



City of Kenosha

Public Event Planning Guide

Table of Contents

Welcome	2
Things to Consider While Planning Your Event	3
Application Process	4
What is a 'Public Event?'.....	4
What is the application process?.....	4
Permits and Insurance.....	5
Public Event Fees and Charges.....	6
Reference Guide and Timeline	7
Event Guidelines	8
Advertising.....	8
Alcohol.....	8
Amplified Sound.....	9
Banners and Signs.....	10
Cancellation Policy.....	10
Demonstration-Protest-Rally.....	10
Event Insurance Requirements.....	10
Fire Department Requirements.....	11
Food Handling.....	11
Parking.....	12
Public Notification.....	12
Restroom Facilities.....	12
Security/Traffic Control.....	13
Small Events.....	14
Street Closure.....	14
Tents/ Temporary Structures.....	14
Trash Disposal/ Cleanup.....	14
Vendor Booths.....	15
Contact Information	16

Welcome

Kenosha is a city that loves to celebrate. The Public Works Department is proud to host over 100 public events each year. Whether the event is a small neighborhood festival, a charity run/walk, a large sporting event or a concert, the City of Kenosha is a popular venue for public events. This Public Event Planning Guide was developed to assist you, the Event Organizer, through the planning process. As the Event Organizer it is your responsibility to ensure that event participants are provided with a safe and enjoyable event. It is also your organization's responsibility to make sure that the event venue, other users of the area, and the surrounding neighborhood are also safe and not unduly impacted. It is our goal to assist you in planning a safe and successful event. Please do not hesitate to contact our Department of Public Works office at any time during the process. The number is 262-653-4050.

Things to Consider While Planning Your Event

As you begin planning your public event in Kenosha, think carefully about the impacts and benefits the event brings to the community. Preliminary planning can help reduce some problems. Consider the following:

- If your event requires a traffic plan, remember that a street closure or rerouting can affect traffic for a large area around the venue.
- Does your street closure, reroute or activity block or impede access to fire stations, emergency access routes, churches, schools, businesses or residents?
- How does your event affect public transportation system routes? Are alternate routes available to accommodate normal daily use of the system?
- Are you planning to serve alcohol at your event? How will the use of alcohol affect the mood, participant safety, and enjoyment of the event as well as security needs and insurance costs?
- What type of music will be featured at the event? How will the noise level impact the surrounding neighborhood? What type of audience and participant numbers may result from the type of music?
- Have you made plans to ensure that your event is accessible to the disabled? Disabilities include, but are not limited to, vision, hearing, and physical limitations. Do your booths or activities block access ramps?
- Is handicapped parking readily available? Will portable toilets accommodate wheelchairs?
- Have arrangements been made for trash removal and recycling?

Application Process

What is a 'Public Event?'

The City of Kenosha's definition of a 'public event' is a planned, special occurrence on public property, which requires exclusive use of a portion of the property and has community-wide appeal. Events include, but are not limited to, athletic activities, festivals, concerts, parades, and art shows. This category does NOT include small events such as birthday parties or neighborhood block parties, which follow a different planning procedure. (Please see the 'Small Events' section for more information.)

What is the application process?

1. Submit your completed Public Event Application (Form PWV001) **at least 90 days prior to the proposed event** to Public Works, 625 52nd Street, Room 305. Please submit this form 4-6 months prior to the event if your event requires a significant amount of planning or long lead time for publicity and promotion.
2. Event applications will be reviewed by City staff and then the Event Organizer will be notified of the next steps and permits that are needed. City staff may contact you to set up a meeting to discuss the event in detail.
3. Final approval for public events must be given by the appropriate authority.
4. If you're planning a public event in a City park, the Parks Department reserves the right to deny your Public Event Permit if the event is incompatible with the park area or conflicts with other scheduled or unscheduled park usage.

Permits and Insurance

The Event Organizer is responsible for obtaining all necessary permits and insurance required. Based on the information provided by the Event Organizer in the Public Event Application, City staff will identify the permits needed and will inform the Event Organizer how to proceed. **The Event Organizer must submit all of the required permits to the City prior to the event and must submit an original copy of the certificate of insurance to the City no later than thirty (30) days prior to the event.**

Examples of permits needed include, but are not limited to, the following:

