



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

Business Improvement District Board of Directors Meeting

3930 N. Murray Ave.

Village Hall – second floor

Wednesday April 17, 2019 8:30 A.M.

- 1. Call to order.**
- 2. Approval of March 20, 2019 minutes.**
- 3. Consider Quarter One Financials.**
- 4. BID Board Nominations.**
- 5. Review draft Village of Shorewood special event policy.**
- 6. Executive Director's Report.**
- 7. Marketing Report and Event Updates.**

Dated April 12, 2019

Should you have any questions or comments regarding any items on this agenda, please contact the Shorewood BID Director at 414.248.2532. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

Business Improvement District Board of Directors Meeting

3930 N. Murray Ave.

Village Hall – second floor

Wednesday March 20, 2019 8:30 A.M.

Draft

1. Call to order.

The meeting was called to order at 8:33 a.m.

Members present:

Adrienne Shea, Becky Reinhardt, Arthur Ircink, Andrew McCabe, Tr. Ann McCullough, Stephanie Sherman, Jake Bressette, Pres. Mike O'Brien. Ned Brookes (arrived 8:50). Sherman left at 9:07.

Members absent: Caroline Kreitlow, Pat Algiers, Lisa Castagnozzi, and Rachel Carter.

Sherry from Shorewood Animal Hospital and Village Clerk Sara Bruckman also present.

2. Approval of February 20, 2019 minutes.

Reinhardt moved to approve, seconded by Ircink. Passes unanimously.

3. Financial Report.

Lang reported expenditures mostly for Shenanigans event.

4. Executive Director's Report

a. Bike race update

b. Other

Lang noted an uptick in discussions with interested businesses and business expansion ideas.

Lang requested consensus from the board about the upcoming bike race event boundaries, proposing that Three Lions submit separate materials to the village for a block party in the 4500 Oakland block. Activities in the block party have always been planned and programmed by Three Lions. With increased requirements for special event approvals by the village, separate permits would remove liability of the BID for activities in the 4500 block. Lang noted she will reach out to Three Lions Pub following the meeting. The BID board supported

the executive directors request.

Lang updated members about a proposed mural project on the north facade of the 3970 N. Oakland Ave building, an idea initiated at the marketing advisory committee with the village partners nearly a year ago. The Shorewood public arts committee was recently contacted. A mural in the business district would have a positive impact on the district, especially on the particular facade and location. Board members asked for more information as this project progresses.

5. Update Shenanigans Event & Marketing Report.

Lang and other board members gave feedback on the Shenanigans event. It was a good turnout, but less younger children seen this year most likely due to the cold and windy weather- last years weather was much warmer. People were moving about Oakland Avenue, supporting all the participating businesses.

Lang is getting input from the vendors, businesses, and other stakeholders involved to review when it comes time to discuss a 2020 event. The marketing implementation plan was also provided to show what staff did to promote the event. A full event budget report will be available at the April BID meeting.

6. Discussion and possible recommendation for proposed 2020 art fair.

O'Brien summarized discussions from the last BID meeting when Amdur Productions presented. Village Clerk Sara Bruckman requested a letter from the BID board to the Village Board noting the boards stance after today's meeting. Bruckman noted it is a weekend event with road closures beginning the Thursday before. A date has not been chosen by Amdur Productions, but they do not wish to conflict with any existing village events.

Overall the board is not against this type of event. O'Brien stated a concern about resident and business fatigue with closing streets and competition for local business sponsorships if the event organizers seek local support. There could be a negative impact on the BID if this event is inadvertently identified/perceived as a BID event. Amdur proposed the northern half of the 4400 Oakland block for the fair. Members gave other location examples in the community that may be just as ideal.

The BID board agreed a need to protect existing events and existing support for those events. Members discussed parameters to relay to the Village Board.

