



## **TOWN SQUARE PROGRAMMING COMMISSION AGENDA**

**WEDNESDAY, JUNE 18, 2025 AT 12:00 PM**

**514 S. FIRST STREET, WATERTOWN ROOM**

---

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

All public participants' phones will be muted during the meeting except during the public comment period.

**1. CALL TO ORDER**

**2. REVIEW AND APPROVAL OF MINUTES**

A. Approve Minutes from April 16, 2025

**3. REVIEW AND APPROVAL OF FINANCIAL REPORTS**

A. Approve Financial Report

**4. CITIZENS TO BE HEARD**

*Each individual who requests to address the Council will be permitted up to three minutes for their comments.*

**5. BUSINESS**

A. Review: Concessions in Parks Fee Schedule Changes

B. Review and take action: ordinance to amend Section 428-7(C)(5) Exemptions and create Section 428-10 Bentzin Family Town Square scheduled events.

C. Review and take action: ordinance to amend Section 410-52(b) and create Section 410-52(c) Possession of Alcohol Beverages on Pubic Ways

**6. EVENT COORDINATOR'S REPORT**

A. Updated Event List

B. Coordinators Report

C. Updated Sponsor List

**7. ADJOURNMENT**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [cityclerk@watertownwi.gov](mailto:cityclerk@watertownwi.gov) phone 920-262-4000*

*A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only*



## TOWN SQUARE PROGRAMMING COMMISSION Minutes

WEDNESDAY, APRIL 16, 2025 AT 12:00 PM

514 S. FIRST STREET, WATERTOWN ROOM

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

All public participants' phones will be muted during the meeting except during the public comment period.

1. **CALL TO ORDER** at 12:05 by Konz
2. **REVIEW AND APPROVAL OF MINUTES**
  - A. Review and Approve March Minutes – Kauffman motioned; Schneekloth seconded; all approved
3. **REVIEW AND APPROVAL OF FINANCIAL REPORTS**
  - A. Review and Approve Financial Reports- Zimmerman motioned; Bartz seconded; all approved
4. **CITIZENS TO BE HEARD**

*Each individual who requests to address the Council will be permitted up to three minutes for their comments. John Kattish*
5. **BUSINESS**
  - A. Welcome Linden
  - B. Review 2024 PRF Annual Report – no questions or concerns
  - C. Discuss Private Events – requested to create a flyer for eblast on Chamber site, post on social and talk about at Wake Up Watertown. This will help create awareness that the square is available for rental.
  - D. Discuss possible date change for meetings-determined we would keep it the same until board is full and time becomes a conflict for anyone.
6. **EVENT COORDINATOR'S REPORT**
  - A. Event Coordinators Report
  - B. Updated Calendar of Events
  - C. Updated Sponsorships and Grants
    - – discussed current events planned for 2025 so far, new grants and sponsorships acquired, cost on maintenance updates including cover on main structure if we want to continue having bands (it is a necessity), went over sponsorships still needed to have the planned events, and the need for more market vendors. Also went over the details for Birthday Bash and Fire Department Open House.
  - D. Discuss Specific Topics for Next Month – no specific topics suggested
7. **ADJOURNMENT** – Kauffmann motioned; Schneekloth seconded; all in favor

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [cityclerk@watertownwi.gov](mailto:cityclerk@watertownwi.gov) phone 920-262-4000*

