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INTRODUCTION

The Village of Pewaukee enjoys many fine and entertaining special events throughout the year. These events ultimately enhance the lives of the residents as well as make the Village an attractive place to visit. The Village is committed to supporting quality events and this manual is a tool to help ensure your event's success. If this is your first time planning an event or if you have been hosting an event through the Village for years, this manual will give you guidance on what is expected of you from the Village.

After reading this manual, we highly suggest you contact the Village Administrator to arrange for an initial planning meeting to discuss your event prior to turning in any applications.

Although this guide should help you determine everything you will need to hold a successful event, ultimately, the Village reserves the right to require additional permits and/or services they see fit to ensure the event is safe. Any additional permits and/or services required by the Village will be at the cost of the event organizer.

What is a Special Event?

The Village of Pewaukee's Special Event Ordinance defines a special event as...

...any activity which occurs upon public property that will affect the standard and ordinary use of public streets, rights-of-way, or sidewalks, and/or which requires extraordinary levels of Village services. This may include, but is not limited to, fairs, festivals, sporting events, foot runs, bike-a-thons, markets, parades, exhibitions, auctions, dances, and motion picture filming. Special events shall further be classified as either Public Special Events or Private Special Events:

- 1) A "Public Special Event" shall be defined as a Special Event which honors service to the United States, the State of Wisconsin, or the Village of Pewaukee and/or commemorates an historical event or person significant to our nation, state or community.
- 2) A "Private Special Event" shall be defined as a Special Event utilized for social or fundraising purposes, or as part of a sporting event.

Also, the Village restricts special event permits to only LOCAL CIVIC/NONPROFIT GROUPS. These groups are defined as:

- 1) A local community/civic based organization whose normal meeting place or main office is located within the Village or City of Pewaukee, or
- 2) An organization that is sponsored by the Village or City of Pewaukee, or



- 3) An organization which is recognized by the Federal Internal Revenue Service as well as Wisconsin statutes as a not-for-profit organization, and the principal office and place of business of the nonprofit organization is within the City or Village of Pewaukee.

If your event is being held on private property or does not otherwise meet the definition of a special event, you may still need Village Board approval for a large gathering or other regulations. For example, if your event is to exceed 100 people and will be held in a building not approved for public assembly or involves the use of temporary seating, the Pewaukee Fire Department may need to review and approve your event.

Consider how your event plans work with the Community:

As you begin the preliminary plans for your event, think carefully about the impact you will have on the community as a whole. The following are some common impacts that thoughtful planning can help reduce:

- When you close a street, even for two or three blocks, traffic issues will arise as it will need to be rerouted or turned away.
- Does your street closure block or impede access to police stations, fire stations, churches, schools, businesses or residences?
- Are you planning to serve/sell alcohol at your event? If so, how will that use affect participant safety and enjoyment of the event as well as security and insurance costs?
- Will you have music? If so, what type of music will you have and how will the noise impact the surrounding neighborhood? What kind of audience behavior does this kind of music typically bring about?
- Ensure your event is accessible to the disabled. (Disabilities include but are not limited to vision, hearing, and physical limitations.)
- Are there other events planned in the Village on the same day as yours or immediately before or after yours? If so, multiple events in a small timeframe may be denied due to limited resources available to assist with the events.

STEPS TO TAKE

Who Should I Contact First?

The Special Event permit application process is coordinated through the Village Administrator located in Village Hall, 235 Hickory Street, Pewaukee, WI. The application may be obtained from the Village Clerk's office in the same building or from the Village's website at www.villageofpewaukee.com. **Your Special Event Application needs to be completed and turned into the Village no less than 90 days prior to your event.**

Based on the nature of your event, a variety of permits may be required and this manual will help you identify those and who to contact.



Determine When and Where to Hold Your Event:

Do you plan to use one of the parks for your event?

If yes, you will need to contact the Pewaukee Park and Recreation Department to reserve the park, and request to get on the next agenda of the Joint Park/Recreation Board who will need to give you permission to utilize the park. This Board will also determine what will be charged for use of the facility – it may or may not follow the regular rental rates. All park rules, regulations and policies must be adhered to.

Do you plan to close and/or use a public street or right-of-way for your event?

If yes, then you will need to have your request reviewed by the Department of Public Works and the Village Police Department. They will ensure that all safety measures are met and the street closure(s) will not adversely affect traffic flow. Also, there may be some limitations on use of certain streets if they are under construction during your event.