7. Update marketing coordinator position.

Lang went through the interview process. The BID has been without a marketing coordinator since mid-December. Seventeen resumes were submitted and the interview committee extended invitations to four and invited two candidates back for second interviews. Lang requested a BID meeting March 22nd to review a

contract for scope of services. A meeting is scheduled that day at 3:30 PM at village hall.

8. Create BID board nomination committee.

O'Brien stated that he, the village manager, village president and BID executive director met yesterday to discuss BID board member terms. A 1982 village board resolution has language that limits village committee members to two full terms or nine years. [The BID was created in 1999 and the BID by-laws do not limit the number of terms served]. Village President Allison Rozek is applying the 1982 resolution language to all village committees, commissions and boards. The resolution was not applied to the BID board prior to 2018. The BID board contends that Wisconsin BIDs act as independent boards with authority to execute its operational plans.

Existing BID Board Member Elif Sen put in her resignation effective March 18th and Member Rachel Carter effective May this year. BID Board member Pat Algiers term expires May 31, 2019 and is no longer eligible for re-appointment based on application of the 1982 resolution. Three additional board member terms expire in 2020 and 2021; however, the village president is requiring removal as their time on the board exceeds nine years. This leaves six board vacancies as of June 1, 2019.

O'Brien noted that removal of three board members prior to their existing terms is detrimental to the board as it is a great loss of institutional knowledge. The remaining board members were appointed in 2017 and 2018 with the exception of one, leaving a very young board. As pertaining to the members whose terms are not up but who have served more than nine years, O'Brien requested that removals are staggered.

Lang reviewed the past process for filling board vacancies. The village has the BID on their volunteer application and the BID and village clerk will share all applications received. The BID will also do outreach with recommendations at the April BID Board meeting. Ms. Bruckman noted that confirmations happen by the village board and all applications are discussed by the Judicial, Licensing and Personnel village board committee first. Appointments will be made at the May 20th village board meeting.

Members discussed establishing a transition committee and a process for board development. The outreach committee will begin immediately on recruitment efforts. BID members leaving were encouraged to stay on one of the committees for a time period to help onboard new members.

Bruckman noted a postcard is going out to all households about volunteering for committees.

Members questioned the BIDs access to the village attorney and noted a need to understand the continued loss of authority and independence.

BID board members are encouraged to attend the April JPL and village board meetings with BID board nominations.

Lang noted that the village president will be notified of the BID boards recommendations prior to being on the April BID board meeting agenda.

9. Update BID committees.

Deferred

The meeting was adjourned at 9:50 a.m.

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned below the text "The meeting was adjourned at 9:50 a.m.".

Recorded by Ericka Lang
BID Executive Director

Shorewood Business Improvement District

04/11/19

Balance Sheet

Accrual Basis

As of March 31, 2019

	Mar 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Checking	10,637.41
Facade Improvement fund	5.71
Savings	122,342.03
Total Checking/Savings	132,985.15
Accounts Receivable	
Accounts Receivable	7,682.37
Total Accounts Receivable	7,682.37
Total Current Assets	140,667.52
TOTAL ASSETS	140,667.52
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	2,000.00
Total Accounts Payable	2,000.00
Other Current Liabilities	
Temp Restricted Funds	
Facade Program Funds	
Facade Program Disbursements	-948,715.91
Int - Facade Program Fd	30,455.61
Facade Program Funds - Other	825,010.00
Total Facade Program Funds	-93,250.30
Temp Restricted Funds - Other	3,256.00
Total Temp Restricted Funds	-89,994.30
Total Other Current Liabilities	-89,994.30
Total Current Liabilities	-87,994.30
Total Liabilities	-87,994.30
Equity	
Retained Earnings	131,455.59
Net Income	97,206.23
Total Equity	228,661.82
TOTAL LIABILITIES & EQUITY	140,667.52

Shorewood Business Improvement District
Profit & Loss by Class
January through March 2019

