



**WOOD SQUARE OUTDOOR MARKET**  
**Program Administration**  
**Micro Outdoor Events**  
**Shorewood Business Improvement District**



## **A. Program Purpose**

The Village of Shorewood has several annual outdoor events the community enjoys, looks forward to and can count on. Some events are administered through the Village, some through the Business Improvement District(BID) and some through the School District.

The BID administers the annual bike race and annual tree lighting events and is working on a third event in Fall that will become a staple event for the community. The BID board would also like to create smaller events that promote the business district at the outdoor market space on the west side of Oakland Ave at Wood Place. The BID board named this area Wood Square for the re-imagined WinterFest event that combined the annual holiday tree lighting, music and local vendors.

## **B. Proposed Programming**

For years 2018 and 2019 the BID restricts events to no more than 12 per year and no more than two per month. BID staff will be present for all BID events and assist with non-BID events.

### **BID Events**

- 3-4 scheduled events per year, ideally on Saturdays
- Discussing themed events, such as, health & wellness.
- Event prime location is along Oakland Ave (not within the pedestrian arcade space)
- Primarily daytime events (TBD)

Permanent BID activities ensure consistency and repeat patronage.

### **Non-BID Events**

- Established local community organizations, committees and non-profits recognized by the Village may also schedule use of the space via the BID.
- The BID may extend invitations to other organizations outside the Village, such as the Humane Society.

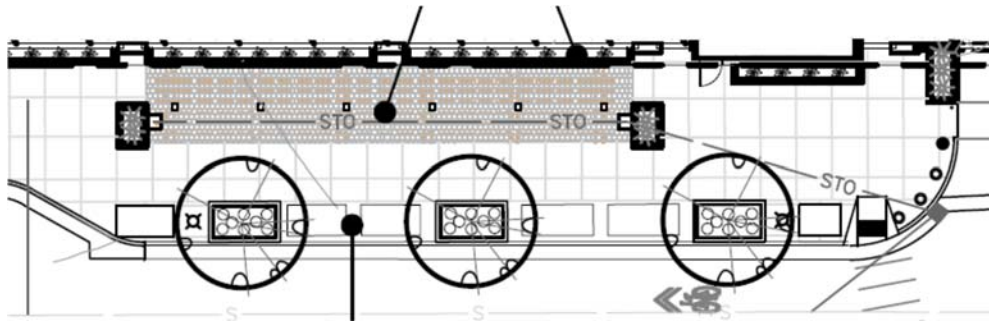
## **C. Programming Objectives**

- a) Activates streetfront by fostering social interaction and creating a sense of community and neighborliness.
- b) Provides a sense of comfort or safety to people gathering and using the space.
- c) Reflects the community's local character and personality.
- d) Encourages use and interaction among a diverse cross section of the community.

- e) Provides consistent and equitable activities promoting Shorewood business district and complements existing businesses.

#### D. Site Description

There are five market spaces at the north end of the parking deck at 4115 N. Oakland Avenue within the public right-of-way, providing 792 square feet. The total public area is nearly 3000 square feet. The market spaces are demarcated by six colonnades spaced 10 feet apart with a canvas covering. See EXH A photos.



#### E. Eligible Activities

Eligible activities may be project-specific or ad hoc collections of individuals to organizations in contractual relationships with the Village or BID.

##### Eligible Activities

- Nonprofit organization fundraising or advocating events (Girl Scout Cookies, Shorewood Foundation)
- Entertainment, music or performances
- Educational exhibits (Conservation Committee, sustainable awareness showcase, battery drop off)
- Artisan retail vendor
- Art and culture
- Food vendors (Metro Market food samples, hot dog stand)
- Shorewood business showcase

##### Non-Eligible Activities

- Inciting activities or protests
- Business solicitation
- Non-local commercial product vendors

## F. Application Process

All event materials will be provided to the Village Board and Village Directors at least 30 days in advance of the event. BID staff will provide Shorewood businesses routine updates of the BID event calendar and will notify adjacent businesses and property owners per application approval. A calendar of events shall be maintained by the BID and made available to the public on an ongoing basis.

### Criteria

- No organization may use the space more than 4 times in one year other than BID sponsored events.
- A 5-foot pedestrian sidewalk width shall be unobstructed at all times.
- All garbage within the market area shall be removed by the event applicants and organizer and the site left in the same or better state than before the activity.
- Pod space display requirements for physical space are reviewed through the application.
- Applicants that fail to appear on the approved date are not eligible for events for the remaining of the year.

### Non-BID sponsored events Application, Exhibit B

1. BID staff receives the application. If event is not identified on the BID event calendar, the application will be placed on the upcoming BID Board meeting agenda for consideration. Input will also be gathered from the Village Manager and Police Chief prior to the meeting.
2. After BID approves, staff submits all materials to the Village Clerk 30 days in advance of event to distribute to the Village Board and Village Directors.
3. The proposed application fee is \$25. Fees are waived for non-profits and BID sponsored events. Fee events may be waived at the discretion of the BID Board.
4. Half of the event vendor fees will be provided to the Village by December 15<sup>th</sup> each year in one payment.

### BID sponsored events Program Administration

1. Once a recurring BID event date is set, Village staff will be notified.
2. For new Wood Square events, the Village will receive a memorandum with event details and most current event calendar.
3. The Village will be invited and are welcome to attend any BID event planning meetings.

## G. Annual Program Review

The BID staff and board will review the program by the end of each year and provide a report to the Village Board.

EXHIBIT A: EVENT SPACE PHOTOS