*A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only*

TRANSACTION		Modified Budget Year	Prev Mo. Balance	current Mo. Deposits	Current Mo. Withdrawals	Current Balance	Notes
	Beginning Future Fund Balance Jan 1, 2025 (set by Mark S. Feb 2025)	\$ 223,335.00					
<b>Account</b>	<b>Revenues</b>						
10	TS Revenue - No Taxable	\$ (38,000.00)	\$ (2,000.00)	\$ (4,200.00)	\$ -	\$ (6,200.00)	sponsors
11	TS Revenue - Taxable	\$ (17,000.00)	\$ (1,235.00)	\$ (1,195.00)		\$ (2,430.00)	vendors, permits
66	TS Future Fund Contributions - not using this account		\$ -	\$ -			
	<b>Total Revenue</b>	\$ (55,000.00)	\$ (3,235.00)	\$ (5,395.00)	\$ -	\$ (8,630.00)	
			jan & Feb expenses for each category				
<b>Account</b>	<b>Expenses</b>						
18	Supplies	\$ 7,650.00	\$ 1,167.42		\$ 34.90	\$ 1,202.32	base weight
19	Advertising	\$ 3,400.00	\$ 1,019.50		\$ 858.40	\$ 1,877.90	concert. Food truck, market posters for distribution, yard signs and
20	Repair/Maintenance	\$ 17,300.00	\$ 2,388.60		\$ 1,000.00	\$ 3,388.60	theder
30	Electricity (Jan)	\$ 1,952.00	\$ 876.78		\$ 211.33	\$ 1,088.11	mar bill
31	Water (Jan)	\$ 25,000.00	\$ 568.23		\$ 189.41	\$ 757.64	mar bill
41	Event Expenses	\$ 40,000.00	\$ 2,250.00		\$ 231.94	\$ 2,481.94	promo coasters for giveaway
60	Capital Outlay	\$ 10,000.00	\$ -		\$ -	\$ -	
	<b>Projected Total Expenses</b>	\$ 105,302.00	\$ 8,270.53		\$ 2,525.98	\$ 10,796.51	
	<b>Projected Total Profit/Loss</b>	\$ 50,302.00	\$ 5,035.53			\$ 2,166.51	
	<b>Projected Future Fund Balance 12/31/25</b>	\$ 173,033.00			Current Mo actual Fund Balance	\$221,168.49	
	Salaries are not included as they are paid out of PRF						



**PARKS, RECREATION, &  
FORESTRY DEPARTMENT**

Section 5, Item A.

**920-262-8080**

Concession Stands/Building: BQ, Riverside,  
Washington \$75/Event or \$300/Year

Mobile Food Trucks: \$35/Event or \$300/Year

**Application for Concessions Permit**

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**LOCATION APPLICANT PROPOSES TO SELL OR GIVE AWAY**

**MERCHANDISE:** \_\_\_\_\_

**DATE AND TIME OF EVENT AND/OR DURATION OF PERMIT**

**REQUESTED:** \_\_\_\_\_

**DESCRIPTION OF ANY CITY OWNED FACILITIES APPLICANT PROPOSES TO USE FOR CONCESSION SALES:** \_\_\_\_\_

**DESCRIPTION OF EQUIPMENT WHICH THE CONCESSIONAIRE PLANS TO USE, INCLUDING NOT ONLY FOOD PREPARATION AND SERVING EQUIPMENT, BUT ALSO ANY CART OR BUILDING PROPOSED TO BE USED IN THE CONCESSION OPERATION:**

**ARTICLES OF MERCHANISE PROPOSED TO BE SOLD OR GIVEN AWAY:**

Product:

Cost:

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Please forward copy of food  
license and temp "B" permit to  
Event Coordinator.

**Indemnification:**

I agree to defend, indemnify and hold harmless the City of Watertown, its officers, employees and agents from and against *all actions, losses, damages, liability, costs and expenses of every type and description, including, but not limited to, attorney fees, to which any or all of them may be subjected by reason of, or resulting from, directly or indirectly, in whole or in part, the acts or omissions of the permittee or the permittee's agents, officers or employees, directly or indirectly arising* from my operation of concessions.

I certify that I am the person who made and signed this application for a Concessions in City Parks Permit and that all statements made herein are true and correct.

I further acknowledge receipt of a copy of the Municipal Code for the City of Watertown in regards to Concession Permits in Parks.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# Chapter 398. Parks and Recreation

## Article II. Park Permits

### § 398-20. Concession permits in parks.

[Amended by Ord. No. 10-26]

A.

Scope. The provisions of this section shall apply to all public parks and recreation areas owned and controlled by the City of Watertown.

B.

