

# SPECIAL EVENTS GUIDE

## CITY OF WHITEWATER

WWW.WHITEWATER-WI.GOV | 312 W. WHITEWATER ST  
WHITEWATER, WI 53190

### Types of Events

Parades  
Festivals  
Concerts  
Block Parties  
Receptions  
Birthday Parties

### Welcome to Whitewater

Welcome! We are excited that you have chosen the City of Whitewater as the location to host your event. We are proud to partner with many individuals and organizations that offer countless diverse and entertaining special events and festivals that make Whitewater an exciting attraction. These events enhance the lives of our citizens and attract visitors to our community.





If you are looking to set up an event for the first time and need some assistance, feel free to contact us as our staff has valuable experience which can lead you to a successful outcome. Contact information for our individual departments can be found on the last page of this guide.

Included in this guidebook is information on all the rules and regulations you will need to know to have a safe and fun celebration. Please read it carefully as City Policies and Ordinances are periodically updated. The enclosed information should easily guide you step-by-step throughout the process, but if you have questions, do not be afraid to call! Our contact information is on the front and back cover. If you have general questions about the process or filling out the application, please call the Whitewater Parks and Recreation Department.

Understandably, you will need time to advertise for your event, which in turn also means we will need time to review your requests, so advanced planning is key and can make or break your event! All requests in general should be submitted a minimum of 45 days in advance of the event for city staff to fully review and approve them. Keep this in mind during your advertising timelines. Plan on submitting your requests 45 days in advance of your advertising campaign so that you have approved permits BEFORE you start spending time and funds to promote your celebration.

Once again, thank you for considering hosting your special event with the City of Whitewater. Organizing an event can be overwhelming and time consuming, but good planning is the key and we truly hope your efforts translate into a celebration that is safe, enjoyable, and memorable for everyone involved!

### So what is a “Special Event”?

Per the City’s Special Event Policy...

A “**Special Event**” is any planned occurrence on the public right-of-way or public premises including, but not limited to parades, concerts, festivals, and athletic events, which is not within the normal and ordinary use of that public premises or place or which, by nature of the event, may have greater impact on City services or resources than would have occurred had the event not taken place. Whether the event is considered within normal, ordinary, or intended use of public facilities or property shall be determined by the City Manager or his/her designee.”



A “**City Co-Sponsored Event**” is any public event open to anyone and is designated in the annual city budget or formally supported by the city through labor or materials.”

Even if your event does not meet the definition of a special event, certain regulations may still apply. Please contact the Parks & Recreation for more information.

### Where can I hold my special event?

Will your event be held in a City park? If yes, you will first need to contact the Whitewater Park and Recreation Department to make a park reservation. The city is proud to have over 240 acres of park land and many different facilities for public use. Park rentals are booked as early as 1 year in advance of the event. Fees vary depending on the venue requested. Dates can fill up quickly so the sooner you can make the reservation the better off you will be at obtaining your desired date and space. Building and shelter reservations can be made online at ([www.parks.org](http://www.parks.org)). All reservations can be made over the phone or in person at the Whitewater Parks and Recreation office. Special events in the City parks may require a map to describe the layout of your event to ensure the event will utilize park resources as they are intended. Before any stakes or materials are driven into the ground, permission must be granted in advance by the Parks and Recreation Director and all area utilities must be marked by calling Diggers hotline. Please communicate all of your plans with the Park and Recreation staff when you are making the reservation.



## Will your event be held on a public street, right-of-way, or parking lot?

If so, a City street or parking lot closure permission will need to be obtained. There may be some limitations on the use of certain streets during street construction season. Also, keep in mind that if your request is to close a street which is also designated as a county highway, a street closure permit will also be required from the Walworth or Jefferson County Highway Departments. Street & parking lot closures will require a map of your event layout. The maps need to show which streets and/or parking lots will be closed, where barricades need to be placed and where you are proposing to reroute traffic. Barricades can be rented from the Streets Department and will be placed in designated locations by city staff.

Will you have adequate parking near your event? Larger events should consider off-site parking with shuttling participants to the celebration. Ensure adequate parking is available and designated near your event for those with disabilities.



## Strike up the band, it's time for a parade!



Those looking at organizing a parade need to complete and submit the special events permit 45 days prior to the event. Street closures due to a parade will require a map of your parade route. The maps need to show which streets will be closed, where barricades need to be placed and where you are proposing to reroute traffic.

Barricades can be rented from the Streets Department and will be placed in designated locations by city staff.



