:** Motion to Adjourn by Petts, Second by Griffin, motion carried.

*I attest: Chief Dennis P. Sorenson*

## Mo Hansen

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**From:** Mo Hansen <cityhall@waterloowi.us>  
**Sent:** Friday, April 20, 2018 4:36 PM  
**To:** Keri Sellnow (kesellnow@gmail.com)  
**Cc:** dpsorenson@waterloowi.us; Fran Gartner (fagartner@waterloowi.us); dpw@waterloowi.us; thomastr2000@yahoo.com  
**Subject:** FW: Interest in a parklet / Clerk-Treas. follow-up  
**Attachments:** 2018-03-20SitePhotos.docx; IMG\_0855.JPG; IMG\_0856.JPG; IMG\_0857.JPG

Keri,  
Thank you for your call.

1. Photos see attached, not the greatest...
2. I'm attempting here to recreate the brief communication between Denis and I...
  - a. DS: What is temporary?
  - b. MH: Summertime festivals, weekends during street market, perhaps other times, etc. MH. I suggested she try to fashion lighting to promote use of the alleyway between the two buildings.
  - c. DS: I could see an interior street, but this is a state highway...
  - d. DS: This should be run though Public Safety.
  - e. MH: I'll follow-up
3. Please submit a one-page request describing your request. Defining temporary and address as many concerns as practical. Consider providing a visual to depict what the you are considering.
  - a. The Public Safety & Health Committee (Thomas, Petts and Griffin) meets May 3, 2018 at 6:30 pm.

*Mo Hansen*  
Clerk/Treasurer  
City of Waterloo  
office: 920.478.3025  
[CityHall@Waterloowi.us](mailto:CityHall@Waterloowi.us)

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**From:** Chief Denis Sorenson [<mailto:dpsorenson@waterloowi.us>]  
**Sent:** Wednesday, March 21, 2018 6:58 AM  
**To:** 'Mo Hansen' <cityhall@waterloowi.us>  
**Subject:** RE: Interest in a parklet

What is temporary? I am not opposed to the idea, but our downtown sidewalks are narrow and would be hard to fit something in.

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**From:** Mo Hansen [<mailto:cityhall@waterloowi.us>]  
**Sent:** Tuesday, March 20, 2018 4:58 PM  
**To:** [dpsorenson@waterloowi.us](mailto:dpsorenson@waterloowi.us)

**Cc:** Nicole Tuttle; City of Waterloo, Mayor; Bob Thompson Traveling

**Subject:** Interest in a parklet

Denis,

What is your thought on Sellnow's idea? I've included Niki Tuttle here also as this could tie into street market activity. Keri Sellnow is interested in having a temporary parklet in the right of way at 129 North Monroe Street to make for a more attractive commercial destination. My first thought is that we should encourage and empower all downtown entrepreneurial activity to build Waterloo's overall commercial vitality.

#### ABOUT PARKLETS

- [https://www.google.com/search?q=parklet+design&tbm=isch&source=iu&ictx=1&fir=B\\_yJWmgEhr5hHM%253A%252C1uPvOCN1X4xEyM%252C &usg=\\_\\_Z-yDMUGCqZQWEJN6FLJcRQyTb2I%3D&sa=X&ved=0ahUKEwi58ITi6PvZAhUJ74MKHV7hAa4Q9QEIKTAA#imgrc=B\\_yJWmgEhr5hHM](https://www.google.com/search?q=parklet+design&tbm=isch&source=iu&ictx=1&fir=B_yJWmgEhr5hHM%253A%252C1uPvOCN1X4xEyM%252C&usg=__Z-yDMUGCqZQWEJN6FLJcRQyTb2I%3D&sa=X&ved=0ahUKEwi58ITi6PvZAhUJ74MKHV7hAa4Q9QEIKTAA#imgrc=B_yJWmgEhr5hHM):
- Site photo attached.