	Admin	Feast 19	Shenanigans 19	TOAD 19	WinterFest 18	TOTAL
Ordinary Income/Expense						
Income						
Fee Assessment	114,455.65	0.00	0.00	0.00	0.00	114,455.65
Sponsorship Revenue	0.00	5,000.00	1,250.00	250.00	0.00	6,500.00
Total Income	114,455.65	5,000.00	1,250.00	250.00	0.00	120,955.65
Gross Profit	114,455.65	5,000.00	1,250.00	250.00	0.00	120,955.65
Expense						
Administrative						
Accounting	333.00	0.00	0.00	0.00	0.00	333.00
BID Management Fee	10,000.00	0.00	0.00	0.00	0.00	10,000.00
Dues and Subscriptions	354.94	0.00	0.00	0.00	0.00	354.94
Office Supplies	50.00	0.00	0.00	0.00	0.00	50.00
Postage and Delivery	0.00	0.00	55.00	0.00	0.00	55.00
Printing and Reproduction	20.60	0.00	46.83	0.00	0.00	67.43
Administrative - Other	190.00	0.00	300.00	0.00	0.00	490.00
Total Administrative	10,948.54	0.00	401.83	0.00	0.00	11,350.37
Advertising	206.21	0.00	127.92	0.00	54.81	388.94
Event Supplies	0.00	34.83	1,714.12	0.00	0.00	1,748.95
Marketing Director Programs						
Director Fees	3,432.09	0.00	0.00	0.00	0.00	3,432.09
Other Marketing	399.07	0.00	0.00	0.00	0.00	399.07
Shorewood Today	1,500.00	0.00	0.00	0.00	0.00	1,500.00
Total Marketing Director Programs	5,331.16	0.00	0.00	0.00	0.00	5,331.16
Outside Services	0.00	0.00	1,850.00	3,080.00	0.00	4,930.00
Total Expense	16,485.91	34.83	4,093.87	3,080.00	54.81	23,749.42
Net Ordinary Income	97,969.74	4,965.17	-2,843.87	-2,830.00	-54.81	97,206.23
Net Income	97,969.74	4,965.17	-2,843.87	-2,830.00	-54.81	97,206.23