Barricades are available through the Village. However, you will need to submit a specific plan of where the barricades shall be located as well as what time they need to be in place and what time they will be taken down. You will be charged for use of these barricades, (\$300 fee for road closures to defray cost related to the Public Works time for barricade replacement). The Village Police Department may require you to have barricades for your event even if you do not feel they are necessary. If barricades are required, it is at the expense of the event organizer.

Even if your event does not require street closures, it may generate unusual pedestrian and/or vehicular traffic. This not only affects the event's participants but also those who live and work in the area surrounding the event's location. Changes in traffic flow must be considered in the planning process. In case of large events, consider establishing parking in other sites and shuttling participants to the event. If you are requesting special parking restrictions, you must contact the Village of Pewaukee Police Department to discuss this request.

Where will all of the participants park?

Another consideration for parking is the availability of disabled parking stalls. If you do not plan for disabled parking stalls within a reasonable distance from your event site, you may discuss with the Village Police Department and the Department of Public Works ways to accommodate those with special needs.

A detailed map of the event location, proposed street closures, intended route, if applicable, MUST BE PRESENTED AT THE TIME OF PERMIT APPLICATION.

OTHER ITEMS TO CONSIDER:

Will you be serving/selling alcohol, food and/or selling merchandise?

If yes, you will need to obtain an alcohol permit from the Village. Only those vendors whom you list as sponsors or participants will be allowed to receive this permit subject to permit application requirements. Anyone serving beer and/or wine* must hold an operator's license in accordance with Wisconsin State Statutes.



*Intoxicating liquors cannot be sold or served at Special Events.

Beer and wine may not be served after midnight. If your event is in a park, you may not serve after 10:00 pm and approval to sell in a park will not be allowed unless you have received special consideration from the Joint Park/Recreation Board. This process can take up to 30 days, so please plan accordingly. Although having alcohol at your event may be advantageous, you may also incur greater costs and risks, please read the insurance requirement section of this manual thoroughly.

Helpful tips to organize a safe and successful event when serving/selling beer or wine:

- Sales of beer or wine must be under the control of your organization at all times. You are the responsible, legally liable party if problems arise because of the improper conduct of your beverage servers.
- The legal drinking age is 21. You should require bona fide identification from anyone who appears under the age of 30. Proper identification must be issued by a governmental agency with the name, date of birth, a physical description and a photograph of the person presenting the identification.
- Do not sell, furnish or give beer or wine to anyone who is obviously intoxicated.
- Identify non-drinking designated drivers and offer them free non-alcoholic beverages. This can be done by providing colored wristbands or other means of easy identification.
- Limit sales or service of alcoholic beverages to two (2) drinks per person at any one time.
- Provide food at your event.
- Prohibit anyone from bringing their own alcoholic beverages to your event.
- Provide adequate security at your event, especially if it is open to the public.

When selling/serving food, the event organizer must provide a list of food vendors with the application. Food vendors do not need to get a separate food vendor permit with Village Hall if they are a part of the Special Event. After that, the event organizer will need to contact the Waukesha County Health Department and obtain all necessary permits through them as well. The Village waives the permit issuance fee for food vendor permits for events held under the Special Event Permit.

If you plan to sell merchandise, you will also need to obtain a Transient Merchant License from Village Hall. The permit application is available at Village Hall. There is a \$50 application fee for each vendor once the Village Board approves the permit.

What security will be needed?

For the safety of your event's participants, security personnel are a necessity. Events including alcohol or minors may involve a higher risk and may require more security.

Events should have security personnel at the rate of one security guard for every 300 people present if alcohol is available, or one security guard for every 600 people if alcohol



is not available. One member of the security personnel must be designated as the “Head of Security” who can be contacted at any time by Police, Fire or the Health Department.

Points to consider when planning security for your event:

- Entry points
- Boundaries
- Bordering streets between your event’s location and parking areas
- Parking lots
- Site where admission is charged, if applicable. You may want to consult with the police for transferring money.
- Doors of spectator areas to watch for suspicious behavior, if applicable.
- Restrooms or concession areas
- Restricted access areas such as reserved areas, medical/first aid centers, or other key locations where the general public is not allowed.
- VIPs and Public Officials

The Police and Fire Department, depending on facts and circumstances specific to each event, shall have the discretion to modify this ratio as they deem necessary.

Will you be having a band or amplified music?

If yes, there are a number of items that need to be considered.