*Mo Hansen*

Clerk/Treasurer

City of Waterloo

office: 920.478.3025

[CityHall@Waterloowi.us](mailto:CityHall@Waterloowi.us)

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## Mo Hansen

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**From:** Mo Hansen <cityhall@waterloowi.us>  
**Sent:** Thursday, April 26, 2018 11:25 AM  
**To:** Errin Welty (errin.welty@wedc.org)  
**Subject:** FW: Waterloo question / which communities have parklets?  
**Attachments:** 15.10 Parklets.docx

Chief Sorenson is asking if they are allowed on a state highway like our downtown – Sellnow location?  
-Mo

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**From:** Mo Hansen [mailto:cityhall@waterloowi.us]  
**Sent:** Thursday, March 22, 2018 11:29 AM  
**To:** dpsorenson@waterloowi.us  
**Subject:** FW: Waterloo question / which communities have parklets?

FYI Denis,  
-Mo

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**From:** Errin Welty [mailto:errin.welty@wedc.org]  
**Sent:** Thursday, March 22, 2018 8:51 AM  
**To:** Mo Hansen <cityhall@waterloowi.us>  
**Subject:** RE: Waterloo question / which communities have parklets?

As if you have to remind me who Keri is. 😊

I have more parklet info than you could ever want. We are actually installing the first one in Fond du Lac as part of the makeover project we're doing in early April. There are many communities with them – La Crosse is a good model because all of their ordinances and guidelines are online and downloadable, and are well thought out. Their 'approved' models of parklets are more expensive than But West Allis has them (they use the opposite, and build a sidewalk in the parking stall – called Pedlets). Milwaukee obviously, but also Appleton and Oshkosh, and others that I'm forgetting. We were able to get permission to install temporary ones in Platteville and Rice Lake as part of projects we were working with them on last year – Rice Lake's resulted in 7 mph reduced speeds downtown (from 41 to 34, still over the speed limit – we worked with the police to measure the impact there). Platteville has done temporary ones several times since then.

Attached is an article I wrote about them for our blog series.

The La Crosse materials can be downloaded here: <http://www.cityoflacrosse.org/parklets>

Let me know if there are specific questions you or the committee/council have.

Errin Welty, CEcD  
Downtown Development Account Manager  
Wisconsin Economic Development Corporation  
201 W Washington Avenue  
Madison, WI 53703  
608.210.6832  
Errin.welty@wedc.org

Website: <http://inwisconsin.com>  
Twitter: <http://twitter.com/InWisconsin>

Newsletters: <http://inwisconsin.com/subscribe/>



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**From:** Mo Hansen [<mailto:cityhall@waterloowi.us>]  
**Sent:** Tuesday, March 20, 2018 4:44 PM  
**To:** Errin Welty <[errin.welty@wedc.org](mailto:errin.welty@wedc.org)>  
**Subject:** Waterloo question / which communities have parklets?

Errin,

- Keri Sellnow (the former coffee shop location) is interested in a parklet. Additionally, we are launching a weekly street market this year.
- Do you know of a community that has addressed parklet ordinance and safety concerns?
- Names of Wisconsin communities already with parklets it? La Crosse I believe, others??

As always, thank you for great work.

*Mo Hansen*  
Clerk/Treasurer  
City of Waterloo  
office: 920.478.3025  
[CityHall@Waterloowi.us](mailto:CityHall@Waterloowi.us)

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p.s. can you get Aaron Otto to actually build that assisted living facility???

## Enhancing Public Space with Outdoor Dining

Although outdoor dining season is coming to an end in Wisconsin, the seasonal slowdown is an optimal time to revise existing regulations or plan for new public space amenities. Many communities in Wisconsin are experimenting with the idea of parklets, pop-up parks or other public space improvement programs. These seasonal amenities can be an inexpensive way to accomplish a number of community objectives, including increasing the sense of vitality and activity in the district, improving business performance and satisfying oft-cited customer demand for additional outdoor and family-friendly amenities.