Shorewood Business Improvement District

Profit & Loss Detail

January through March 2019

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Ordinary Income/Expense									
Income									
Fee Assessment									
Invoice	01/08/2019	89	Village of Shorewood	2019 full asses...	Admin		Accounts Recei...	114,455.65	114,455.65
Total Fee Assessment								114,455.65	114,455.65
Sponsorship Revenue									
Invoice	01/29/2019	90	Ogden & Company	Bike Race Das...	TOAD 19		Accounts Recei...	250.00	250.00
Invoice	01/29/2019	91	Shorewest Realtors	Shorewood Sh...	Shenanig...		Accounts Recei...	250.00	500.00
Invoice	01/29/2019	92	Shorewood Family C...	Shenanigans ...	Shenanig...		Accounts Recei...	250.00	750.00
Invoice	02/04/2019	205	Shorewood Foundatio...	Shorewood Fe...	Feast 19		Accounts Recei...	5,000.00	5,750.00
Invoice	02/04/2019	208	Cloud Red Bar		Shenanig...		Accounts Recei...	250.00	6,000.00
Invoice	02/04/2019	209	Thief Wine LLC		Shenanig...		Accounts Recei...	250.00	6,250.00
Invoice	02/25/2019	206	Camp Bar		Shenanig...		Accounts Recei...	250.00	6,500.00
Total Sponsorship Revenue								6,500.00	6,500.00
Total Income								120,955.65	120,955.65
Gross Profit								120,955.65	120,955.65
Expense									
Administrative									
Accounting									
Check	02/15/2019	2876	Roland Daneau, CPA	BID accountin...	Admin		Checking	333.00	333.00
Total Accounting								333.00	333.00
BID Management Fee									
Bill	01/14/2019	1st 2 w...	Ericka Lang	1st 2 wks of 20...	Admin		Accounts Payable	2,000.00	2,000.00
Check	02/15/2019	2875	Ericka Lang	INV 123	Admin		Checking	4,000.00	6,000.00
Check	03/15/2019	2884	Ericka Lang	INV 124	Admin		Checking	4,000.00	10,000.00
Total BID Management Fee								10,000.00	10,000.00
Dues and Subscriptions									
Check	01/06/2019		DropBox		Admin		Checking	9.99	9.99
Check	01/07/2019		Google.com	gmail domain	Admin		Checking	20.00	29.99
Check	01/08/2019		Constant Contact	Constant Cont...	Admin		Checking	45.00	74.99
Check	01/24/2019		Network Solutions		Admin		Checking	9.99	84.98
Check	02/01/2019	2874	Wisconsin Downtown...	WADC annual ...	Admin		Checking	100.00	184.98
Check	02/06/2019		Google.com	gmail domain	Admin		Checking	20.00	204.98
Check	02/08/2019		Constant Contact	Constant Cont...	Admin		Checking	45.00	249.98
Check	02/08/2019		DropBox		Admin		Checking	9.99	259.97
Check	02/21/2019		Network Solutions		Admin		Checking	9.99	269.96
Check	03/06/2019		Google.com	gmail domain	Admin		Checking	20.00	289.96
Check	03/08/2019		Constant Contact	Constant Cont...	Admin		Checking	45.00	334.96
Check	03/08/2019		DropBox		Admin		Checking	9.99	344.95
Check	03/21/2019		Network Solutions		Admin		Checking	9.99	354.94
Total Dues and Subscriptions								354.94	354.94
Office Supplies									
Check	01/08/2019		Folders.com	Blue Folders	Admin		Checking	50.00	50.00
Total Office Supplies								50.00	50.00
Postage and Delivery									
Check	03/01/2019		USPS	Stamps, 100 le...	Shenanig...		Checking	55.00	55.00
Total Postage and Delivery								55.00	55.00
Printing and Reproduction									
Check	02/06/2019		UPS Store	Strategic Impl ...	Admin		Checking	20.60	20.60
Check	02/27/2019		UPS Store	Tshirt Sale Sign	Shenanig...		Checking	3.65	24.25
Check	03/01/2019		UPS Store	Print neighbor ...	Shenanig...		Checking	43.18	67.43
Total Printing and Reproduction								67.43	67.43
Administrative - Other									
Check	03/13/2019		Cash	cash for beer t...	Shenanig...		Checking	300.00	300.00
Check	03/15/2019	2885	Arthur Ircink	reimb: BID ED ...	Admin		Checking	190.00	490.00
Total Administrative - Other								490.00	490.00
Total Administrative								11,350.37	11,350.37
Advertising									
Check	01/02/2019		Facebook		WinterFes...		Checking	54.81	54.81
Check	01/26/2019		Foundation List	Market Coord ...	Admin		Checking	80.00	134.81
Check	02/07/2019		Linked In	Market Coord ...	Admin		Checking	126.21	261.02
Check	02/08/2019		Facebook		Shenanig...		Checking	25.00	286.02
Check	02/15/2019		Facebook		Shenanig...		Checking	25.00	311.02
Check	02/23/2019		Facebook		Shenanig...		Checking	25.00	336.02
Check	03/01/2019		Facebook		Shenanig...		Checking	17.92	353.94
Check	03/12/2019		Facebook		Shenanig...		Checking	35.00	388.94
Total Advertising								388.94	388.94

Shorewood Business Improvement District
Profit & Loss Detail
 January through March 2019