Sale of merchandise without a concession permit prohibited. No person, firm, corporation or association shall sell or give away any merchandise of any kind in any park or playground without a concession permit, as provided in this section. This section shall not apply to the following situations:

(1)

The person, club, organization, group or corporation has obtained a temporary retail Class "B" fermented malted beverage ("picnic") license, temporary retail Class "B" wine cooler license or special events license pursuant to § **220-3B(2)** or **F** or Chapter **428**, Article **II**.

(2)

The person, club, organization, group or corporation has obtained a Park Event Permit pursuant to § **398-18**.

(3)

A person, firm, corporation or association that has the permission of the group that holds a license or permit as listed above in Subsection **B(1)** or **(2)**. (Note: A transient merchant license may still be needed.)

C.

Application for permit. Each person, firm or corporation desiring to apply for a permit as a concessionaire to sell or give away merchandise in any park or playground shall file an application with the Director of the Park, Recreation and Forestry Department on a form approved and provided by the Director. The application shall contain the following information:

(1)

The name, address and telephone number of the applicant.

(2)

The location where the applicant proposes to sell or give away merchandise.

(3)

The articles of merchandise proposed to be sold or given away.

(4)

The place and time of event or length or duration of the permit.

(5)

A description of any buildings or equipment owned by the City desired to be used by the concessionaire.

(6)

The equipment which the concessionaire plans to use, including not only food-preparation and food-serving equipment but also any cart or building proposed to be used in the operation.

(7)

The prices proposed to be charged for the various items of merchandise, food or beverages.

**ORDINANCE TO  
CREATE SECTION 428-7(C)(5) AND SECTION 428-10 OF THE CITY OF  
WATERTOWN GENERAL ORDINANCES**

**SPONSOR: MAYOR ROBERT STOCKS  
FROM: PARK, RECREATION, AND FORESTRY COMMISSION**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 428-7(C)(5) of the City of Watertown General Ordinance is hereby created to read as follows:

Section 428-7(C) Exemptions.

- (5) The requirement under § 428-7 and 428-8 shall not apply to events held in compliance with Section 428-10.

Section 2. Section 428-10 of the City of Watertown General Ordinance is hereby created to read as follows:

Section 428-10 Bentzin Family Town Square scheduled events.

- A. The Director of Parks, Recreation & Forestry may by October 31 of each year file with the City Clerk a schedule of events to take place in the following year at Bentzin Family Town Square which shall be managed by the City.
- B. The schedule shall include at a minimum the following information for each event:
- (1) Proposed name of the event.
  - (2) Tentative date.
  - (3) Expected time.
  - (4) A brief description of the type of event or plans for the event.
  - (5) If alcohol is intended to be present for the event.
  - (6) If the closure of South Water Street is expected.
  - (7) If a similar event has previously occurred, an estimate of the number of people who will attend the event.
- C. Details of specific times or substantial changes to the event plan will be submitted to the City Clerk at least two (2) months prior to the event.

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	June 18, 2025		July 16, 2025	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR STOCKS				
TOTAL				

ADOPTED July 16, 2025

\_\_\_\_\_  
CITY CLERK

APPROVED July 16, 2025

\_\_\_\_\_  
MAYOR



# MEMO

## Parks, Recreation, and Forestry Department

To: Parks, Recreation, and Forestry Commission

From: Kristine Butteris, Parks, Recreation, and Forestry Director

Date: 3/4/25

Subject: Review the creation of SECTION 428-7(C)(5) AND SECTION 428-10 OF THE CITY OF WATERTOWN GENERAL ORDINANCES

### Background

At the November 13, 2024 Public Safety and Welfare Committee meeting we were asked to clarify some of the wording in the 10/31 document drafted by the RDA in 2023. The specific phrase was “series of events”. The purpose of the 10/31 list of events is to help lessen the amount of permits and paperwork the Parks, Recreation, and Forestry department would need to fill out to greatly assisting the event coordinator’s role.