## Crank up the music and let's boogie!

Applicant is required to have an event staff member responsible for monitoring sound levels when sound/music/noise may be audible beyond the event venue. Noise complaints can result in calls for service from the Police Department. A police officer or code enforcement inspector may require the volume to be reduced or ceased based on complaints or unreasonable sound levels.

## Do I need security?

Public safety is always the most important factor with any event gathering. So depending of the type of event and number of people expected, security personnel may be required at the event. Each event will designate a person to be in charge of the event who can be contacted at any time by City staff. Each event shall be required to have city provided and/or city approved security personnel at the rate of one security person for every 300 persons estimated to be present if alcohol is available or for every 600 persons present if alcohol is not available. The police department shall have the right to modify the levels and/or to require the replacement of security personnel with sworn law enforcement personnel. The modification, barring extenuating circumstances, will be made at the time the application is approved.



If law enforcement services are needed, which may include, but are not limited to crowd control, traffic control or due to a concern for heightened security risk, the hosting organization will be responsible for reimbursing the actual cost to the city. Barring extenuating circumstances, the identified costs will be provided at the time the application is approved.

If you have any questions on potential security needs, please contact the Whitewater Police Department. Any exception from security requirements or a request for reduction of the outlined levels must be submitted in writing to the Recreation and Community Events Programmer or designee prior to approval of the application.



### What's for dinner?

The City of Whitewater does not require a license for food sales; however, both Walworth and Jefferson Counties have regulations and may require a Non-Profit Temporary Food Services license. For more information on each county's regulations, please contact the respective County Sanitarian at their Health and Human Services Office (information can be found on the last cover page of this guide).

### When you gotta go, you gotta go.

Event planning should include requirements for sanitation and waste management. The last thing you want people to remember is how long they had to wait in line to use a toilet or see trash strewn about because there were not enough trash containers around (worse yet, how long it took you to clean up the event site because of all the trash laying around!). The City of Whitewater does not have regulations on toilet facilities; however, Wisconsin Code Com 55.32 states that approved toilet facilities for each sex shall be provided with the following requirements: 1 toilet for each 75 males, 1 urinal for each 50 males, and 1 toilet for each 30 females. Please note that due to new ADA laws, handicap accessible portable toilets are required to be available with regular sized toilets. Typically you need 5% of the units to be ADA accessible in a "cluster". These toilets need to have an accessible path to them as well (so placing them in the middle of a grass area is not permitted).



### No trash talking allowed!



Garbage – If you need garbage cans or dumpsters for your event, please contact the local sanitation company for rental prices. Garbage dumpster must be shown on the event site plan.



Recycling – Why think about recycling at a special event? Well, because it's the law! Both Walworth and Jefferson counties have special bins available for rent to clearly show people which containers are marked for recycling. For more information about renting these units, call Walworth and Jefferson County Solid Waste Departments.

A sufficient number of containers to handle all trash generated by the event must be present. Removal of trash during and after the event and complete cleaning of the site and adjacent/affected areas after the event is required the same day of the event. Charges will occur if city personnel need to perform additional cleaning due to your event.

### Are you looking at selling something?

Please contact the City Clerk's Office. 262-473-0102

### Need some cover?

Tents many times are necessary for an event. However, they are considered "Temporary Structures" and are regulated by fire code to ensure public safety. The Fire Department requires review and approval of tents that are 400 square feet or larger (20ft x 20ft or larger). Tents must be shown on the Special Events site plan map and have usage labeled.



### Thinking of playing with matches and having a bonfire?



Let's make sure you are keeping everyone safe. While the City of Whitewater does allow recreational fires, there are strict regulations in place to protect the public from the dangers of spreading fires. Specifics of these regulations can be found in Municipal Code 8.31.10, including, but not limited to, guidelines about proximity to structures and lot lines, fire base sizes, and regulatory time frames. A free burn permit must be completed.

## Will Alcohol be sold?

If liquor is present at your event, state law requires liquor to be contained within the event venue. A liquor license is required if the event is open to the public, or if there is a fee for admission, food or drink. Anyone serving liquor must be familiar with state liquor laws. Additionally, the event needs to provide adequate fencing and security personnel to prevent alcohol from being removed from your liquor licensed premises. A permit is required from the City Clerks Office.

