



CITY OF MANITOWOC

WISCONSIN, USA

www.manitowoc.org

January 30, 2024

Two Rivers Main Street
Attn: Nathan Kronforst
1608 Washington Street
PO Box 417
Two Rivers, WI 54241

RE: Cool City Car Cruise – 6/28/2024

Dear Organizer:

Thank you for choosing to hold your special event in the City of Manitowoc. At a meeting held on **January 24, 2024**, the Special Events Committee approved your request to hold the **Cool City Car Cruise** on **June 28, 2024**. Please refer to the enclosed conditions checklist for your Special Event and timely submit requested information to avoid late charges.

Burnouts and traffic violations caused a lot of safety concerns the last couple of years, although last year was an improvement safety-wise. The Special Events Committee requires the Cool City Car Cruise to require a sign up, parade hangers in the car, and a safety team stationed along the route to discourage reckless driving, burnouts, and to report.

At this time the waiver of waiver of fees has not been granted, due to no equipment being requested. Factors for consideration to waive fees include, but are not limited to, resources requested by the applicant, applicant classification, whether and to what extent the event benefits a charity, effect on the community, effect on tourism, history of the event, and potential scheduling conflicts. The City of Manitowoc reserves the right to deny special events and requests for waived fees on a case-by-case basis. In October 2023, revisions to the Special Events Policy were approved at City Council.

If you have any questions, please contact me at (920) 686-6950 or via email at cityclerk@manitowoc.org.

Sincerely,

Mackenzie Reed
City Clerk / Deputy Treasurer

MR/jls
cc: Special Events Approval Group
Enclosures



Special Event Conditions

INSURANCE: At least 30 days prior to your event, in accordance with City policy, please have your insurance agent submit a certificate of insurance along with separate additional insured endorsement. Please fax to 920-686-6959 or e-mail to jswokowski@manitowoc.org. Special Events Insurance Requirements are also enclosed. **Insurance not provided within the required timeline may result in a fee of \$300.**

CREDIT/DEBIT CARD PAYMENTS: Vendors who accept payment card information (PCI) are required to provide evidence of Cyber Liability with a limit of \$1,000,000 per occurrence OR letter evidencing payment card information (PCI) compliance OR letter evidencing use of payment card information (PCI) compliant 3rd party vendor

TAVERNS: Please bring your tavern license to the City Clerk's office prior to your event to have the extended premises added to your license.

BEER/WINE SALES: A non-profit or bona fide club may apply in the City Clerk's Office in City Hall for a Temporary Class "B" license for the beer/wine stand. A licensed bartender must be at the premise at all times.

FOOD: Contact the County Health Department at 920-683-4155 to obtain information about a food license. Mobile food vendors (food trucks) must obtain a license from the City Clerk's office

VENDORS: All vendors must have a direct seller permit which can be obtained from the City Clerk's Office at City Hall, except for 1) vendors selling prepared food and/or beverages for immediate consumption; 2) any person selling goods or services at a flea market, art fair or similar event involving five or more direct sellers and sponsored by a permanent resident of Manitowoc County.

STAKES/BOUNCE HOUSES: Event organizers are responsible for contacting Diggers Hotline at least 3 business days prior to placing stakes or fence posts in the ground. Contact the Parks Division, 900 Quay St. at 920-686-3580 to obtain a stake permit and pay the \$50 stake permit fee. **Events with bounce houses require a stake permit.**

EQUIPMENT: For the use of the benches, trash barrels, etc., please contact the Parks Division at 920-686-3580.

TRAFFIC CONTROL: If you need to pickup traffic control items, please contact the Department of Public Works at 920-686-6550 prior to 2:30 P.M. between Monday and Friday.

STREET CLOSURE: In advance of your event, you are encouraged to notify the residences and/or businesses that may be affected by this street closure, in order to allow them time to make any arrangements.