### Budget Goal

Supports employee retention and growth, while also evaluating operations and the associated staffing

### Financial Impact

There is no financial impact on these recommendations.

### Recommendation

The recommendation is to change the wording to “schedule of events” and to list the minimum information needed to be provided per event. It also adds wording stating that “details of specific times or substantial changes to the event plan will be submitted to the City Clerk at least two (2) months prior to the event.”

Motion: Provide a positive recommendation to Common Council for the creation of SECTION 428-7(C)(5) AND SECTION 428-10 OF THE CITY OF WATERTOWN GENERAL ORDINANCES.

# MEMO

## 2025 Operational Goals

The purpose of our operational goals is to identify, prior to the budgeting process, what work the city intends to achieve in 2025. The goals should align with our mission. Not only will the operational goals inform budget prioritization, but they will also guide the creation of the 2025 Department Work Plans.

*Present a budget that (in no particular order):*

1. Invests in the strategic planning and maintenance of our city buildings
2. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
3. Supports employee retention and growth, while also evaluating operations and the associated staffing
4. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
5. Maintains a safe and healthy community, with an eye toward future needs and trends

# MEMO

## ORDINANCE TO Create SECTION 428-7(C)(5) AND SECTION 428-10 OF THE CITY OF WATERTOWN GENERAL ORDINANCES

**Sponsor: Mayor Robert Stocks**

**From: Park, Recreation, and Forestry Commission**

The Common Council of the City of Watertown does ordain as follows:

SECTION 1. Section 428-7(C)(5) of the City of Watertown General Ordinance is hereby created to read as follows:

Section 428-7(C) Exemptions.

(5) The requirement under § [428-7](#) and 428-8 shall not apply to events held in compliance with Section 428-10.

Section 2. Section 428-10 of the City of Watertown General Ordinance is hereby created to read as follows:

Section 428-10 Bentzin Family Town Square scheduled events.

- A. The Director of Parks, Recreation & Forestry may by October 31 of each year file with the City Clerk a schedule of events to take place in the following year at Bentzin Family Town Square which shall be managed by the City.
- B. The schedule shall include at a minimum the following information for each event:
  - (1) Proposed name of the event.
  - (2) Tentative date.
  - (3) Expected time.
  - (4) A brief description of the type of event or plans for the event.
  - (5) If alcohol is intended to be present for the event.
  - (6) If the closure of South Water Street is expected.
  - (7) If a similar event has previously occurred, an estimate of the number of people who will attend the event.
- C. Details of specific times or substantial changes to the event plan will be submitted to the City Clerk at least two (2) months prior to the event.

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

# MEMO

DATE:	June 18, 2025		July 16, 2025	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR STOCKS				
TOTAL				

ADOPTED July 16, 2025

CITY CLERK

APPROVED July 16, 2025

MAYOR

**ORDINANCE TO  
AMEND SECTION 410-52(B) AND ADD SECTION 410-52(C)  
EXCEPTIONS  
POSSESSION OF ALCOHOL BEVERAGES ON PUBLIC WAYS OF THE  
CITY OF WATERTOWN GENERAL ORDINANCES**

**SPONSOR: ALDER JONATHAN LAMPE  
FROM: PARKS, RECREATION, AND FORESTRY COMMISSION**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS  
FOLLOWS:

SECTION 1. Watertown Code of Ordinances Section 410-52 (B) shall be amended to read as follows:

410-52(B) No person shall have in his possession any open can, bottle or other receptacle containing alcohol beverages or drink from such can, bottle or receptacle on the Watertown Riverwalk ~~and the contiguous public property~~ between the Cady Street Bridge and the Milwaukee Street Bridge along both the east side and west side of the Rock River.

**410-52(C) Exceptions.**

This section shall not apply to the Watertown Senior and Community Center or Bentzin Family Town Square, provided that:

- Alcohol sales and service comply with all applicable licensing requirements under Wis. Stat. Ch. 125.
- Consumption is restricted to the designated premises of the Watertown Senior and Community Center and Bentzin Family Town Square.
- This ordinance does not apply to otherwise lawful possession or consumption of alcohol during:
  - A lawfully permitted or reserved event at the Watertown Senior and Community Center or Bentzin Family Town Square.
  - Scheduled events or private functions hosted at either facility in accordance with City policies and event procedures.

