

Planning your event

The City of Oconomowoc welcomes special events which enhance our community. Special events are managed by the Parks, Recreation and Forestry Department. The department has assembled this guide to assist you in your planning process. The city hosts a wide repertoire of special events from run/walks, downtown events and events in our city parks.

This guide will serve as an organizational and planning document to help you navigate the information you need to know as well as the documents you will need to provide to gain approval for your event.

What qualifies your event as a special event?

Here are a few examples of things that would classify your event as a special event and require that you go through the City of Oconomowoc's special event approval process.

- All or part of the event takes place on city property
- A large number of participants are expected.
- The event will be promoted to the general public
- Admission will be charged
- Use of the park is outside the parameters of a family picnic or gathering
- Food and drink will be sold
- You will have amplified sound, bounce houses and other entertainment
- The purpose of the event is to raise money, whether for a non-profit/charity or as a commercial venture
- The event will use extensive space in a park and/or be held beyond normal park hours

If you are not sure whether your event qualifies as a special event, contact special events coordinator Paige Brunclik at (262) 569-2190 or pbrunclik@oconomowoc-wi.gov

What type of event are you planning?

The City of Oconomowoc has three main categories of special events:

- Park Event
- Downtown Event
- Run/Walk

Special events are not limited to these categories and your event may fall under more than one category at a time. If you need help categorizing your event, before you get started, [call us first](#).

Call Paige Brunclik at (262) 569-2190 for more information on how to categorize your event type.

Product Sales - If you are planning to sell wares in the city and not at a special event, you will need to contact the Planning Department at (262) 569-2166. An example of product sales would be selling Christmas trees in a parking lot.

Block Parties – If you’d like to host a neighborhood block party, contact the Police Department to fill out a Block Party Permit. You can find this form at www.oconomowoc-wi.gov/police under Police forms.

If you would like to rent picnic tables, barricades or trash/recycling cans for your block party from the Parks, Recreation and Forestry Department, then contact Paige Brunclik at (262) 569-2190.

Event Application – Step 1

All special events held in the City of Oconomowoc are required to complete a Special Event Application. You will start the application by sharing your core information about your event and event organizers. This information is essential to the process as it lays the foundation of your event.

Event information must be complete to begin the approval process.

Important Considerations

- Check the date – Before you begin, contact the Parks, Recreation and Forestry Department to see if the date(s) you are considering for your event is available.
Returning Special Events are given first right of refusal for dates and locations each year.
- Plan Ahead – Plan ahead, especially if you are organizing a new event. New events or a returning event with significant changes may require approval by city officials such as Common Council or the Parks and Recreation Board. Review and approval at an official meeting adds time to your planning process. Because of this, we ask that you submit special events applications at least 60 days in advance.
If you do not submit an application to begin the approval process at least 60 days in advance, your event may not be considered for approval.

Contact Paige Brunclik at (262) 569-2190 or pbrunclik@oconomowoc-wi.gov, to see if your preferred date and location are available.

Who is in charge and who will be helping?

Who is the applicant for the special event? Who is the main contact? It is likely there are several main contacts for different components of your event. It is important to have their names and contact information is listed under KEY CONTACTS on the application.

As you plan your event, include all those involved in carrying out the event. Make sure they have reviewed the application and Special Events Planning Guide so that everyone involved is informed of the City of Oconomowoc special events process.

Applicants of special events must comply with all applicable city ordinances, traffic rules, park rules, county and state health laws, fire codes and liquor licensing regulation.

Another important component of your event will be volunteers. You should have volunteers committed to responsibilities at your event well ahead of event start time and they should be briefed prior to the event of what they may and may not do.

Volunteers should know who to contact if there is a problem and they should be familiar with the event area so they can direct people to restrooms, fire exits and other key locations.

Make your volunteers easily identifiable to those attending your event; provide them with vests, pins, armbands, hats, etc.

Event Location – Step 2

Event in a City Park

If your event will be held in a City of Oconomowoc Park, you will need agree to and follow the City of Oconomowoc Park Rental Policy and pay the necessary fees.

