

City of Waukesha

# SPECIAL EVENT APPLICATION

(Events with anticipated attendance in excess of 400)

201 Delafield Street  
Waukesha, WI 53188  
Phone: 262-524-3501  
Fax: 262-524-3888

clerktreas@ci.waukesha.wi.us  
www.ci.waukesha.wi.us

NEW EVENT

REPEAT EVENT

FEES: Daily fee \$25 / Seasonal Fee \$150

## EVENT INFORMATION

Name of Event: Waukesha Friday Night Live

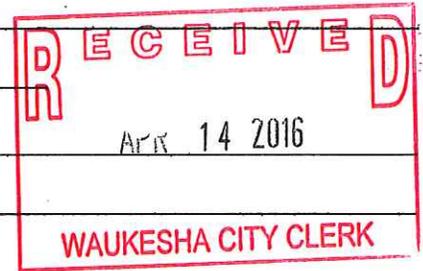
Date(s) of Event: June 3, 10, 17, 24 July 1, 8, 15, 22, 29 August 5, 12, 19, 26 September 2, 9, 16, 23, 30  
(Application must be submitted to Clerk's Office no later than 20 business days before the proposed event) 2016

Name of Sponsoring Organization (if applicable) \_\_\_\_\_

Non-Profit Group Tax Exempt #: \_\_\_\_\_

For Profit

Other, please describe \_\_\_\_\_



Location(s) of Event: (attach map) See Attached Map

Time Set-up Begins: 3:00 Time Event Begins: 6:30 Ends: 9:00 with streets re-opened by 10:00

Description/Purpose of Event: FNL is a fun, community based event that showcases local musicians & artists. Attendance is free. Ten stages will be set up with a variety of different music for all ages.

Estimated Attendance (400+): 4,000-5,000 based on informal counts from last year

**\*MAP ATTACHMENT IS REQUIRED LISTING REQUESTED AREAS FOR CLOSURE AND PURPOSES INCLUDING ANY SIDEWALK VENDING.**

## CONTACT INFORMATION

Contact person for event: Susie Taylor / Dan Taylor / Jim Taylor

Address: 337 W. Main street

City/State/Zip: Waukesha, WI 53186

Cell Phone: 414 403 7669 / 414 403 7669 / 787 685 1043 Contact Number for Day of Event: 414 403 7669 / 787 685 1043

Email Address: susiepeoplespark@gmail.com or raydanme@aol.com

## SECURITY PLAN

Please include number of hours, location of deployment of personnel and equipment that will be provided: \_\_\_\_\_

x see attached plan

Has this event been discussed with the Police Department?  Yes  No

Will any additional City services be required?  Yes  No

If yes, please explain: \_\_\_\_\_

**EVENT INFRASTRUCTURE**

Please check the following applicable items regarding your event:

- Entry fee or donations
- Sales of goods or merchandise\*
- Sales of food\*
- Staging
- Tents
- Filming/Movie production
- Amplified Sound or Music
- Other: \_\_\_\_\_

\*Additional Sidewalk Vending Permit may be required.

**EMERGENCY ACTION PLAN**

Items to consider: • First Aid • Weather • Crowd Control • Lost Child • Emergency Response

Do you have an emergency action plan?  Yes

**INDEMNIFICATION & HOLD HARMLESS AGREEMENT**

In consideration of the Issuance of a Special Event Permit and pursuant to the provisions of section 8.116 of the City of Waukesha Municipal Code, the undersigned Waukesha Downtown Business Association (Licensee), hereby agrees to indemnify and hold harmless the City of Waukesha, its officers, employees, agents and other contractors from and against all claims, demands, costs, judgments, losses, liabilities and/or damages of any kind or nature, including actual attorney fees, arising out of or relations to any activity or incident arising in connection with or in any way incident to the use of the public right of pursuant to the issuance of a special event permit. The undersigned warrants and represents specific authority to enter in to this agreement on behalf of the licensee.

I acknowledge that as applicant for this special event, I am responsible for the clean-up and removal of all debris as a result of the organized activity or event regulation by this section. (SA Initial)

I also understand that cost incurred by the City shall be reimburse for "extraordinary damage" or any additional city personnel, equipment, services needed to address issues including, but not limited to traffic control, security, clean-up, sanitation and safety. The applicant shall pay the actual costs for use of such personnel, equipment or services. (SA Initial)

**PROOF OF INSURANCE NAMING THE CITY AS AN ADDITIONAL INSURED IS ATTACHED.**

Applicant Name (Please print) Susan Taylor  
Signature of Applicant Susan Taylor Date 4/16/16

**COMPLETE APPLICATION INCLUDES**

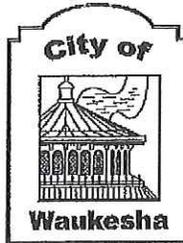
Complete applications are required no later than 20 business days prior to any proposed event in order to obtain approval. Application will not be accepted without all documentation. Complete application includes:

- Completed Special Event Application
- Detailed map of the event layout or route
- Daily fee of \$25 or Seasonal fee of \$150
- List Sidewalk Vendors or other activities and their proposed locations
- Agreements with other city departments (Park/Rec, Police, etc) – if applicable
- Proof of Insurance: The City requires that all organizers of Special Events provide liability insurance. An event sponsor shall be required to provide a valid certificate of insurance evidencing limits of liability not less than \$1,000,000 and name the City of Waukesha, 201 Delafield Street, Waukesha, WI 53188 as an additional insured and certificate holder.