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	June 18, 2025		July 16, 2025	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS				
LAMPE				
BOARD				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR STOCKS				
TOTAL				

ADOPTED July 16, 2025

\_\_\_\_\_  
CITY CLERK

APPROVED July 16, 2025

\_\_\_\_\_  
MAYOR

# MEMO

## Parks, Recreation, and Forestry Department

To: Parks, Recreation, and Forestry Commission

From: Kristine Butteris, Parks, Recreation, and Forestry Director

Date: 6/9/25

Subject: Review the creation of SECTION 410-52(C) and the ammedment of section 410-52(b) of the city of watertown general ordinances

### Background

Currently, Watertown Code of Ordinances Section 410-52(B) prohibits open containers of alcohol on the Watertown Riverwalk and surrounding public areas between the Cady Street and Milwaukee Street bridges. While this restriction remains important for general public safety and cleanliness, an exception is needed for designated community-use spaces, including the Watertown Senior and Community Center and Bentzin Family Town Square.

Both locations frequently host permitted or reserved private and public events where the lawful sale, service, and consumption of alcohol is an important part of programming, fundraising, and rental activities. The ordinance as currently written does not account for these scenarios, which also creates confusion for organizers and enforcement personnel.

The addition of Section 410-52(C) will provide necessary clarity and flexibility while maintaining appropriate control over public alcohol consumption.

### SECTION 1: Amendment to Section 410-52(B)

The existing Section 410-52(B) shall be ammeded to read:

#### 410-52(B)

No person shall have in their possession any open can, bottle, or other receptacle containing alcoholic beverages, nor drink from such can, bottle, or receptacle on the Watertown Riverwalk and the contiguous public property between the Cady Street Bridge and the Milwaukee Street Bridge along both the east side and west side of the Rock River.

---

### SECTION 2: Addition of Section 410-52(C) – Exceptions

The following new section shall be added to the Code of Ordinances:

# MEMO

## 410-52(C) Exceptions

This section shall not apply to the Watertown Senior and Community Center or Bentzin Family Town Square, provided that:

- Alcohol sales and service comply with all applicable licensing requirements under Wis. Stat. Ch. 125.
- Consumption is restricted to the designated premises of the Watertown Senior and Community Center and Bentzin Family Town Square.
- This ordinance does not apply to otherwise lawful possession or consumption of alcohol during:
  - A lawfully permitted or reserved event at the Watertown Senior and Community Center or Bentzin Family Town Square.
  - Scheduled events or private functions hosted at either facility in accordance with City policies and event procedures.

---

These updates clarify the scope of enforcement regarding alcohol possession and allow reasonable exceptions for community events, rentals, and permitted functions in designated community spaces.

## Budget Goal

Supports employee retention and growth, while also evaluating operations and the associated staffing

## Financial Impact

This amendment is not expected to have a negative financial impact. In fact, the clarification may improve rental and event opportunities at the Senior and Community Center and Bentzin Family Town Square, potentially increasing revenues from permitted events and facility reservations

## Recommendation

Approval of the ordinance amendment and the addition of the new exception section to support continued community programming, lawful alcohol-related activities during permitted events, and to reduce confusion among the public and enforcement officials.



# City & Co-Sponsored Public Events

Section 6, Item A.