The Park Rental Policy outlines park amenities and fees as well as user guidelines.

Most special events will require extra amenities and use will be beyond a normal park rental. These can include:

- Trash and Recycling receptacles
- Barricades, cones and No Parking signs
- Picnic Tables and Benches
- Stage
- Access to electric

Because of this, specific information must be completed during the application process so that your needs can be accommodated.

You will find supplemental information for these services in the sections that follow. **Please note, extra fees may be associated with these services.**

You will be required to provide a map of how you plan to use the park area. Aerial maps are available on the Parks, Recreation & Forestry portion of the city website, www.oconomowoc-wi.gov/parks under Special Events.

Traffic and Safety – Step 3

If you are holding an event such as a run/walk or parade, special consideration must be taken regarding traffic control and safety.

The Parks Department has worked closely with the City of Oconomowoc Police Department to establish two preferred routes for parades and walk/run events. They are referred to as the Fowler Park Route and the Roosevelt Park Route. Maps of these routes are available on Parks, Recreation & Forestry portion of the city website, www.oconomowoc-wi.gov/parks under Special Events.

A parade or run/walk event that follows a different route will require prior approval from the Police Department.

It is advised to create a map of the route and contact the Parks, Recreation & Forestry Department to set a meeting to discuss the proposed route. Completion of the information does not guarantee that the parade or run/walk will be approved and is only a request.

Based on the location of your event and where traffic control will be needed, the following items may be needed:

- **No Parking Signs:** No Parking sign stakes are provided by the city. You will be responsible for creating the signs to place on the posts.

Signs must be posted day of the event 8 hours prior to its start or earlier which will be determined during your special event planning process with city staff.

Parade and run/walk organizers will be responsible for staking, removing and returning all No Parking signs.

- **Cones and Barricades:** The city can also provide cones and traffic barricades. City staff will deliver these items.

It is important to know exactly how many of these items you will need, where you will need them delivered and when you will need them delivered.

It will be your responsibility to return these items to the original delivery location for pickup after your event.

- Please be aware that your event may be adjacent to private parking for businesses. Please be aware of this and have a plan to monitor parking in these areas so that event parking does not take up business parking spaces.

Charges and Fees for traffic control

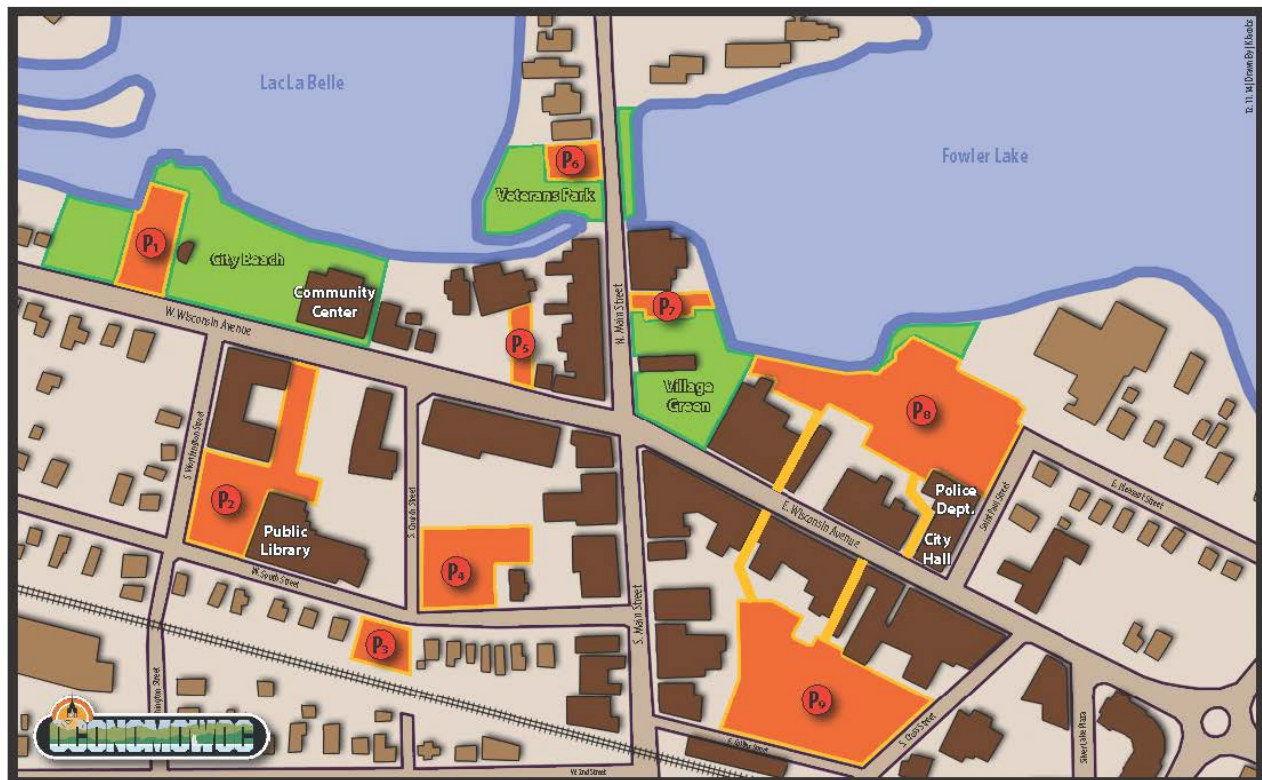
Traffic control for parades and run/walks are a billable event through the City of Oconomowoc Police Department.