**DEPARTMENT APPROVALS / FOR OFFICE USE**

- Police \_\_\_\_\_
- Fire \_\_\_\_\_
- Engineering \_\_\_\_\_
- Transit \_\_\_\_\_
- WPRF \_\_\_\_\_
- Attorney \_\_\_\_\_
- City Administrator \_\_\_\_\_
- Finance \_\_\_\_\_
- Approved  Denied
- City Clerk's Office \_\_\_\_\_
- Date \_\_\_\_\_

Daily fee: \$25.00  
 Seasonal fee: \$150.00



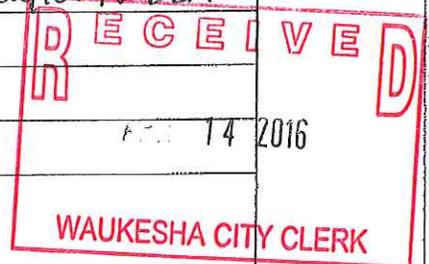
Pursuant to Chapter 6.175 of the Municipal Code

**SIDEWALK VENDOR LICENSE APPLICATION**

Application, certificate of insurance & fee must be submitted to the Clerk's Office no later than 14 business days prior to the special event.

**PERMIT REQUIRED:** No person may place or maintain any goods, wares, merchandise, tables, chairs, stands, tents or other similar items in front of any store, shop or other building beyond the lot line without procuring the appropriate permit from the City Clerk. No permit may be issued unless the use is in conjunction with or part of a "special event" as defined in sec. 6.17(1)(a). The permit issued under this section shall expire immediately upon the conclusion of the "special event."

Name of Vendor: <u>See Attached Listing / Requester: Susie Taylor / WDBA</u>		
Street Address: <u>337 W. Main</u>		
City/State/Zip: <u>Waukesha, WI 53186</u>	Phone: <u>414 403 7669</u>	
Email Address: <u>susiepeoplespark@gmail.com</u>		
Brief Description of food, goods or services to be offered for sale: <u>see attached sheets/binder</u>		
In conjunction with what "special event": <u>Waukesha Friday Night Live</u>		
Date requesting: <u>June 3 - Sept. 30</u>	Exact Location: <u>see map</u>	Size of Space (attach map): <u>11 blocks</u>
<u>Fridays 6-9:30</u>		



**APPLICATION CHECKLIST**

- A copy of a current certificate of commercial liability insurance from a company licensed in the State of Wisconsin in amounts determined by the Finance Department must be submitted with this application. The City of Waukesha shall be listed as an additional insured. The applicant shall include documentation that the coverage extends to the area reserved for such goods, wares, merchandise, tables, chairs, tents or similar items.
- The applicant shall execute an indemnification agreement to be submitted with this application.
- The applicant shall provide a drawing/picture of area intended to use which also depicts a four foot wide unencumbered, open and accessible portion of the sidewalk that shall remain open for pedestrian traffic safety at all times.
- A non-refundable application/permit fee shall be paid to the City Clerk's office. \$25 daily fee / \$150 seasonal fee.

➔ I hereby make an application for a sidewalk vendor license as detailed above. I have read Chapter 6.175 of the municipal code book and agree to abide by it at all times.

Signature: Susan Taylor (WDBA)

Date: 4/13/16

Date Rcv'd by Clerk's Office _____	Fee Paid _____	<input type="checkbox"/> Insurance Rcv'd	<input type="checkbox"/> Indemnification Rcv'd
<input type="checkbox"/> Drawing/Picture of area rcv'd	Date copy sent to Engineering for recommendation _____		
<b>ENGINEERING DEPARTMENT:</b>			
Check one: <input type="checkbox"/> Recommends Approval <input type="checkbox"/> Does not recommend approval (please attach statement as to reason why)			
Signature _____		Date _____	



**FRIDAY NIGHT LIVE  
SECURITY PLAN  
2016**

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The WDBA has met with the police officers that assist with FNL, Sgt. Dave Daily and Chief Russell Jack to discuss security to make FNL run efficiently and as safe as possible.