POLICE: The telephone number to arrange for Manitowoc City Police Department assistance with your event is 920-686-6551.

PARKING: Unless special parking requests were approved, all parking regulations will be enforced.

FIREWORKS: Contact the Fire Department at 920-686-6540 to obtain a fireworks permit.

LINCOLN PARK: Please be considerate to the zoo animals. Keep noise levels down, and direct loudspeakers or amplified music away from them. Many animals become stressed as they perceive loud noise as a threat.

DOGS: Please remind participants that dogs are not allowed in Citizen Park/Miracles Park/ Lincoln Park Zoo.

TOILETS: Based on estimated attendance, you should have 6 number of portable toilets.

NOISE: Waiver of the noise ordinance was approved from _____ to _____.

SPECIAL EVENT COMMITTEE APPROVAL FORM

MEETING DATE: 1/24/2024

EVENT NAME: Cool City Car Cruise

ORGANIZER: Two Rivers Main Street - Nathan Kronforst

E-MAIL ADDRESS: director@tworiversmainstreet.com

EVENT DATE: 6/28/2024

NEW OR RECURRING: recurring

LOCATION/DESCRIPTION: Car parade of approx. 700 cars that travel from UW-Manitowoc to Two Rivers that serves as a fundraiser for Two Rivers Main Street

COMMITTEE CONCERNS:

not approved as no
WAIVER OF FEES: equipment requested

COMMITTEE DECISION:

APPROVE	DENY
Shawn Alfred /ec Todd Blaser /ec Courtney Hansen /ec Jason Freiboth /ec Dan Koski /ec Eric Nycz /ec	

COUNCIL ACTION REQUIRED:

ITEMS TO INCLUDE IN LETTER:

Burnouts and traffic violations caused a lot of safety concerns the last couple years, although last year was an improvement safety-wise. The SEC requires Cool City Car Cruise to require sign up, parade hangers in the car, and a safety team stationed along the route to discourage reckless driving, burnouts, and to report.



Wednesday, January 17, 2024

Special Event Application

Approval Status

Not Started

General Event Information

Event name	Cool City Car Cruise
Location	UW-Manitowoc
Date	Friday, June 28, 2024
Event time	2:00 PM - 6:00 PM
Setup date & time	Friday, June 28, 2024 14:00
Takedown date & time	Friday, June 28, 2024 18:00

Applicant Information

Name of Applicant	Nathan Kronforst
Organization name	Two Rivers Main Street
Address	1608 Washington Street, PO Box 417 Two Rivers, WI, 54241
Email	director@tworiversmainstreet.com
Phone number	(920) 794-1482
On-site contact name & phone number	Travis Stevens - 920-973-1681
Security name & phone number	Travis Stevens - 920-973-1681

Event Details

If any questions are not applicable, you can leave them blank.

Event description

700 Cars Stage at UW-Manitowoc and then cruise through downtown Manitowoc ending up downtown Two Rivers. Police have in the past helped with traffic control. We provide volunteers to monitor for safe driving.

Estimated total attendance 1500

Estimated total attendance from outside Manitowoc 1000

Event website tworiversmainstreet.com

Vendors & Money Exchange

Events serving alcohol on City of Manitowoc property must apply for Extension of Premise/Temporary Class "B" License, and provide Liquor Liability to the Clerk's Office.

Select all that apply to the event Collecting monetary donations

Expected revenue 2500

Revenue will be used for Two Rivers Main Street programming

Route & Road Usage

Leave any of these blank if not applicable. Attach map at the end of application.

Road Closure

S10th to Washington to 8th, to Maritime Drive to Memorial Drive is our cruise route. We don't have any road closures per say but we do interrupt the normal flow of traffic.

Where are cars parking? UW-Manitowoc Parking Lots

Event Structures

Select all that apply Portable restrooms

Safety & Security

Depending on the size and nature of the event, the City may require medical and security services. Organizers should have a first aid kit at the minimum. Events that serve alcohol must ensure patrons are 21 years or older and at least one licensed bartender is on site.