You will be charged a minimum three hours for each on duty Community Service Officer (CSO) as needed for traffic control.

To obtain the current hourly rate for a CSO contact the Police Department, (262) 567-4401. CSOs are scheduled at a minimum of 3 hours per event. Police Officer hourly rates vary.

Depending on the requested route, there are certain intersections where you can provide volunteers for traffic control. However there are certain locations that mandate the presence of a CSO. Restrictions can be placed on the number of CSOs or Police Officers needed to conduct the parade in a safe manner. Fees will be charged for CSOs and Officers.

Parking



DOWNTOWN PARKING MAP

City of Oconomowoc

LEGEND	
	Downtown
	Pedestrian Walkways
	Public Parking Lots
Lot 1 : 48 spaces	Lot 6 : 20 spaces
Lot 2 : 82 spaces	Lot 7 : 13 spaces
Lot 3 : 16 spaces	Lot 8 : 154 spaces
Lot 4 : 77 spaces	Lot 9 : 187 spaces
Lot 5 : 23 spaces	

Food & Drink – Step 4

Serving and preparing food

If you plan to have food and beverage vendors at your event, it's possible you will need to ensure that these vendors are licensed through Waukesha County.

You can call the Waukesha County Environmental Health Division for more information on the county's food safety and licensing program at (262) 896-8300.

For light refreshments such as water and granola bars, you do not need to contact Waukesha County.

Alcohol

If you plan to serve alcohol at your event, you must have a **Temporary Class B (Picnic) License**. These are short-term licenses for special events that allow the sale of beer and/or wine. This license is only issued to bona fide clubs that have been in existence for at least six months prior to the date of application; state, county, or local fair associations, or agricultural societies; a church, lodge, or society that has been in existence for at least six months prior to the date of application; and posts established of ex-servicemen's (veterans) organizations.

The application fee is \$10. This application is available at the City of Oconomowoc Clerk's office at City Hall, 174 E. Wisconsin Ave. during business hours. You can call the City Clerk at (262) 569-2175 for questions or information.

Restrooms and Trash – Step 5

Each event organizer is responsible for ensuring the event is operated in a clean manner. You must plan for enough trash and recycling receptacles to accommodate your event's refuse needs.

To understand how many trash and recycling receptacles you will need, you need an estimated attendance for your event.

An event that does not provide for the personal comfort of patrons leaves a mess with litter and trash, it hurts its own future and negatively affects the image of the city.

You should have a litter/trash/recycling control plan in place and pick up litter before, during and after the event. You will be responsible for setting trash cans at various locations and emptying them throughout the event to prevent overflow. A trash/recycling plan will also extend to food vendors.