The ways that individual communities have introduced these public space enhancements are as diverse as the communities themselves. Some communities install temporary landscaping in vacant lots or underutilized parking stalls, repurposing them for public use. Others use decking to extend sidewalk space into one or more parking spaces, expanding narrow sidewalks to accommodate patio tables. Communities with vacant lots or unsightly mid-block alley openings can employ food trucks as a way to turn these spaces into a destination. Below are some profiles of communities of various sizes that have made the effort to rewrite ordinances and make an investment in underutilized spaces with great success.

**Cedar Rapids:** Cedar Rapids completed its second year of offering parklets to downtown businesses. The program was tested in 2013 with two restaurants, expanding to 4 in 2014. Additionally, the program has encouraged other businesses in areas with larger sidewalks to offer traditional outdoor dining areas. In order to address concerns about safety and building codes, the city owns and maintains the parklets, including installation and off-season storage. Businesses must purchase a special permit (\$10) to host the parklets, which must be inspected upon installation. They must purchase and store their own furniture. The 20-foot-by-8-foot patios seat 30 to 35 people and cost \$15,000 to build. The City now owns four parklets. The City is also placing matching planters in the median near blocks with parklets to help slow traffic with the anticipated growth of pedestrian traffic.

**West Allis:** West Allis approved the use of 'pedlets' along Greenfield Avenue during the 2013 season. Because of high traffic volumes on Greenfield Avenue, West Allis piloted a pedlet model that places diners near the building and extends the sidewalk area into parking spaces via an elevated boardwalk. Urban Joe Café actually received a \$2,000 grant to construct the wooden patio deck, which will be owned by the business. The business will also be responsible for removing and storing the deck during the winter months. Originally, the plan was for the patio tables to be placed on the deck, but traffic, noise and liquor license concerns caused the city to allow the seating to be placed on the sidewalk and pedestrian traffic to be diverted onto the new deck, which features additional planters.

**Sturgeon Bay/Princeton:** Both Sturgeon Bay and Princeton have benefited from the food truck movement as a way to add needed variety to the dining scene while activating previously vacant spaces. Nistebox, in Sturgeon Bay, started in a vacant lot along a major automotive corridor, and has moved to an alleyway along the popular 3<sup>rd</sup> Avenue shopping district. The popular taco truck uses seasonal décor, lighting and temporary furnishings (including, sometimes, astroturf) to transform an alleyway into a funky dining destination. Similarly, Horseradish Alley Café in Princeton is a sandwich and sliders food truck started by a business owner based on his observations that many pedestrians were choosing not

to walk past a vacant lot adjacent to his business. Since the district was also lacking in quality casual dining options, Horseradish was born. Although both businesses are private operations with agreements to use private lots, this type of operation requires significant assistance from the local municipality to adopt or amend ordinances to allow non-traditional and seasonal businesses and accommodate signage, access and other needs.

For communities hoping to launch a local program in 2016, there are some best practices to keep in mind. Studies have found that the most successful parklets or pop-up spaces meet at least one of several criteria. They are either 1) located outside a business that features high-volume/high-turnover food items or services, 2) located near a business with limited indoor seating/waiting space, and/or 3) located adjacent to businesses with large windows that help outside customers feel connected to the space. Of course, not all public spaces are designed to boost sales, and some green spaces are added simply to encourage resting or reading, and include amenities such as seating, shade or little free libraries. These spaces are especially appreciated by older shoppers and families with children, and can extend the visit period (and spending) of these groups. For spaces not directly tied to a business, at least 30 percent of users in a Citylab survey were not associated with any individual business in the district, but simply found the space appealing, including an even mix of women and men.