Describe any assistance the event needs from the Police Dept. and/or Fire Dept.

Traffic Control has been helpful in the past, we would request this again.

Equipment & Facility Requests

Est. equipment cost per day 0

Waiver of Fees

Waiver of Fees for park and streets rental items may only be requested by a nonprofit organization. Consideration for granted waivers include nonprofit status, tourism impact, cost of fees, and overall positive impact to the community. Waiver of Fees are at the sole discretion of the City and are not guaranteed. This waiver does not waive late application, late application, and cancellation fees. Parties that receive waivers shall list the City of Manitowoc and Visit Manitowoc as sponsors of the event.

Are you requesting a Waiver of Fees?

Yes, we are a nonprofit 501(c)(3) or acting on behalf of one

Why should this Waiver of Fees be granted?

I don't think we have many expensive items here, but we do know the police dept time is worth quite a bit. Cool City Classic Car Show attendees will be staying in many Manitowoc Hotel rooms, dining, shopping and attending museums. By driving through Manitowoc they will be exposed to many of these places in the downtown, and will be more likely to come back to these places than if the cruise did not go through Manitowoc.

Map

All Special Events must have a map. Clearly mark event elements including applicable street closures, park rental items, and routes.

Upload map and supporting documents



Car Cruise Route.pdf

Legal Notice and Submission

I understand the filing of this application does not ensure approval of a Special Event. I also understand that all Special Event organizers and participants must comply with all applicable City Ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations. Fees for park facilities, temporary beer/wine licenses, stake and fireworks permits, and other necessary licenses and permits are in addition to the fees submitted for the Special Events Application. I further understand that an incomplete application may be cause for the denial of the event. The undersigned agrees to indemnify and hold the City of Manitowoc harmless for any and all damage claims or personal injury claims occurring during this event. It is further agreed that all personal property of any kind brought on the premises shall be at the sole risk of the undersigned, and that the City of Manitowoc shall not be liable for any injury, loss or damage to said property or injury to any persons on the premises. The undersigned agrees to be responsible for any damage caused to said facility or equipment by mischief or negligence. By signing, I acknowledge that I have authority to bind the sponsoring organization and acknowledge that I have received, read and understand the Special Events Guidelines and Policy and agree to be bound by all requirements as stated in the Special Events Policy and it is hereby incorporated by reference into this signed agreement.