- The Public Event Application (Form PWV001) is required for every event.
 - **Equipment Rental-** (Section C)
 - The Equipment Rental section allows the City to assist you with your event by providing various equipment such as fencing, benches, picnic tables, the Showmobile, etc.
 - **Street Closure Permit-** (Section D)
 - The Street Closure section is required for any event requesting full or partial street closure.
 - **Public Amplification Permit-** (Section E)
 - The Amplified Sound section is required if your event has any type of public noise amplification, including a DJ, sound system, speeches, music, etc.
 - **Temporary Structures-** (Section F)
 - The Temporary Structure section is required if your event includes tents (larger than 10x10 pop-up), staging, trailer, inflatables, or other equipment that penetrates the ground by stakes, tools or equipment.
 - **Fermented Malt Beverage/Wine Sales Permit-** (Section G)
 - The Beer/Wine Sales section is required if you plan to sell any fermented malt beverages and/or wine at your event.
 - Following event approval, the Event Organizer must secure a Temporary Class “B” Retailers License from the City Clerk’s Office.
 - **Vending Permit-** (Section H)
 - If you plan to distribute food or other items via outside vendors, each vendor must complete the Vending Permit Application (Form PWV015).
- **Open Burning/ Fireworks**
 - Please contact the Kenosha Fire Department Fire Prevention Bureau for more information at 262-653-4110.

Public Event Fees and Charges

2017 Fees and Charges

Acceptable Forms of Payment: CASH OR CHECK ONLY

PUBLIC EVENT FEES

EVENT VENUE	DEPOSIT	RENTAL
General Public Area/ per day (i.e., Art Fair, Car Show, etc.)	\$300	\$100/day Additional labor and equipment charges based on needs of the permittee
Velodrome	\$300	\$125/day - Availability based on the Velodrome Association schedule
Sesquicentennial Bandshell	\$150	\$200/day (Resident) \$225/day (Non-Resident) Additional labor and equipment charges based on needs of the permittee

CITY EQUIPMENT

EQUIPMENT	DEPOSIT	RENTAL
Benches (10 per unit)- includes delivery	\$50	\$30 per unit
Bleachers (single unit)- includes delivery	\$50	\$100
Picnic Tables (5 per unit)- includes delivery	\$50	\$75 per unit
Reviewing Stands per section- includes delivery 10'x10' includes stairs	\$50	\$100
Barricades (10 per unit)- includes delivery		\$30 per unit
Fencing- Snow- includes delivery		\$40 per 50 feet
Fencing- Portable- for Beer Gardens- includes delivery		\$150
Additional preparation and/or staff requested		\$50 per worker per hour
Showmobile- includes delivery and setup during normal work hours (Including generator, if needed)		
OLD SHOWMOBILE	\$300	\$300 per day
NEW SHOWMOBILE	\$300	\$500 per day
Direct labor costs for setup and removal after work hours		\$50 per worker per hour

Reference Guide and Timeline

A well-planned event can have many moving parts and our goal is to help you through this process from start to finish. The graphic below will serve as a helpful guide to categorize key dates for your event.

90 Days	60 Days	30 Days	3 Days	Post-Event
<input type="checkbox"/> Complete & submit Public Event Application	<input type="checkbox"/> All City of Kenosha Department sign-off's completed	<input type="checkbox"/> Cancellation policy deadline	<input type="checkbox"/> Call diggers hotline (1-800-242-8511) to arrange utility locations if temporary installations are needed	<input type="checkbox"/> Make sure the area of the event is entirely cleared of litter
<input type="checkbox"/> Planning meeting with the City (if applicable)	<input type="checkbox"/> Fire Marshal Pyrotechnic approval (if applicable)	<input type="checkbox"/> Submit insurance		<input type="checkbox"/> Portable objects must be removed within 48 hours of event
<input type="checkbox"/> 501- (c) 3 and certificate of exemption (if applicable)		<input type="checkbox"/> Beer/ Wine sales: Temp. Class "B" Retailers License application due		<input type="checkbox"/> Final payment
<input type="checkbox"/> Submit Public Event fees		<input type="checkbox"/> Vending Permit Application(s) due		<input type="checkbox"/> Secure future dates
		<input type="checkbox"/> Final food vendor list submit to Health Dept. for approval		

Event Guidelines

Advertising

Please ensure that your Public Event Application has been approved by the City before you promote, market, or advertise your event. Conditional approval may be made after the Event Organizer submits the application and it is initially screened by City staff. Your Public Event Application is not a guaranteed approval for either the date or location, nor is it an automatic approval for your event.

Alcohol

Distribution

- All beverages must be dispensed in paper, plastic, or aluminum containers. **Glass containers are prohibited.**
- Following event approval, the sponsor must secure a Temporary Class “B” License from the City of Kenosha Clerk’s Office. This process will take approximately thirty (30) days to be approved.
- At least one person shall hold an operator's license and be present at all times when fermented malt beverages are sold and consumed.