When designing a space locally, be sure to consider some of the challenges. A survey of the local infrastructure will be necessary to determine where patio spaces are possible. To ensure accessibility, a five-foot sidewalk area must be maintained at all times, meaning that sidewalk areas with trees, planters, benches or other amenities may not be able to accommodate patio seating even with a parklet. Parklets or pedlets that put pedestrians or diners into the public right of way will also need to be engineered to provide protections for users and also so as not to damage adjacent parked vehicles, likely requiring engineering review or use of pre-approved models. Finally, nearly every community will need to review and update local ordinances. Common ordinances that may be affected include those related to outdoor dining, liquor license premises, sandwich boards or outdoor signage, seasonal uses, umbrellas, outdoor lighting or music, and parking. However, with sufficient lead time over the winter months, future benefits for customers, visitors and businesses can be substantial and well worth the effort.

## Upcoming Events

October 22<sup>nd</sup>: WDAC Destination Downtown Summit, Wisconsin Rapids, WI  
[www.wisconsinowntown.org](http://www.wisconsinowntown.org)

November 12<sup>th</sup>: Social Media Workshop, Kenosha, WI  
<http://survey.clicktools.com/app/survey/go.jsp?iv=2ytqdee03k72l>

November 18<sup>th</sup>: Working with Elected Officials Webinar (Noon – 1)  
<http://survey.clicktools.com/app/survey/go.jsp?iv=141aenga5k0v>

November 19<sup>th</sup>: 7 Rivers Alliance Rural Empty Storefront Conference, Cashton, WI  
[www.7riversalliance.org](http://www.7riversalliance.org)

October – February: Local Government Center Webinar Series on Current Issues Affecting Local Government (Engaging the Public, Stakeholder Centered Community Marketing, Strategic Planning).  
<http://lgc.uwex.edu/program/pdf/2015CIALGObro.pdf>

#### Featured Tip

- Outdoor dining has been found to increase restaurant business by up to 20 percent during summer months. Additionally, a study by Food Service Restaurant magazine found that diners are willing to wait longer for service when seated at an outdoor table, and that 43 percent of diners will spend more in alcoholic beverages at an outdoor patio than if seated indoors. Younger demographics are especially inclined to select a restaurant based on the presence of outdoor dining areas. Communities without the ability to add parklets can help market businesses that are able to add side alley or rear patios by including 'outdoor dining' as a search term in their online business directories.



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### APPLICATION FOR SPECIAL EVENT or ENTERTAINMENT LICENSE

Any Special Event or Entertainment Event sponsor requesting municipal approvals, services, assistance, and/or other support from the City of Waterloo for a special or entertainment event on public or private property must provide the following information.

Submittal of application does not constitute approval. All applications must be reviewed.

NAME OF SPONSOR (Applicant): Nicole Tuttle - VirtuMarket Waterloo

STATUS: (circle one) unincorporated incorporated individual other \_\_\_\_\_

CONTACT NAME: Nicole Tuttle

PHONE NUMBER: 608-332-6434 / /  
DAYTIME EVENING FAX

EMAIL ADDRESS: nicole@virtumarket.net

NAME OF EVENT: Sunday Market

TYPE OF EVENT: (circle one) Festival Parade Caravan Rally March  
Race Tag Day Other \_\_\_\_\_

PURPOSE OF EVENT: Producer's Market / Farmers Market

DATE OF EVENT: Sundays from May 27<sup>June 10</sup> - Oct 14

EVENT HOURS: 10am-3pm SET UP HOURS 1 BREAKDOWN 1

DESCRIPTION OF EVENT: Producer's Market / Farmers Market

SITE/ADDRESS FOR EVENT (list if multiple locations) The very end (culdesac/turnaround) of South Monroe St.

PROJECTED ATTENDANCE: 150-200 PAST ATTENDANCE: N/A

NUMBER OF VOLUNTEERS/PERSONNEL FOR EVENT: 3-5

RAIN POLICY: event is rain or shine (except severe weather, in which case, cancelled)

DATE APPLICATION MADE 25 April 2018

Pursuant to Section 12.06 Waterloo Municipal Code  
Application for Special Event or Entertainment License

Form created: 03/11/2004

**HOLD HARMLESS CLAUSE:**

The special event or entertainment sponsor hereby agrees to indemnify and hold harmless the City of Waterloo, Wisconsin, its agents, public officials, officers, employees and authorized volunteers, from and against any and all legal actions, claims, damages, losses, expenses arising out of the permitted event/activity or any activity associated with the conduct of the sponsor's operation of the event, including but not limited to, claims for personal or bodily injury, disease or death, or injury to or destruction of property, excluding claims caused by the willful commission or omission by employees of the City of Waterloo acting within the scope of their employment.