February 22: Candlelight Hike @ BQ

March 16: Lucky Leprechaun (12-2pm)

May 31: 3rd Annual Birthday Bash (5-9pm) w/ NEW Dueling Pianos (6-9pm) & History Art Wall Reveal (5pm)

June 8: Fire Department Open House @ New Fire Station (12-3pm)

June 10: Summer's Out, Hang Out (11am-3pm) Co-Host w/ Fuelify

June 12: Thursday Night Market (5-8pm) Music by Ezra Suhr

June 21: SCS-Ask Your Mother Concert (6-9pm) Food & Drinks (5-9pm)

June 23: Food Truck Monday (11-2pm & 4-8pm)

July 10: Thursday Night Market (5-8pm)

July 13: Kids Fest w/ Kart Park(11-2pm)

July 18: SCS-Mallrats Concert (6-9pm) Food & Drinks (5-9pm)

July 20: SCS-Take it Easy Eagles Tribute (1-3pm) Beer & 18 Acres Food Truck (11-3pm)

July 27: Art in the Park - Daisy Art (1-3:30pm)

July 27: Sound Bath (10-11:15am) Co-Host w/ Sacred Blue Waves

July 28: Food Truck Monday (11-2pm & 4-8pm)

August 17: Battle of the Badges @ Riverside Park (12pm)w/ Kart Park

August 2: Glow Run & Party @ Brandt Quirk (6pm?) w/ Kart Park

August 24: Art in the Park - Wooden Feather Painting (1-3:30pm)

August 25: Food Truck Monday (11-2pm & 4-8pm)

August 28: Thursday Night Market (5-8pm) Music by Lola Blu

September 6: SCS-Boogie & the Yo Yoz Concert (6-9pm) Food & Drinks (5-9pm)

September 13: Color Run @ Brandt Quirk (8am) Co-Host w/ Jeff Cty Suicide Prevention

September 15: Food Truck Monday (11-2pm & 4-8pm)

September 21: Packers vs. Browns Streaming (11-4pm)

September 25: Thursday Night Market (5-8pm) Music By Back2Back Trio

September 26: Cranfest Tour @ Senior Center (6am-8pm)

October 4 : Badger Game Streaming (TBD)

October 4: Fall Market (11-3pm)Music By Elvis, Patsy Cline & Friends Tribute

October 6: Food Truck Monday (11-2pm & 4-8pm)

October 25: Boo Bash (12-3pm) w/ Kart Park

November 15: Tree Lighting (5:30pm)

December TBD: Stuff the Bus partnership w/ WUSD

December 6: Jingle Bell on the Rock TBD

December 7: Holiday Train TBD

December 12: Craft & Shop Event @ Senior Center

For more information, go to  
Bentzin Family Town  
Square's Facebook Page



# Privately Sponsored Public Events.

Section 6, Item A.



May 28: Art Walk WUSD  
June 18: Urban Poling Class - Beginner (10am)  
June 20: Family Fun Friday  
June 25: Urban Poling Class - Advanced (10am)  
July 19: Hope Church Event  
July 25: Share the Love Series - Movie  
August 10: Immanuel Lutheran (9:30-11:30am)  
August 13: Urban Poling Class - Beginner (10am)  
August 16 : Koine Concert - St. Luke's Lutheran Church  
August 15: Family Fun Friday  
August 20: Urban Poling Class - Advanced (10am)  
August 22: Family Fun Friday  
September 28: 20-pc Orchestra - Calvary Baptist

# COORDINATOR'S REPORT

June 2025

Section 6, Item B.

## Current list of Events & Updates

- (List is attached to packet)
- September 21<sup>st</sup> Packer Game 12 Noon
- Cancelled September 21<sup>st</sup> Art Class
- Glow Run Update to August 2 and moved to BQ
- July 10 Market added Music by Emily Peplin (piano)
- July 27 and August 24 Art classes moving to TS instead of Riverside
- Multiple changes on Privately hosted events (see page 2 of event list attached to packet)

## NEW Grants & Sponsorships Update

- Approved for Beltz Grant for 1<sup>st</sup> Quarter \$10,000
- Approved for RDA request. They will be sponsoring the Badger Game on Oct 4<sup>th</sup> \$1500
- Metal Tek sponsored \$100 for entertainment for July 10<sup>th</sup> Market
- Oswald-Konz Financial \$300 sponsorship for entertainment at September market
- \*see list sponsorship needs still outstanding