Beer Gardens

- Each sponsoring organization shall have its beer or wine garden area specifically delineated by a fence for selling, serving, and consumption of beer or wine. The fence shall completely enclose the area except for space for ingress and egress. An adult member of the sponsoring organization or a security guard will check the identification of all persons entering the garden area.
- One or more security guards shall be on duty at all times during the operation of the area to prevent entry of minors or intoxicated people into the area and to prevent beer/wine from being carried out or passed out of the area. The Police Department is authorized to require additional security based on past experience or special concerns about the event.
- The organization shall prevent patrons from obstructing sidewalks and roadways adjacent to its area.

- **Toilet Facilities:** At least one portable toilet for men, one for women, and one handicap accessible unit shall be provided at each location.
- **Litter Control:** Each organization is responsible for leaving the area free from litter so that it is in acceptable condition for the next event. In accordance with City policies, a clean-up deposit of \$1000 may be required. We encourage renting a sufficient number of trash cans and/or dumpsters to minimize clean-up and avoid possible forfeiture of the clean-up deposit. Any group that leaves the area in a condition which requires special clean-up by Park crews shall be assessed the cost of the clean-up.
- **No glass containers are allowed.**
- Each organization shall provide a reasonable number of signs indicating that drinking alcoholic beverages is prohibited on City streets and public ways, and that City Ordinances prohibit carrying out open containers containing alcohol from designated areas.
- No person under the age of twenty-one (21) shall participate in serving or delivering beer or wine to patrons.
- All permits and outdoor sales of beer or wine shall expire at such times as designated by the Park Superintendent, and shall never extend beyond 9:30 p.m.
- At least one licensed bartender shall be present at each outdoor area all times of operation.

Amplified Sound

- Any live, amplified, or recorded music shall require the approval from the Board of Park Commissioners. Bands are not allowed at an event without permission of the Commission.
- Any loud and unnecessary noise is prohibited. Music may not begin prior to 11 a.m. and must end by 9:30 p.m. Exceptions must be approved by the appropriate authority.
- Please review the Noise Ordinance, available on the City of Kenosha website (General Ordinances, Section 23).

Banners and Signs

Banners and signs can be a colorful and cost-effective way of promoting your special event. The City of Kenosha Public Works and Parks Department can issue guidelines for the placement and location of signs and banners.

Cancellation Policy

The Public Works Department is to be notified of a cancellation a minimum of thirty (30) days prior to the scheduled event, in order to receive any refund of the deposit, less any administrative costs.

Demonstration-Protest-Rally

Demonstrations, protests and rallies are allowed on public property without obtaining a Public Event Permit, under the following conditions:

- Protest remains peaceful
- Sound is not audible from more than 50 feet from the source or on private property at the property line
- Pedestrian/vehicular traffic is not interrupted
- Streets and sidewalks are not blocked
- Building entrances remain open

If any of the above guidelines are violated, the Kenosha Police Department may ask individuals to leave the premises, or take enforcement actions. For any exception to the above, a Public Event Permit is required.

Event Insurance Requirements

Events held on City property may require proof of liability insurance and nearly always require signing the City of Kenosha as an additional insured for the day of your event.

Fire Department Requirements

If you are holding an outdoor event, it must be reviewed by the Kenosha 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 Public Event Application will be forwarded to the Fire Prevention Bureau for review. The City and Fire Prevention Bureau must review and approve the following items related to your event plan:

- First aid and/or emergency medical services
- Emergency vehicle access
- Building access
- Parade floats
- Use of an open flame
- Use of fireworks or pyrotechnics
- Handling of vehicle fuel
- Cooking facilities
- Location of power sources
- Availability and location of on-site fire suppression equipment
- Occupancy and spacing of tables or enclosures
- Use of tents, canopies or any fabric shelters
- Operational plan

Food Handling

For information on necessary permits and requirements for the safe handling of food and beverages at the event, the event organizer must contact the Kenosha County Health Department at 262-605-6700.

Parking

Parking:

- Parking or driving of any vehicle on turf or paved areas outside of designated parking areas is not allowed without prior written approval by Public Works/Parks.
- The sponsor shall provide an adequate number of individuals to control and regulate the parking of vehicles in designated parking areas.
- Event sponsors are responsible for any damage and will be billed for repair costs.

No Parking Signage:

- Approval must be received from the Public Works Department.
- The department will provide you with a sample of the sign that is to be posted.
- It is the responsibility of the organization to have these signs printed in the correct form and color as directed by Public Works.
- The organization is also responsible for the stakes and the placement of signs, in the locations approved, no earlier than 48 hours prior to the event. The signs are to be removed within 24 hours following the event.

Public Notification

It is highly recommended that you inform residents and businesses in the surrounding area in writing about your event and the possible impact of traffic congestion, limited parking, noise, and other disruptions.