Further, the event sponsor agrees to indemnify the City of Waterloo and any of its agents, public officers, officials or employees and authorized volunteers for any attorneys fees and court costs incurred or to be incurred in defending any actions brought against them as a result of the sponsor's use of public property or operation of the event as set forth in the application for special permit.

**INSURANCE REQUIREMENTS:**

Proof of insurance is required of all Special or Entertainment Event Sponsors before the event. The attached list of insurance requirements should be reviewed immediately with your Insurance Agent to comply. Please provide a Certificate of Insurance with your completed application by, \_\_\_\_\_ 20\_\_ to the City Clerk's Office 136 N. Monroe Street, Waterloo, WI. 53594. Insurance coverage shall be from companies and in amounts acceptable to the City of Waterloo. Failure to provide said acceptable insurance coverage in a timely manner is grounds for non-issuance or revocation of the permit.

**PERMITTED USE OF PUBLIC PROPERTY:**

Whereas the Special or Entertainment Event Sponsor agrees to use the public property at S. Monroe in Waterloo, Wisconsin, known as, for staging of, the City of Waterloo does hereby agree to permit for use, at no cost, these premises for the date(s) of May 27 June 10 through Oct 14 2018. Sponsor does hereby agree to conduct only that business/activity which is described in the Special Event Permit Application, and agrees to all municipal requirements. Sponsor further agrees that within thirty (30) days of the conclusion of the event it will, at its own expense, provide for the repair, replacement or maintenance of any damaged, lost or stolen portions of the subject property including, but not limited to landscaping, street or buildings and/or pavement.

**LIABILITY WAIVER:**

The event sponsor agrees for itself and/or its employees, agents, or volunteers associated or to be associated with the activity for which the permit is being sought, to waive and relinquish all claims that may result in any manner against the City of Waterloo, its agents, public officers, officials or employees and authorized volunteers from said sponsored event or activity, except for acts caused by the willful and wanton misconduct by employees of the City of Waterloo acting within the scope of their employment.

**AUTHORIZED SIGNATURES:**

I hereby attest that I am authorized to bind the sponsor and/or its employees, agents, or volunteers associated or to be associated with the activity for which the permit is being sought, to the terms of this agreement. I have read and understand all regulations and requirements outlined herein. I/we do hereby agree to abide by all rules and regulations outlined herein. I/we hereby agree to meet all requirements for documentation, certification, licensing, financial responsibility and all other aspects of staging a Special Event in the City of Waterloo, as outlined herein. I/we understand that our lack of meeting all requirements outlined herein may result in the denial or cancellation of the proposed Special or Entertainment Event. **Permit applied for and all terms and stipulations agreed to by:**

Nicole Tuttle  
Name (please print)

Nicole Tuttle  
Signature

Market Manager  
Signatory Title (if applicable)

25 April 2018  
Date

Pursuant to Section 12.06 Waterloo Municipal Code  
Application for Special Event or Entertainment License

Form created: 03/11/2004

THIS APPLICATION, WITH A DETAILED SITE PLAN ATTACHED, AND ANY OTHER APPLICABLE DOCUMENTS AS OUTLINED HEREIN, MUST BE REMITTED TO THE CLERK'S OFFICE NO LATER THAN NINETY DAYS (90) PRIOR TO THE OPENING DAY OF THE EVENT. Application received late or incomplete may be denied. Direct mail to the **City Clerk, City of Waterloo, 136 N. Monroe Street, Waterloo, WI. 53594.** A copy of the application will then be forwarded to the appropriate committees and or Departments for consideration of approval, denial, and scheduling.