- Is there a stage available at your proposed location or will you need to obtain one?
- Is there sufficient electricity to supply the band/amplified music’s equipment?
- Will a tent be required?
- What hours will the band/amplified music be playing – will this comply with the Village’s noise ordinance?

Noise is regulated within the Village limits of the Village of Pewaukee. In general, the ordinance states that noises will be considered in violation if disturbing the surrounding neighbors. If the Village receives complaints regarding the amplified music, the Village Police Department has the authority to shut down that aspect of the event. If you are planning your event in a park, your amplified music would need to end by 10 pm as parks close at that time.

PLANNING FOR FIRE PREVENTION AND LIFE SAFETY

Will your event be held outdoors?

The Pewaukee Fire Department is committed to a fire prevention program that places a high priority on the safety and welfare of the public while minimizing potential fire and life safety hazards. Establishing fire prevention and life safety procedures at your special event is an essential component of the event planning process.

If you are holding an outdoor event, your event must be reviewed by the Fire Department. Items of concern include general fire and life safety, crowd capacity, access for emergency vehicles, configuration and identification of all vendors cooking with flammable and



combustible liquids and/or gases, or potentially hazardous cooking appliances. A copy of your Special Event application will be forwarded to the Fire Department for review. This review process is required for ALL special events.

Will any fireworks, open flame or pyrotechnic devices be used?

If yes, you will need to provide a separate Fireworks Permit with the Special Event Application. The Pewaukee Fire Department will review the submitted Fireworks Permit. Permits must be applied for a minimum of 7 days prior to the event.

The use of any pyrotechnic device shall be handled by a competent adult operator and shall be of such composition, character and be located, discharged or fired, as in the opinion of the Fire Chief, shall not be hazardous to property or endanger any people. Village ordinances and State Statutes shall regulate the outdoor use of pyrotechnic devices.

Will you be erecting a tent, canopy, or other temporary structure?

If yes, again you will need to work with the Pewaukee Fire Department as well as the Building Inspection Department. Any temporary structures are regulated through the Village of Pewaukee. If you plan to erect a temporary structure in a park, you will need to obtain permission from the Joint Park and Recreation Board.

Will you need electricity?

If yes, again you will need to work with the Pewaukee Fire Department as well as the Building Inspection Department. Also, any cords/service lines should be protected to avoid a trip hazard or grounding hazard. Electric service will need to meet all code requirements.

RISK MANAGEMENT AND INSURANCE REQUIREMENTS

Risk Management

Risk management in special events is defined as “recognizing the possibility of meeting danger or suffering harm or loss and organizing or planning to minimize or eliminate said danger, harm or loss.” Ensuring that appropriate risk management practices are in place is a priority for the Village of Pewaukee.

Some areas of risk management that should be observed by special event organizers:

- Develop volunteer management practices – identify who is in charge and communicate that to all volunteers. Monitor the event volunteers to ensure that the necessary work is being completed.
- Be clear about the role of the Village of Pewaukee Police Department at your event and enhance communication throughout the event. Consult with police and emergency personnel for input and advice while developing the safety/risk management plan.
- Be aware of safety standards and/or inspections related to buildings, vehicles, carnival rides and tents, ensuring safe egress from tents and fenced in areas.
- Have emergency plans specific to the event activities, including communication and responsibilities, coordination with authorities, weather conditions, lightning, and personal and property damage.



- Coordinate fire safety/protection for all tents and commercial cooking functions, and the safe handling of propane gas.
- Inform all participants of safety requirements specific to events that take place on waterways.
- Have a bleacher inspection and certificate of inspection from the installer for any bleachers that are brought in for spectators.
- Do a “walk through” of the event looking out for tent stakes and ropes, electrical connections, compressed gas cylinders like helium, cables and hoses across walkways, absence of barriers to restricted areas; try to see the grounds through the eyes of a participant.

Liability Insurance

The special event sponsoring group is required to supply the Village with a Certificate of Insurance demonstrating the required level of insurance coverage (minimum of \$1,000,000 unless otherwise specified by the Village) in addition to providing the Village with a copy of insurance policy endorsement language demonstrating that the Village is covered as an additional insured party. (The Village Board may require a higher limit depending upon the details of your event.) Those events that will be required to provide the aforementioned insurance indemnification include, but are not limited to,

- 1) An event that includes alcohol, or
- 2) An event that is anticipated to have attendance greater than 500 people per day, or
- 3) An event that includes a road closure.