Restroom Facilities

- In addition to restroom facilities available in the immediate event area, portable units and portable hand washing facilities may be required for health and sanitation reasons at the expense of the sponsoring agency/organization.
- Any portable units shall be located within the authorized area of the public event. If a permit has been granted for the sale of fermented malt beverages/wine, a selected number of portable units must be placed within 400 feet of the beer/wine garden area.
- Portable units and restroom buildings used for a public event shall be kept in a clean and usable condition by the sponsor. This will include periodic inspection by a representative of the sponsor to ensure proper function of the units and adequate supply of toilet paper.
- **ADA Compliant Regulations:** Under section 4.1.2 (6) of the Americans with

Disabilities Act Accessibility Guidelines (ADAAG), **at least five (5) percent** of single-user portable toilets clustered at a single location must be ADA accessible.

Recommended number of portable restrooms:

		Number of hours for event per day				
		1	2	3	4	5
Number of people per day	250	2	2	2	2	2
	500	2	3	4	4	4
	1000	4	5	6	7	7
	2000	6	10	12	13	14
	3000	9	14	17	19	20
	4000	12	19	23	25	28
	5000	15	23	30	32	34
	6000	17	28	34	38	40
	7000	20	32	40	44	46
	8000	23	38	46	50	54
	9000	26	42	52	56	60
	10000	30	46	57	63	66

Security/Traffic Control

Security and Protection:

- Event sponsors are responsible for providing safety and security for all attendees. Measures must be taken to maintain order and enforce all laws, rules, and regulations pertinent to the event.
- An event must have security personnel at the rate of one security guard for every fifty (50) people present when fermented malt beverages are available, or one security guard for every one hundred (100) people if fermented malt beverages are not available. One member of the security personnel must be designated “Head of Security” who can be contacted at any time by the Public Works, Police, Fire or Health Department personnel. The Police and Fire Departments, depending on fact and circumstances specific to each event, shall have the discretion to modify this ratio, as they deem necessary.
- Confer with the Police Department to establish, review and approve a security and safety plan. The Police Department may deny the Public Event Permit if the plan is inadequate. Their contact number is 262-605-5212.

Traffic Control

All traffic control measures must be coordinated with and approved by the City of Kenosha Police Department and a copy of the approved plan shall be provided to Public Works.

Small Events

If you are planning a private, low impact event such as a reunion, wedding, business meeting, birthday party, or a neighborhood block party that will occur in a park, community center, city pool or on a residential street, you may need only a basic rental agreement or permit. Contact Public Works at 262-653-4050 to find out which forms are necessary for your event.

Street Closure

Any event that is requesting a partial or full street closure must work with the Public Works Department to receive a street closure permit. You may be required to rent street closure equipment, including barricades, from the Public Works Department in order to complete your street closure request. The Public Works Department will provide more details upon the approval of your request.

Tents/ Temporary Structures

- Temporary structures are defined as tents (larger than a 10x10 pop-up), staging, trailer, inflatables and other equipment that penetrates the ground by stakes, tools or equipment.
- Wisconsin State Statute 182.0175 requires anyone who is responsible for the planning and performance of any type of ground penetration and excavation to provide advanced notice to Digger's Hotline.
- Call Digger's Hotline at 1-800-242-8511 **no later than three (3) working days prior to the event.** There are no exceptions. They will provide you with a ticket number and the date that you will be able to place structures at your approved location.

Trash Disposal/ Cleanup

- The event sponsor shall provide sufficient refuse containers and dumpsters to meet the anticipated demand. Dumpsters will be located close to hard surface roads and shall be emptied on an as-needed basis. Cost to be borne by the sponsor.
- Cleaning and clearing of the park area during and after a public event is the responsibility of the sponsor. The area will be entirely cleaned of litter within 24 hours of the end of the public event. All portable objects such as tents, fencing, portable

toilets, etc. shall be removed within 48 hours following the event. If cleaning and clearing is not accomplished within the time allotted, it shall be done by the Park Division and costs will be deducted from the deposit and/or billed to the sponsor.

Vendor Booths

- The organizer must contact the Kenosha County Health Department at 262-605-6700 for information on any necessary permits and requirements for the safe handling of food and beverages at the event.
- If sponsor elects to contract this service to a separate vendor(s), each vendor must complete the Vending Permit Application (Form PWV015). The Public Works Department must receive the completed application(s) a **minimum of thirty (30) days prior to the event.**

Contact Information

Department of Public Works 262-653-4050	625 52 nd Street Room 305 Kenosha, WI 53140
City of Kenosha Administration 262-653-4000	625 52 nd Street Room 300 Kenosha, WI 53140
City of Kenosha Police Department 262-605-5212	1000 55 th Street Kenosha, WI 53140
Kenosha County Health Department 262-605-6700	8600 Sheridan Road Suite 600 Kenosha, WI 53143
Kenosha Fire Prevention Bureau 262-653-4100	4810- 60 th Street Kenosha, WI 53140