The Parks, Recreation and Forestry Department provides trash and recycling receptacles. The department provides the first bag in trash receptacles. **You must provide trash bags needed for the remainder of your event.**

Large events may require a Dumpster. John's Disposal can deliver a Dumpster for your event. You can contact John's Disposal at 262-473-4700.

Restrooms

Many of city parks facilities including Fowler Park, Riverside Park and Roosevelt Park have restrooms. However, if your event is large, it may be determined that additional portable toilets are necessary.

You also must consider the importance of having universally accessible portable toilets for those with additional needs at your event.

You can rent portable toilets from local vendors.

You need to designate an area on your site map where portable toilets will be located and also have a plan for when, where and how many will be delivered. For some large events, it may be necessary for the toilets to be emptied during the event. Please keep this in mind when planning their location. The Parks, Recreation & Forestry Department is available to offer guidance and information on this item.

Entertainment and Setup – Step 6

Tents and other structures

Most events plan to use some sort of tent or temporary structure. It's very important that you have a plan of where these tents will be setup especially if they will need to be staked into the ground.

The Parks, Recreation & Forestry Department must approve any staking. If approved, you must call Digger's Hotline to have your event site marked to avoid hitting any underground utilities which can be very dangerous and cause thousands of dollars in damage you will be responsible for.

Digger's Hotline is a free service which will mark underground utilities at your site so that you know where it is safe to stake into the ground.

You must call Digger's Hotline at least 3 working days before your event at (800) 242-8511.

Before you call, it is helpful to review the information you will be asked to provide on the Digger's Hotline website, <http://www.diggershotline.com/>

If you plan to use pop up tents, you simply need to plan where these will be located on your event site map. It is important to consider anchoring the popup tents with a non-staked item like a sandbag or weight should it be windy the day of your event.

With all setup, please keep in mind that your setup and delivery plan must follow recommendations of the Parks, Recreation and Forestry Department. This will help your setup run smoothly and most importantly minimize the risk for damage to city property which you will be liable for if it occurs.

Entertainment

All special events center on some form of entertainment whether it's the food and drink, the activity, or many different things that participants can enjoy.

Please be sure to list all types of potential entertainment you may plan to offer and what procedures you will need to follow when you complete the application.

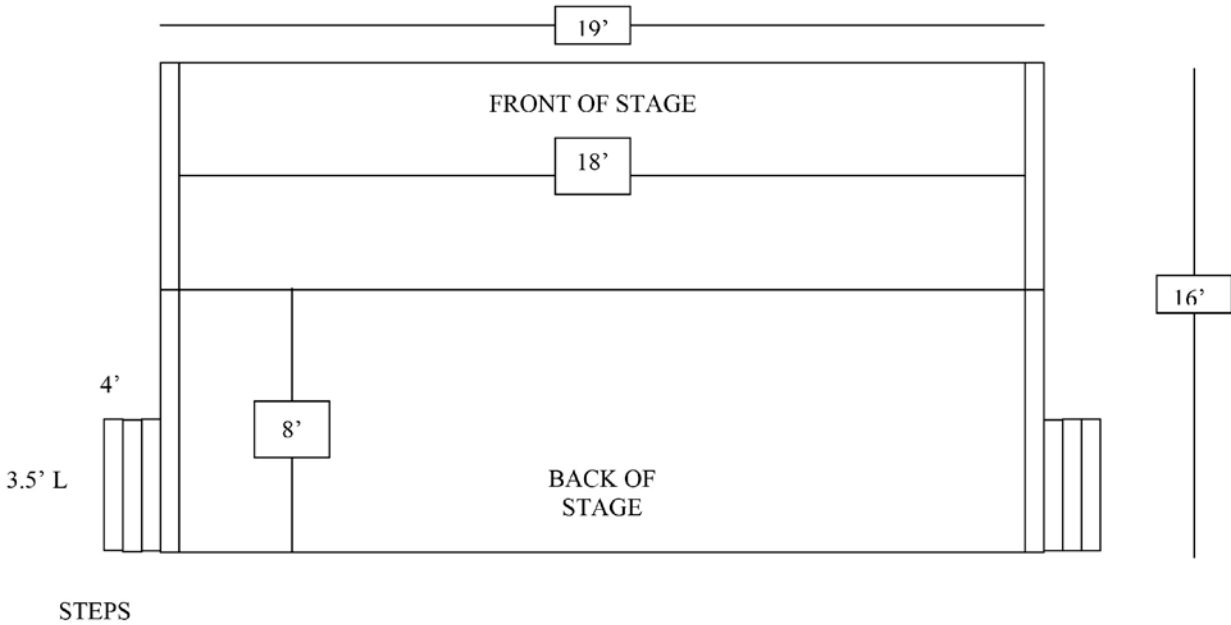
If you do not share all forms of entertainment you plan to have on your application, you risk violating City of Oconomowoc ordinances which can result in fines. You also risk being liable for damages, or injury caused by the result of poor planning.