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Event Supplies									
Check	02/01/2019	2872	Shorewood Press	Sponsor Sheet	Shenanig...		Checking	16.00	16.00
Check	02/04/2019		Go Daddy	Feast Domain ...	Feast 19		Checking	22.16	38.16
Check	02/16/2019		iStock		Feast 19		Checking	12.67	50.83
Check	02/25/2019	2882	Happy Eyeballs	REIMB passpo...	Shenanig...		Checking	132.55	183.38
Check	03/12/2019		Wal Mart	Garbage bags;...	Shenanig...		Checking	11.87	195.25
Check	03/12/2019		Office Depot	cash box	Shenanig...		Checking	45.40	240.65
Check	03/13/2019		Party City	beer cups	Shenanig...		Checking	122.80	363.45
Check	03/13/2019	2879	Shorewood Press	EOP site plan	Shenanig...		Checking	22.00	385.45
Check	03/13/2019	2879	Shorewood Press	50 posters, 2 l...	Shenanig...		Checking	136.00	521.45
Check	03/15/2019	2886	House of Engraving	lamine shu...	Shenanig...		Checking	18.00	539.45
Check	03/15/2019		Service Sanitation	3 portojohns, 1...	Shenanig...		Checking	601.92	1,141.37
Check	03/15/2019	2888	Shorewood Press	passports 750	Shenanig...		Checking	695.00	1,836.37
Credit	03/21/2019		Party City		Shenanig...		Accounts Payable	-87.42	1,748.95
Total Event Supplies								1,748.95	1,748.95
Marketing Director Programs									
Director Fees									
Check	01/14/2019	2869	Sarah DeNeve	Dec 13-19 2018	Admin		Checking	583.34	583.34
Check	02/25/2019	2881	Happy Eyeballs	FEB	Admin		Checking	1,361.25	1,944.59
Check	03/15/2019	2887	Happy Eyeballs	INV 2322	Admin		Checking	1,487.50	3,432.09
Total Director Fees								3,432.09	3,432.09
Other Marketing									
Check	02/01/2019	2872	Shorewood Press	Recruitment fol...	Admin		Checking	21.00	21.00
Check	02/01/2019	2873	Shorewood Seed Fou...	Seed 19	Admin		Checking	250.00	271.00
Check	02/25/2019	2882	Happy Eyeballs	REIMB Print: S...	Admin		Checking	128.07	399.07
Total Other Marketing								399.07	399.07
Shorewood Today									
Check	02/25/2019	2880	Jennifer Anderson	copywriting for ...	Admin		Checking	1,500.00	1,500.00
Total Shorewood Today								1,500.00	1,500.00
Total Marketing Director Programs								5,331.16	5,331.16
Outside Services									
Check	02/15/2019	2877	Midwest Cycling Seri...	installment 1	TOAD 19		Checking	3,080.00	3,080.00
Check	02/25/2019	2883	Prof Pinkerton presen...	Sound & Stage	Shenanig...		Checking	1,200.00	4,280.00
Check	03/19/2019	2889	Jeff Aranda	In the Know ba...	Shenanig...		Checking	350.00	4,630.00
Check	03/19/2019	2892	Ian Gould	music	Shenanig...		Checking	300.00	4,930.00
Total Outside Services								4,930.00	4,930.00
Total Expense								23,749.42	23,749.42
Net Ordinary Income								97,206.23	97,206.23
Net Income								97,206.23	97,206.23



VILLAGE OF SHOREWOOD

REPORTS AND PRESENTATIONS TO COMMUNITY AND BUSINESS RELATIONS

Agenda Item: Discuss special event policy. (Meeting 2)

Date: April 15, 2019

Presenter: Sara Bruckman, CMC/WCMC, Bart Griepentrog, AICP

Department: Clerk/Customer Service, Planning and Development

History – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

[December 5, 2016](#) – the Judiciary, Personnel and Licensing (JP&L) Committee discussed a special event policy. Following that standing committee discussion and under future items for consideration at the Village Board meeting on the same night, it was suggested that the JP&L Committee work on the policy first and then the policy be forwarded to the Community & Business Relations (C&BR) Committee for review, so that both groups were not working on the document simultaneously. See excerpt from the minutes,

“Trustee Bockhorst asked that the Community and Business Relations Committee have an opportunity to review the Special Event Policy and materials before it goes to full board discussion. Village Manager Chris Swartz stated that the current drafted policy will be simplified and presented at the January 2017 meeting. Trustee Zovic suggested that JP&L work on it first and then it go to C&BR so that two groups aren’t working on the same document simultaneously.”