## Maintenance Updates at the Square

- Still trying to find money for the RJ Construction Quote for Shelter Cover

## Needs

- Need beer vendor for Packer game
- Please share the fb events and help recruit vendors for markets
- Still need Glow Run \$200 T-shirt Sponsors 10ct
- Will need volunteers for the GLOW Run (6ct)
- Will need a couple volunteers to be on site for Oct 4th
- Need sponsors still for music for markets on June 12, August 28, and October 4 - \$300 each

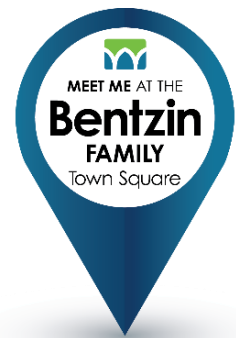
## In Progress/ Just Completed

- Continue to update and complete the VAST amount of permits and applications for reservations/rentals/events
- Finalized the event checklist – has been in progress for 1.5 years. 😊
- Received sponsor cups for beverage sponsors for concerts. See samples
- Received coasters for giveaway at Birthday Bash

## Event Summary

Birthday Bash

Birthday Bash May 31st, 2025	
Costs	
Dueling Pianos	-\$4,500
concert series posters	-\$60
Geraldo Balloon Art	-\$25
cups for sponsor 100 cups	-\$65
Advertising - Coasters (1/3 shared)	-\$288
Green Room refreshments for band	-\$72 will cover several events
total	-\$5,010
Revenue	
Beverage sponsor - Brisc	\$500
Beltz Grant	\$2,000 \$10,000 /5 concerts
Watertown Main Street/YES	\$250
total	\$2,750
Does not include: labor, concessions in parks or everyday costs such as water, theater, etc.	
Bar Revenue	requested 6/2
Bar Tips	
Attendance	450-500
NET	(\$2,260)



# Sponsorships Upcoming Events.



Section 6, Item C.

May 31: 3rd Annual Birthday Bash w/ NEW Dueling Pianos  
\$6500 Band; Kids Activities \$2500; Treats \$1000; ~~Beverage Sponsor \$500~~; Giveaway Promo \$1000

June 12, ~~July 10~~, August 28, September 25: Thursday Night Markets Music  
October 4 Saturday Fall Market  
~~Series all 5 dates (1 available): \$1000~~; Individual date \$300 (4 available)

June 21: Ask Your Mother Concert  
\$5000 Band; ~~Beverage Sponsor \$500~~

July 13: Kids Fest  
Entire Event \$2500

July 18: Mallrats Concert  
\$6000 Band; Beverage Sponsor \$500; Entire Event \$6000

July 20: Eagles Tribute w/ 18 Acres Food Truck  
\$5000 Band; ~~Beverage Sponsor \$500~~; Entire Event \$5000

August 2: Glow Run @ Brandt Quirk  
~~\$1000 Event Sponsor (1 available); T-shirt Sponsors: \$500 (2 available); \$200 (10 available)~~

September 6: Boogie & the Yo Yoz Concert  
Band \$10,500; ~~Beverage Sponsor \$500~~

September 21: Packers Game  
~~Streaming approx \$1500~~; Beverage Sponsor \$500;-

September 26: Cranfest Tour @ Senior Center  
Bus \$2500; Snacks \$500; Sole T-shirt Sponsor \$750

October 4: Badger Game  
~~Streaming approx \$1500~~; Beverage Sponsor \$500

October 25: Boo Bash  
~~Kids Activities \$1000 Sponsor~~; Living Statues \$275

November-December: Make Your Business Sparkle Tree Decorating  
Program Sponsor \$1000; \$200 per tree (~~18~~ 13 trees avail); Trophy \$350

December 12: Craft & Shop Event @ Senior Center (select children come in and shop for parents)  
\$2500-\$3500 helps buy gifts for them to select

Holiday Decorations  
\$500-\$10,000 Any and all donations welcome, any amount.

**PLEASE RESPOND BY  
ASAP  
WITH LEVEL OF  
SPONSORSHIP  
INTEREST - SOME  
MARKETING HAS BEGUN**