Date application received: \_\_\_\_\_ Received by: \_\_\_\_\_

Clerk's Office to complete the section below:

Cc:

\_\_\_\_\_ Police Department

\_\_\_\_\_ Council Approval \_\_\_\_\_  
Date

\_\_\_\_\_ Fire Department

\_\_\_\_\_ Public Works

\_\_\_\_\_ Certificate of Insurance

\_\_\_\_\_ Waterloo Utilities

**Fee for Profit Events = \$50.00 per event.**

***Fee is WAIVED for events held or sponsored by educational, charitable, nonprofit, or religious organizations when the proceeds are devoted to the purposes of such organization.***

Fee Paid: \_\_\_\_\_

Date Paid: \_\_\_\_\_

Received by: \_\_\_\_\_

## Attachment 1

### CITY OF WATERLOO INSURANCE REQUIREMENTS FOR SPECIAL EVENTS

1. The City of Waterloo requires submission of a Certificate of Insurance along with the Special or Entertainment Events Application prior to review by the City's Government Operations Committee.
2. The Certificate of Insurance must include the following **minimum** limits of insurance coverage required for special events on City property:  
  
**\$300,000 Injury or death of one person; \$1,000,000 for any one accident; \$50,000 for Property Damage.**
3. The City of Waterloo must be named on the Certificate of Insurance as **primary, non-contributory additional insured** under the general liability policy for the event.
4. The Certificate of Insurance must include the name of the special event, and the date, time and location of the event.
5. The City of Waterloo reserves the right to request a copy of the actual policy represented by the Certificate of Insurance.
- 6. No event will be allowed to proceed without receipt by the City of a valid Certificate of Insurance in full compliance with the above listed requirements.**

Any questions regarding these insurance requirements should be directed to the City Clerk's Office at (920) 478-3025

SPECIAL EVENT or ENTERTAINMENT WORKSHEET

NAME OF EVENT: Sunday Market - VirtuMarket Waterloo

DATE (S) OF EVENT: Sundays ~~May 27~~ <sup>June 10</sup> - Oct 14 HOURS: 10 am - 3 pm

LOCATION/PROPERTY: South Monroe St. (100 block) in dead end/culdesac

**SAFETY PROCEDURES:**

1) Will you be providing private on-site security? YES  NO

If yes, list security company name. \_\_\_\_\_

Where will security be needed? \_\_\_\_\_

What times will security be needed? \_\_\_\_\_

Will WPD officers be required? YES  NO

Municipal estimation of cost: \_\_\_\_\_ WPD Personnel @ \$ \_\_\_\_\_ /hour = \$ \_\_\_\_\_

2) What are your plans for medical assistance? if medical assistance beyond first aid, 911.

Municipal estimation of cost: \_\_\_\_\_ WFD equipment/personnel @ \$ \_\_\_\_\_ /hour = \$ \_\_\_\_\_

3) Will there be fireworks at your event? YES  NO

Date of fireworks \_\_\_\_\_ Time of Fireworks \_\_\_\_\_

Name/Address of company supplying fireworks \_\_\_\_\_

Fire Marshall must be contacted for approval and consultation.

**SET UP / CLEAN UP PROCEDURES:**

1) Name of person in charge of set up: Nicole Tuttle phone # 608-332-6434

2) What time will set up begin: 9 am

3) Name of clean up contact person: Nicole Tuttle Cell Phone# 608-332-6434

4) Estimated time for clean up after event: 1 hr. (4 pm)

**FEES AND PROCEEDS:**

1) Will admission be charged for this event? YES  NO

If yes, how much: Adult \_\_\_\_\_ Seniors \_\_\_\_\_ Students \_\_\_\_\_

Children 5 & under \_\_\_\_\_ Families \_\_\_\_\_

2) If a participant fee is charged, please indicate the amount: Booth: ~~21~~ <sup>19</sup> wks @ \$10/wk = ~~\$210~~ <sup>\$190</sup>

Concessionaire: if paid in advance for season <sup>\$150</sup> ~~\$175~~

3) Will alcoholic beverage(s) be sold?