Stage

If you plan to setup a stage during your event you need to list on your site map where it will be located. You also need to provide information on the company that will provide the stage as well as when they will set it up and take it down.

The Parks, Recreation and Forestry Department has an aluminum stage available to rent for \$750 plus tax. Cost includes delivery, setup and breakdown.

ALUMINUM STAGE DIMENSIONS



STAGE IS 16' X 18'
STAGE PLATFORM IS 3 1/4" HIGH

Other items that are available to rent from the Parks, Recreation & Forestry Department include:

Item	#	Fee	#	Fee
Picnic Tables	1-4	\$100	13-16	\$400
	5-8	\$200	17-20	\$500
	9-12	\$300	21-24	\$600
Benches	1-6	\$100	13-18	\$300
	7-12	\$200	19-24	\$400
Bleachers	1	\$750		

Amplified Sound

Most events have some sort of amplified sounds. Examples are music, a band and announcements over a loud speaker.

When planning to have amplified sound, the most important thing to keep in mind is your surroundings.

- Are you in a City Park that has residences around it?
- Are you planning a run that starts early in the morning?
- Are you planning to have a band play into the evening and beyond?

As with all information you provide on your special event application, complete information on how you plan to use amplified sound is important. Please be considerate of your surroundings when planning this type of use.

Electric – Step 7

If your event requires power, you will need to first determine if the site you are hosting your event at has access to power.

Many park shelters have outlets, but that may not be enough. It's also important to note that items like crockpots, Nescos and other concession or food prep appliances can draw a lot of power.

For example a coffee pot can use up to 10 amps of electricity. A Nesco or crockpot, 12 amps. A band generally needs about 40 amps. Many circuits at park shelters are 20 amps for the entire shelter, so if you have one crockpot plugged in, it leaves you little capacity for anything else.

If you blow a circuit, it's likely that there will not be staff available to reset it and you will lose power completely for the rest of your event. To avoid this or not having enough power, please discuss your power needs completely with us when we review your event application.

Event Promotion – Step 8

We appreciate you letting us know how you plan to promote the event. It helps gauge how many people may be expected to attend and also helps our department field calls should we receive them.

The city offers two opportunities to promote your event on city property if your event is eligible. You can promote your event for free on a sandwich board sign on the city's Village Green. You can also consider promoting your event on a banner at one of two locations – the downtown roundabout and the Oconomowoc Community Center. The Parks, Recreation & Forestry Department has more information on these opportunities.

Event Impact

We always ask that you consider how your event might impact the community around it. If your event will block traffic, have amplified music, or draw large crowds for example, it's courteous to contact the neighbors adjacent to your event whether they are residents or business owners. The Parks, Recreation and Forestry Department can help with ideas on how to contact neighbors of your event to let them know how it will impact them.

Contact us

This guide is not comprehensive regarding every detail that can come up when planning your special event. It is intended to help you think through the process especially if this is your first time planning a special event.

The Parks, Recreation & Forestry Department is here to assist you with planning your special event.

You can contact the Parks, Recreation and Forestry Department at (262) 569-2199 or email the department at parkrec@oconomowoc-wi.gov