Following this meeting there were no subsequent standing committee meetings in which this item was placed on the agenda, nor Village Board meetings.

2018 - the Village Board noted on several occasions the desire to have a policy for special events. It was agreed that staff would proceed with policy development in 2019.

Over the last several meetings the Village Board has worked on a proposed policy for Standing Committees and Committee of the Whole. Within that policy it currently states,

“As stated, if there is a topic that may involve multiple standing committee focus areas and if the standing committee designation nor Committee of the Whole was not specified in the motion at the Village Board meeting, the Village President and Village Manager will be given the authority to place it on the standing committee or Committee of the Whole agenda that they feel is most appropriate. One way of identifying which standing committee will be assigned a particular focus area is to inquire which staff liaison is most appropriate to be in attendance to address the topic. Below is a guideline to reference when reviewing possible topics for each standing committee.”

March 3, 2019 – Community and Business Relations discussed the next steps for the special event policy and agreed the discussion would continue at the Community and Business Relations Committee.

Agenda Item Discussion – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

This agenda item includes discussion of the proposed Special Event Policy.

The Special Event Procedures have been included to provide context to the process Village staff will be utilizing to review new and old special event submissions. After the policy has been approved, sections of the policy will be included in an Special Event Application.

Staff is requesting input on the following criteria for incorporation into the policy:

1. Should the number of Special Events/Street Closings be limited? In general,? Or per applicant?
Or?
2. Should Special Events/Street Closings be limited to Village-sponsored events? If yes, what qualifies as a Village-sponsored event?
3. Should all applicants pay for Village services, if identified as a need (i.e. Police, Public Works, etc.)? If no, then which applicants should pay for Village services, if identified as a need.
4. Should every applicant be charged a permit fee?
 - a. Should there be different amounts for non-profits versus for profit applicants?
 - b. Should Shorewood applicants, i.e. Shorewood Men’s Club, Shorewood SEED Foundation, Shorewood BID, etc. be exempt from payment? If so, who?

Community and Business Outreach – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes No

If Yes, identify how and what community groups and businesses were notified.

The BID Director informed the members of the BID. Emails where sent to past applicants.

Action Required / Recommended – *Please include the recommended motion or possible actions for this agenda item.*

Approval of the Special Event Policy

Attachments – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Special Event Policy – Draft
2. Special Event Permit Application Procedures – Draft



Policy No. #TBD	Page: 1 of 3
Title:	Special Event Permit
Authority:	Shorewood Village Board
Date of Issue:	Updated:

A. PURPOSE

The purpose of this policy is to provide guidelines for holding Special Events in the Village of Shorewood that balance out the needs of our residents and business community in relation to the accessibility of our streets, our parks and other public land. By nature, these events have a greater impact on Village services and resources than would have occurred if the event had not taken place. This policy also addresses use of Village resources and defines financial responsibilities with relation to any Special Event application. Persons desiring to conduct, maintain, undertake, promote, organize or manage a Special Event in the Village of Shorewood shall be subject to the requirements of this policy.

B. DEFINITIONS/GENERAL INFORMATION

A Special Event is a temporary entertainment and/or amusement activity, open to the general public and organized, produced or sponsored by an individual, organization, government entity (school or village) or business which requests a public street to be closed or use of public land.

All requests to utilize/close public streets, parking lots or parks will require a Special Event Permit, which shall be approved by the Village Board. **Special Event Permit applications are required for any Special Event contemplated in the village of Shorewood.**

Any outdoor Special Event that is granted an alcohol license is prohibited from distributing glass products. In addition, the Special Event applicant must **forbid** any alcohol to be carried onto the extended premises, and no glass shall be permitted within the extended premise zone.

