

SPECIAL EVENT COMMITTEE REPORT
August 21, 2024 “Our Parks” Conference Room, City Hall

Staff Present: Valerie Reiter, Jasmine Dutton, Brendan Osborne, Morgan Wilbur, Ryan Dahlgren, Cory Tietz, Chad Hesselink, Jared Wirth, Claire Ystebo, Amber Willi

Others Present: Faith Freedlund, EC Unity Groove; Ashley Lodzinski, Special Olympics Buckshot Run; Abby Seipel, Festival Foods Turkey Trot

Agenda Item: The EC Unity Groove

Overview: Faith Freedlund would like to host the EC Unity Groove event on September 8, 2024 at Phoenix Park. This event is expecting 450 attendees, will accept donations, will sell merchandise or other items, and serve or sell food or concessions. This a new event to Eau Claire. Request from the Committee to clearly label the City of Eau Claire as additional insured on the Certificate of Insurance. Ms. Freedlund will resubmit the Certificate with the change.

Vote: All members voted to approve. This event is administratively approved.

Agenda Item: Festival Foods Turkey Trot

Event Overview: Festival Foods would like to host the Festival Foods Turkey Trot on Thursday, November 28, 2024 on Downtown streets. This event features a dog jog, a 2-mile fun run, and a 5-mile race. Event organizers are expecting 4,000 attendees; will charge an entry fee and accept donations; sell merchandise or other items; serve or sell food or concessions; and close City streets, sidewalks, alleys, or boulevards.

Vote: All members voted to recommend approval to City Council, pending the receipt of a valid Certificate of Insurance.

Agenda Item: Buckshot Run

Event Overview: Special Olympics Wisconsin would like to host the Buckshot Run on Saturday, August 31, 2024 in Carson Park and on City streets, sidewalks, or trails. This event features a 2-mile and 5-mile run. Event organizers are expecting 750 attendees; will charge an entry fee and accept donations; sell merchandise or other items; serve or sell food or concessions; and close City streets, sidewalks, alleys, or boulevards. Special Olympics Wisconsin will provide an updated Certificate of Insurance that lists City Hall’s address.

Vote: All members voted to recommend approval to City Council.

Agenda Item: Labor Day Celebration

Event Overview: Greater West Central Area Labor Council would like to host the Labor Day Celebration on Monday, September 2, 2024 in Phoenix Park. This annual event includes a picnic, speakers, activities for kids, and door prizes. This event is expecting 300 attendees; will accept donations; will sell or distribute alcohol; and will serve food or concessions. This is a repeat event, with no major changes.

Vote: All members voted to approve. This event is administratively approved.

Agenda Item: UW Meets EC

Event Overview: The University of Wisconsin – Eau Claire would like to host UW Meets EC on September 6, 2024 at Phoenix Park and Haymarket Landing. UWEC students will be shuttled from campus to Phoenix Park for a self-guided walking tour through downtown to better acclimate to the city and find downtown service learning opportunities, employment, businesses, and leisure activities. This event is expecting 900 attendees. This is a repeat event with no major changes.

Vote: All members voted to approve. This event is administratively approved.

Agenda Item: Memorial High School Homecoming Celebration

Event Overview: Memorial High School would like to host the Memorial High School Homecoming Parade on Friday, September 27, 2024. This event will feature a parade through Carson Park before the homecoming football game. Organizers are expecting up to 750 attendees.

Vote: All members voted to approve. This event is administratively approved.

Agenda Item: North High School Homecoming Celebration

Event Overview: North High School would like to host the North High School Homecoming Parade on Friday, October 4, 2024. This event will feature a parade through Carson Park before the homecoming football game. Organizers are expecting up to 750 attendees.

Vote: All members voted to approve. This event is administratively approved.

Agenda Item: UWEC Homecoming Celebration

Event Overview: The UWEC Alumni Association would like to host the UW-Eau Claire

Homecoming Celebration on Saturday, October 12, 2024. This event will feature a parade along Lake St & First Ave followed by pre-game festivities at Carson Park. This event is expecting 1,000+ attendees; will accept donations; serve or sell food or concessions; will sell or distribute 2+ kegs/half barrels; will install a tent over 250 sq. ft. that will require stakes into the ground; and will close City streets, alley, sidewalk, or boulevard. This is a repeat event with no major changes.

Vote: All members voted to recommend approval to City Council.