YES

NO

If yes, what beverage and at what cost? \_\_\_\_\_

4) What does the Sponsor intend to do with any revenue over and above the expenditures?

excess funds will go toward advertising/promotions, growth of event

(If this is a first year event, please provide a budget. If it is a repeat event, provide last year's financials.)

**ENTERTAINMENT AND PROMOTIONS:**

2) List names of performers and entertainment groups:

TBD

2) Describe other entertainment / activities planned for your event: poss. acoustic music

performances / face painters / magicians

3) How will your event be promoted? Television Radio Newspapers Posters Flyers

other social media

**PUBLIC PROPERTIES PROCEDURES:**

If you are requesting city services, please complete the following area:

1) Will you need barricades?

YES

NO

Purpose of barricades: prevent traffic from entering culdesac

Location of placement: beginning of turnaround Amount needed 2

Date barricades needed each week Time of placement 9 am

Name of company providing service if other than City \_\_\_\_\_

2) Will you require electrical service(s) \*

YES

NO \*

Entertainment: number of amps \_\_\_\_\_ = \_\_\_\_\_ lines @ \$20 Cost \$ \_\_\_\_\_

Equipment being used: \_\_\_\_\_

Location \_\_\_\_\_ Entertainer name \_\_\_\_\_

Entertainment: number of amps \_\_\_\_\_ = \_\_\_\_\_ lines @ \$20 Cost \$ \_\_\_\_\_

Equipment being used: \_\_\_\_\_

Location: \_\_\_\_\_ Entertainer name \_\_\_\_\_

\* I've not had any vendors indicate they need electrical service yet.  
This may change.

Waterloo, WI

Concessions: \_\_\_\_\_ amps= \_\_\_\_\_ lines @ \$20 Cost \$ \_\_\_\_\_

Equipment being used: \_\_\_\_\_

Location: \_\_\_\_\_

Concessions: \_\_\_\_\_ amps= \_\_\_\_\_ lines @ \$20 Cost \$ \_\_\_\_\_

Equipment being used: \_\_\_\_\_

Location: \_\_\_\_\_

Name of company providing service if other than City: \_\_\_\_\_

3) Will you need fencing installed? YES  NO

Purpose of fencing: \_\_\_\_\_

Location: \_\_\_\_\_ Amount: \_\_\_\_\_

Date needed \_\_\_\_\_ Time needed \_\_\_\_\_

Estimated costs: \_\_\_\_\_ locations @ \$100. = \$ \_\_\_\_\_ Total costs

4) Will parking considerations be needed YES  NO

Type(s) \_\_\_\_\_

Location: \_\_\_\_\_ Amount \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

5) Will picnic tables be needed?  YES NO

Location dead end/culdesac @ end off 100 block S. Monroe St. Amount 4

Date needed: each Sunday Time needed 9 am - 4 pm

Estimated cost(s) 4 Picnic tables @ \$5.00 per table = \$ 20.00

6) Is a street sweeper needed? YES  NO

Location \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_

Estimated cost(s) \_\_\_\_\_ hours @ \_\_\_\_\_ = \$ \_\_\_\_\_ total cost

Name of company providing service, if not City: \_\_\_\_\_

7) Will you need additional trash bins?  YES NO

If yes how many requested? Cardboard trash bins \_\_\_\_\_ Barrels 6

Where do you want them placed? end of 100 block S. Monroe St.

Name of disposal company if other than the City: \_\_\_\_\_

Where will dumpster be place: \_\_\_\_\_

8) Will water connection be needed? \*

YES

NO \*

Location \_\_\_\_\_ Amount \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_

Estimated costs: \_\_\_\_\_ connection(s) @ \$20.00 = \$ \_\_\_\_\_ Total water costs

\* I've not had any vendors indicate they need water yet. This may change.