- NO PARKING AFTER 5p.m. SIGNS WILL BE POSTED BY 3:00 p.m. on Fridays
- NO PARKING TOW AWAY ZONES AFTER 3:00 P.M. will be posted by 11:00 a.m. (This is the area where bands will play.)
- Stages and vendors that are in the Main Street Construction zone or South of the Main Street Construction footprint may not have stages or vending tables outside until construction is finished or approved by the city/FNL coordinators. Some of these stages may temporarily be located inside and some of the stages will not start until construction is finished.
- The FNL event manager (Dan Taylor or Susie Taylor) will be on site by 5p.m. to make sure things are running smoothly.
- Each stage will supply a stage manager which will be responsible for monitoring their stage. There will always be at least one stage manager responsible to observe the stage and attendees. If a larger audience is present at your stage, it is your responsibility to provide more helpers to monitor the stage. Stage managers will try to resolve problems independently. Depending on issue they will contact event manager, reserve officers or police.
- Stage Managers will wear an identifiable button that says WDBA EVENT STAFF.
- Event manager will walk throughout the event addressing any concerns, picking up any trash (if necessary) and just making sure that things are running smoothly. An information/welcome sheet/stage announcement will be given to each stage manager when they arrive with rules and restroom facilities.
- Stage managers will make sure that musicians start playing at 6:30 p.m. and stop playing at 9:00. Stage managers will assist musicians to promptly dismantle all equipment and stage at closing time to get the streets opened up again in a timely fashion.
- The police will be given FNL manager phone numbers in the event the FNL needs to be contacted.
- FNL managers will be aware of weather at all times. In the event of inclement weather, all stage managers will be notified.
- Crowd Control- The FNL manager will be walking the event at all times, in addition two reserve officers, and community officers. There will be one manager per stage that will be monitoring attendees. We are planning on 9-10 stages. They will have cell phones and will be able to contact FNL manager or police in the event of a concern or emergency. They will be identifiable with an EVENT STAFF pin.
- Tent placement shall allow for 12 ft. access for emergency vehicles. (6 feet on each side of the center line)
- All vendor/permittees shall maintain a 4ft. wide unencumbered, open and accessible portion of the sidewalk for pedestrian traffic safety at all times.
- Vendors on the permit may display goods from 6:00-9:00 p.m. on Friday nights. Sidewalks must be clear by 9:15 so that streets can be reopened.
- Police/WDBA members will put out barricades at 6:00p.m.
- No alcoholic beverages are allowed in FNL unless it is in a dedicated dining establishment within the limits of an outdoor dining permit.

- FNL attendance will be between 1,000-5,000.
- Public Restrooms- Businesses providing use of restrooms will have signage in their windows during FNL. The WDBA information booth will have a sign that provides information for restroom use. Businesses will sign a form stating that they will provide restroom facilities during the event.
  - Magellan's 3 Women, 2 Men, 1 Urinal
  - Martha Merrell's Books 2 Unisex
  - Waukesha Civic Theater 4 Women, 2 Men, 2 Urinal
  - Art & Framing 1,2,3 1 Unisex
  - Little Swiss Clock Shop 1 Unisex
  - Boscos Social Club 2 Women, 1 Men, 1 Urinal
  - Mia's 1 Women, 1 Men
  - Reaching Treetops Yoga 1 Unisex
  - Hannon's 1 Women, 1 Men, 1 Urinal
  - Steaming Cup 2 Unisex
  - Poparazzi 1 unisex
  - People's Park 3 Women, 2 Men, 1 Urinal, 1 Unisex
  - Bernie's Tap 2 Women, 1 Men 2 Urinals
  - Roots Coffee Bar and café 1 Women, 1 Men, 1 Urinal
  - The Crest 2 Women, 2 Men, 1 Unisex, 1 Urinal

**Total:**

- 19 Women, 13 Men, 11 Urinals, 10 Unisex

- Trash and Recycling
  - Event manager will walk throughout event picking up garbage if necessary.
  - Any sidewalk/street vendor shall provide trash and recycling containers. Those vendors who hold outdoor dining permits will need to comply with city enforced requirements of the outdoor dining permit.
  - Vendors will clean area (sweep, etc...) after event
  - Establishments that offer food items that are to go (i.e. ice cream cones) shall provide trash/recycling containers outside of their business
- WDBA will work with the Police Department to reopen streets for traffic as soon as it is deemed safe for performers and pedestrians, but no later than 10PM. This may vary some due to both weather and the number of people coming down to Friday Night Live.
- Contacts:
  - Susie Taylor 414 403 7669 [susiepeoplespark@gmail.com](mailto:susiepeoplespark@gmail.com)
  - Dan Taylor 787 685.1043 [raydanme@aol.com](mailto:raydanme@aol.com)
  - Jim Taylor 414.975 6699 [jimtaylor518@gmail.com](mailto:jimtaylor518@gmail.com)
  - Norm Bruce 262 547 1060 [marthamerrells@sbcglobal.net](mailto:marthamerrells@sbcglobal.net)
  - Colette Tiarks 262 547 1857 [design@gckprint.com](mailto:design@gckprint.com)