The applicant shall hold the Village, its employees and agents, harmless against all claims, liability, loss, damage or expense (including but not limited to attorney’s fees) incurred by the Village for any damage or injury to a person or property caused by or resulting from the activities surrounding your special event. Proof of this insurance is required to be turned into the Village no less than thirty (30) days prior to the start of your event. If any modifications occur to your insurance terms, you must also notify the Village immediately. Also, if your coverage is canceled or no longer meets the Village’s requirements, the permit will be rescinded.

Inform and Train Volunteers

Volunteers can be the most valuable people at your event. They should be briefed prior to the event on what they may and may not do. They should be thoroughly informed and it is often a good idea to provide them with job descriptions. Tell them who is in charge and who to contact if a problem develops. Be sure they are familiar with the building or area so they can direct people to restrooms, fire exits, or other key locations. Remember, the volunteer’s task may seem clear to you, but they are not as familiar with all of the plans you have made.

Make your volunteers easily identifiable to those attending your event; provide them with vests, pins, armbands, hats, etc. so guests can easily recognize someone affiliated with the event.



TOILET FACILITIES AND CLEANUP

Do you need portable restrooms and hand washing stations?

Event planning should include requirements for sanitation and waste management plans. An event that does not provide for the personal comfort of patrons, or leaves an unsightly mess with litter and trash, will damage its own future as well as negatively affect the image of the Village.

Portable restrooms: Although some spaces, such as parks, have toilet facilities, depending upon your expected attendance, additional portable restrooms and hand washing stations should be available on site. Typically, one portable restroom will allow for 200 uses if it is not pumped and cleaned in between.

Refuse Collection/Site Clean Up

The event sponsor should have a litter control plan in place and pick up trash/litter before, during and after the event. A recycling plan is also highly recommended and many park facilities have recycling containers onsite.

The event organizer is responsible for requesting additional trash cans if you are using a park area and then emptying them and putting trash into a dumpster throughout the event (if determined necessary by the Joint Park and Recreation Board and/or the Village Board). Other times, park maintenance staff will empty the trash receptacles after your event, however this typically only happens when the event is expected to be less than 200 people.

The Village of Pewaukee does NOT provide dumpster service for event organizers. It is suggested that you contact a local waste management company and determine where and when a dumpster can be made available to you. This information will need to be included during your application process so it is best to have those details sorted out early. If at the end of your event, clean up is not up to Village standards, your security deposit will be used to pay to have it cleaned. If cleaning charges are more than your security deposit, the event organizer will be billed for those services and must repay the Village within 30 days of receiving the bill. (If you do not pay the bill, you will not be able to request another special event within the Village of Pewaukee).

The Park/Recreation Department may have extra 55-gallon garbage cans you can rent for your event. These garbage cans are on a first-come, first-served basis and Park/Recreation Department needs are met first. The event organizer will be responsible for providing 55-gallon trash bags and for ensuring they are empty and clean when being returned.

MEDICAL SERVICES

When planning a special event, there are questions you should ask yourself to determine any medical/first aid needs:

- How many people will be expected to attend? Medical demands vary – an event



expecting 200 people will have different medical/first aid needs than an event with 5,000 people.

- Is your event being held during daylight hours or at night? Nighttime hours will require a lighting plan to ensure all participants are safe and can see where they are going.
- What are the demographics of your anticipated crowd? Does your particular group have any potential health issues that should be considered?
- What time of the year is your event being held? Do you anticipate any issues because of potential extreme heat, extreme cold, precipitation or excessive insects?
- What is the length of your event? Does your event run for a few hours, a full day or is it a multi-day event?
- Will there be alcohol available?
- Is there a single location for your event or multiple locations?
- Have you encountered any medical/first aid problems with an event in the past?
- If this is an athletic event, how strenuous is the activity and how well trained are the athletes that are participating?

It is highly recommended that every special event have a first aid kit easily accessible. Your first aid kit should contain at a minimum: compresses, ice packs, bandages and antiseptic. The Fire Department may also determine that you need to have an ambulance on site in case of any medical issues that arise. If you are hosting an athletic event, it is required that you provide sufficient hydration for the participants.

Based on the nature of your event and number of people expected to attend/spectate, the Village may require Law Enforcement and EMS Services. These required services will be at the expense of the event organizer.

The next few pages are the actual special event ordinance for the Village of Pewaukee. It is highly recommended you review the ordinance as well in case there are requirements not covered in this manual.

Once you have finalized the details of your event and are ready to submit your application, please contact the Village Administrator at 262-691-5660.

Happy Planning!