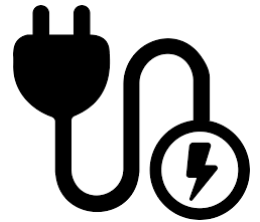


## Puppies!

Special events are great for people, but many times they are not so great for your favorite pet. For example, large groups of people or loud noises/vehicles at a parade can frighten an animal and make them do things they may not normally do. That being said, Whitewater City Ordinance States: It is unlawful for any person, firm, or organization to permit his, their, or its dog, horse, or any other pet or any dog, horse, or any other pet which, he, they, or it has in its custody or control to be in the Indian Mounds Park or on the Municipal Building property at any time. Pets shall be allowed in other city parks if the pet is on a leash, which shall mean connected to a leash held by a person at all times, horses shall not be allowed on any multi-purpose trail.

## Do you see the light?

Are you in need of special electricity needs at your event? Depending on where the event is located, Department of Public Works may be able to supply extra temporary power at your event site. If not you may need to consider renting a generator for your event. If the event is located on public property, advance permission is required before temporary electrical changes can be made as you may be responsible for those electrical costs. Contact the Whitewater Parks & Recreation Department for permission.



## How high can you jump?

While bounce houses are not banned by city ordinances, the City of Whitewater does not support the use of them in our parks.

## Let's include everyone!

In 2010, the federal government passed new ADA (American Disabilities Act) regulations which required governments to make special accommodations so that those with disabilities have opportunities to access the same programs and services that everyone else can. For example, if your event is held in the middle of a grass area in a city park, considerations will need to be made to allow those with mobility disabilities access to the event as grass is not considered an accessible surface. Please contact Whitewater Parks and Recreation Department if you need guidance making your event ADA accessible.



## **Insurance? Yep, you need it!**

For most events, depending on the number of people and the types of activities, the City of Whitewater has special insurance requirements that need to be followed. Special events fall into three classifications which have different requirements. A Certificate of Insurance shall be provided to the City Clerk, at least 14 days prior to commencement of the special event.

### Class A events – Large Exposure – over 7,000 people

Large exposure events that have the potential to draw over 7,000 people including but not limited to, parades, concerts, bike races, auto shows, circuses, or events with amusement devices, pony rides, bleachers used to seat more than 500 people, or fireworks displays.

1. Provide a minimum of \$1,000,000 liability coverage
2. Provide Umbrella Coverage of \$2,000,000 each occurrence / \$2,000,000 aggregate
3. Name the City as an Additional Named Insured

### Class B events – Large Exposure – 750 to 7,000 people

Medium exposure event including but not limited to, parades, concerts, dances, animal shows, or any activity that is likely to draw between 750 and 7,000 people. Any event that serves alcohol and is likely to draw more than 300 people.

1. Provide a minimum of \$1,000,000 liability coverage
2. Name the City as an Additional Named Insured

### Class C events – under 750 people

Small exposure events including, but not limited, block parties, small concerts, plays, private gatherings in parks, or similar events that are likely to draw less than 750 people.

1. While not required, event organizers in this class are still encouraged to obtain insurance.

### Liquor Liability

If a group is selling alcoholic beverages, whoever is serving alcohol must have a temporary liquor license and Liquor Liability insurance with the following minimum limit and coverage must be carried:

1. Limits - \$500,000 each occurrence / \$500,000 aggregate

**Clerk's Office**

312 W. Whitewater St.  
Whitewater, WI 53190  
(262) 473-0500

**Police Department**

312 W. Whitewater St.  
Whitewater, WI 53190  
(262) 473-0555

**Fire Department**

312 W. Whitewater St.  
Whitewater, WI 53190  
(262) 473-0116 ext. 2216

**Department of Public Works**

312 W. Whitewater St.  
Whitewater, WI 53190  
(262) 473-0560

**Parks and Recreation Department**

312 W. Whitewater St.  
Whitewater, WI 53190  
(262) 473-0520

**Jefferson County – Solid Waste**

320 S Main St #201  
Jefferson, WI 53549  
(920) 674-7130

**Jefferson County Health Agency**

1541 Annex Rd  
Jefferson, WI 53549  
(920) 674-7275

**Walworth County – Health & Human Services**

W4051 County Rd NN  
Elkhorn, WI 53121  
(262) 741-3200

**John's Disposal Services**

107 Co Rd U  
Whitewater, WI 53190  
(262) 473-4700

**Whitewater City Garage**

150 E Starin Rd  
Whitewater, WI 53190  
(262) 473-0560

**Walworth County Highway Department**

W4097 County Rd NN  
Elkhorn, WI 53121  
(262) 741-3114

**Whitewater Water Department**

320 N Freemont St  
Whitewater, WI 53190  
(262) 473-0560