



FOR IMMEDIATE RELEASE

Date: Tuesday, June 16, 2020

**RE: Oconomowoc Responds Task Force Update
Independence Day Celebration/City Fireworks
Covid-19 Comments**



In response to the pandemic and the unique ramifications of the “Safer at Home Order,” we felt the need to check in with our City residents, businesses, non-profits, and faith communities. “Oconomowoc Responds” is the task force developed to assess and respond to the needs of all these groups. Our goal is to support and strengthen all aspects of our community by creating and executing plans that have immediate and long-lasting impacts. We want to create hope, a sense of unity, and optimism now and as we navigate these uncertain times together.

How? We asked and we listened, and we are committed to continuing to do so. We spoke to individuals and to businesses and circulated a survey. Through the analysis of the survey responses, the Oconomowoc Responds Task Force identified the themes shared and has initiated the following outcomes to assist now, and in the months ahead.

The Task Force Outcomes are summarized below:

Business Team

Focus: Connect Businesses with Resources for Sustainability and Prosperity

- Built Communication Foundation & Community Resources using Online Platforms
- Surveyed Area Businesses
- Compiled Resources to Serve as the local “Go To” Resource for Area Businesses
- Communicated Opportunities for Business Success:
 - Operational
 - Financial
 - Guidelines
 - Safety
- Promotional Initiatives:
 - Initiated Business Organization Collaboration
 - Promoted Social Media
 - Launched Video Production Partnership
 - Hired Marketing Intern

Residents Team

Focus: Connect the Community in Areas of Basic Needs – Food, Shelter, Safety, Physical and Behavioral Health

- Surveyed Area Residents
- Compiled Community Needs
- Communicating Services Available and Connecting Needs to Resources
- Initiated Positivity Initiatives:
 - Clock Tower Tunes
 - Pop-Up and Play
 - Community Happenings Blackboard
- Establishing a Resource Directory to Address Needs

Non-Profit & Faith Community Team

Focus: Connect the Community with Organizations that Serve Needs for Food, Shelter, Safety and Health

- Surveyed Area Organizations
- Compiled Community Organizations Inventory
- Communicated Opportunities Available to the Residents
- Established Resources Form to Collect Information
- Established a Resource Directory of Services Available
- Connected Needs to Resources

It is recognized that our community needs will change, and the Task Force will adjust its actions, approach, and will continue to respond accordingly. Our hope is that Oconomowoc Responds becomes a unified, constructive, and compassionate force that is committed to a vital and vibrant community.

As a community, we have proven we are resilient, that Together We Are Making Things Happen, and Oconomowoc **Responds!** We have just started, and there is much more in the plans for the weeks ahead.

STAY CONNECTED

- Resources: www.oconomowoc-wi.gov/taskforce
- Facebook Happenings: <https://www.facebook.com/OconomowocResponds/>

Fireworks July 3rd, 2020

Independence Day is a special day, a day set aside to celebrate the birth of our Nation. City staff and several residents have spent the last few weeks investigating multiple options to host the firework display in a safe manner. The City of Oconomowoc will be hosting our Independence Day Fireworks **as scheduled on Friday July 3rd, 2020 at dusk on Fowler Lake**. The decision to host the fireworks is not one that was made easily, we remain concerned about large gatherings and we are counting on those attending the fireworks to act responsibly by practicing physical distancing and wearing a mask when in close proximity to others. The Park & Recreation Department in conjunction with our Task Force and Police Department are working together to have a safe and fun community celebration. In addition, we are pleased to announce that with the financial support of Bank Five Nine, a **live stream remote viewing option** will be available. It is important to provide this option for the entire community to celebrate and enjoy the show. More details will be provided in the coming days.

COVID-19 AREA UPDATE

The Coronavirus is real, and the threat of infection and potential severity of the illness is real. That said, we are fortunate to live in an area (bubble) that has had a relatively low incidence of infection. This may cause us to adopt a false sense of security. The virus is in our community and we must remain careful and realize that the consequences of our actions reach far beyond us and affect others in our community. The last few months have been challenging for us all. No one wants to return to the shutdown of the last couple months. Simply put, the virus is not listening to the politicians, our courageous health care workers, or reading our newspapers. It is up to us, the residents to use common sense and practice the safety guidelines provide by the CDC. www.cdc.gov