



CITY OF MANITOWOC

WISCONSIN, USA

www.manitowoc.org

DATE: October 3, 2023
TO: Finance Committee
FROM: Courtney Hansen, Director of Tourism
Erika Christel, Media and Special Events Coordinator
RE: Special Event Policy Updates

Part of the new Tourism Department and Media and Special Events Coordinator's role is to Chair the City's Special Event Committee and to develop and recommend City policy updates pertaining to special events. The Tourism Department and Special Events Committee have updated the Special Event Policy and recommend the attached policy for 2024 special event applications and beyond.

The following changes have been made:

- Completely reorganized the document for applicant ease of understanding in the following sections: Special Event Definition, Process, Fees, Cancellations, Action Items, and Rules and Regulations
- Added a disclaimer at the beginning of the policy and throughout clearly stating that the City has full discretion to consider each event individually and allow exceptions from the policy
- Updated waiver of fees policy language – only nonprofits may request a fee waiver in their special event application and shall list the City of Manitowoc and Visit Manitowoc as a sponsor of the event if the request is granted. Private event waivers should be submitted to the Parks Division separately
- Added information regarding the Wisconsin Department of Revenue's Temporary Event Report (S-240 form) for events with vendors and food trucks
- Updated language regarding clean up time – rather than have clean up time 9:00 am the morning following an event, events must be cleaned up by the take down time indicated on special event applications
- Removed individual employee emails and names and replaced with department emails and information to ensure longevity of document and optimal customer service if an employee is absent/on leave
- Removed option to fax applications, waivers and other correspondence
- Cleaned up and condensed wordy language and ensured policy accurately reflects duties and other existing policies

Thank you for your consideration.