Applicant date of birth

Wednesday, March 13, 1974

Sign

Nathan Kronforst



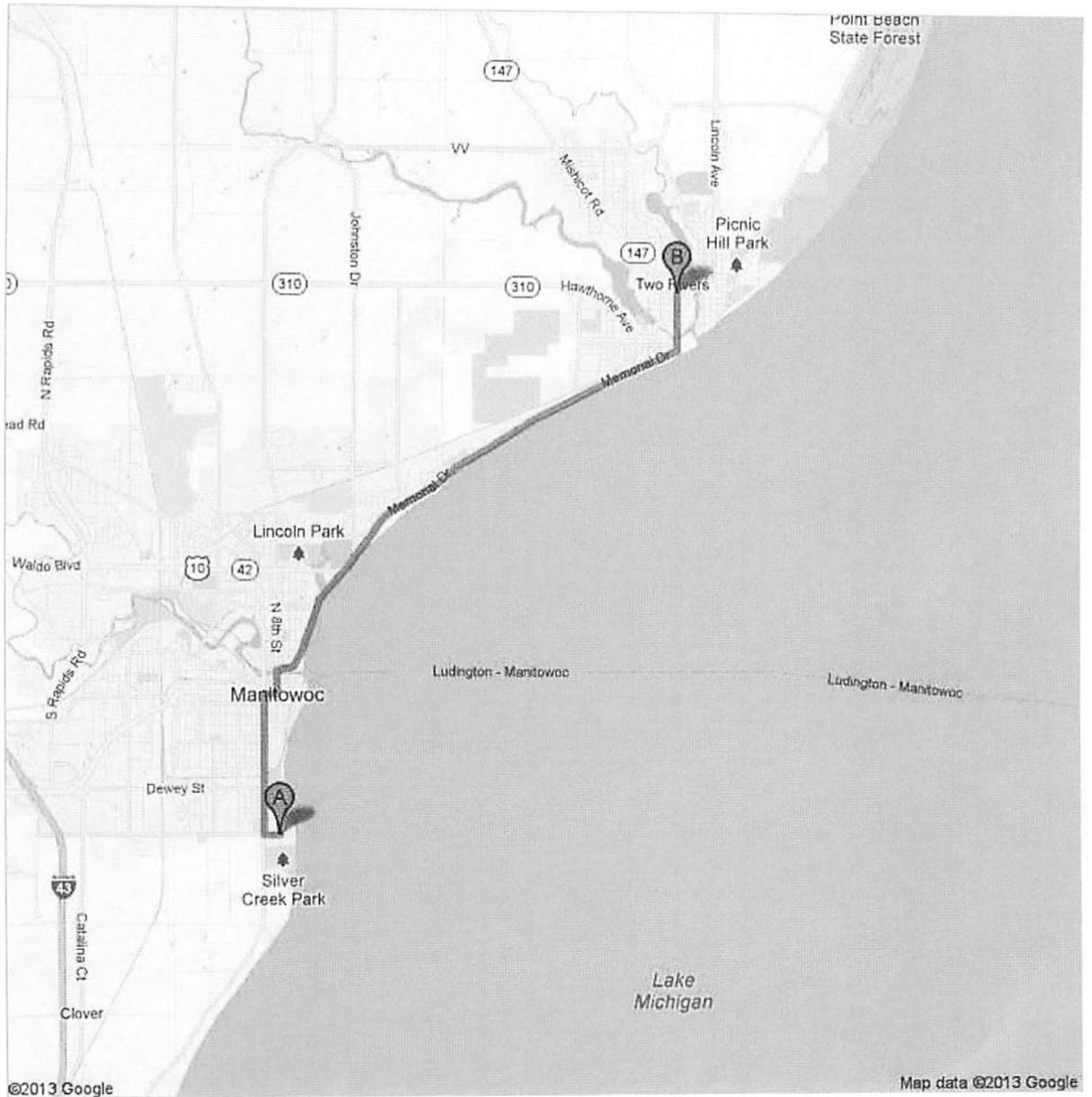
Directions to Washington St

8.7 mi – about 19 mins

2013 Cool City Car Cruise route.

Friday June 28

Cruise assembly begins at 4:00 and departs UW-Manitowoc at 6:00



**Viebahn St**

-
- | | |
|---|---------------------------|
| 1. Head west on Viebahn St toward S 8th St | go 0.2 mi
total 0.2 mi |
|  2. Take the 2nd right onto S 10th St
About 5 mins | go 1.5 mi
total 1.7 mi |
|  3. Turn right onto Washington St | go 0.1 mi
total 1.9 mi |
|  4. Take the 2nd left onto S 8th St
About 2 mins | go 0.3 mi
total 2.1 mi |
|  5. Turn right onto Maritime Dr
About 3 mins | go 1.4 mi
total 3.6 mi |
| 6. Continue onto Memorial Dr
About 7 mins | go 4.6 mi
total 8.1 mi |
| 7. Continue onto Washington St
About 2 mins | go 0.6 mi
total 8.7 mi |

**Washington St**

These directions are for planning purposes only. You may find that construction projects, traffic, weather, or other events may cause conditions to differ from the map results, and you should plan your route accordingly. You must obey all signs or notices regarding your route.

Map data ©2013 Google

Directions weren't right? Please find your route on maps.google.com and click "Report a problem" at the bottom left.