The Village of Shorewood often works in partnership with the Shorewood School District, the Shorewood Business Improvement District and other local non-profits in implementing the vision and goals of the Village. The Village of Shorewood recognizes that it is also a partner with the greater Milwaukee community and Milwaukee County when considering special event applications received from non-Shorewood entities.

Two types of special events are contemplated within this policy.

A non-Village-sponsored Special Event includes, but is not limited to: 5K or “Fun Runs”, sporting events, concerts, picnics and fairs, street festivals and business district block parties. Neighborhood block parties are governed by other specific Village policies and are exempt from this policy.

A Village-sponsored Special Event is an activity that the Village of Shorewood **supports through taxpayer funds**. Examples include, but are not limited to: 4th of July Parade and firework display, and National Night Out.

C. PRIORITIZATION OF APPLICATIONS

The Village of Shorewood receives numerous requests to hold Special Events in our community throughout the year. It is important that the Village prioritize these applications to ensure that long-standing, traditional events are balanced against requests from new entities. Therefore, all applications will be considered on a case-by-case basis.

The Village Board will give priority consideration as follows:

1. Long-standing, pre-existing event.
2. Village supported vs. non-Village supported event.

The Village will also consider the impact of, but is not limited to, the following when reviewing applications:

1. Use of Village open spaces and street closures.
2. Use of Village resources, i.e. barricades, police officers, etc.
3. Number of requests approved for the same applicant/entity in a calendar year.
4. Other Village or non-Village scheduled events being considered.
5. Conflict of interests.
6. Frequency of similar events requested by the applicant. Applicants will be limited to (?) events per calendar year.
7. Complaints regarding similar events coordinated by the applicant.
8. Time of Event: Special events may be scheduled between 8 a.m. – 8 p.m., Sunday through Thursday and 8 a.m. – 10 p.m., Friday and Saturday. Special events proposed outside of these times will not be considered.
9. Certificate of Insurance and Endorsement: Proof of insurance is required and must be submitted with the Special Event Permit application. The Village of Shorewood must be named as an additional insured on both the Certificate of Insurance and the Endorsement. The sponsor shall hold the Village, any of its employees, agents and facilities harmless against all claims, liability, loss, damage or expense incurred by the Village for any damage or injury to person or property caused by or resulting from activities arising from the special event.

D. RESPONSIBILITIES

It is the responsibility of the Village Clerk or their designee to ensure that Special Event applicants adhere to the guidelines of this policy when submitting an application. The Village Clerk or their designee will be the point of contact between the Village and the Special Event Permit applicant.

It is the responsibility of the Police Chief or their designee to evaluate and recommend when a Special Event requires dedicated police presence and/or security personnel and the cost for these additional services.

It is the responsibility of the Department Heads—Village Manager, Asst. Village Manager, Police Chief, Public Works Director and Planning and Development Director—to review all applications and collaborate in the decision-making process. A representative of the North Shore Health Department

and the North Shore Fire Department will also be invited to assist in the review and decision-making process.

E. REASONS FOR DENIAL

Reasons for denial of a Special Event Permit may include, but are not limited to:

1. The event will disrupt traffic within the Village beyond what is reasonably practical.
2. The event will create a likelihood of endangering the public.
3. The event will interfere with access to/by emergency services.
4. The length, location, or time of the Special Event will cause undue hardship or excessive noise levels to adjacent businesses or residents.
5. The event will require the diversion of Village resources that would reasonably affect the maintenance of regular Village service levels.
6. The application contains incomplete or false information.
7. Inadequate provision for garbage or debris removal.
8. Inadequate provision of temporary restroom facilities.
9. Inadequate provision for parking.
10. The event conflicts with another event in the area.

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