

**SPECIAL EVENT LICENSE  
APPLICATION**

I. APPLICANT			
Name	Address	Home Telephone #	Work Telephone #
LAURA TROTTER	2156 Fallen Oak Tr. Stoughton	608-669-4078	873-7912
II. ORGANIZATION			
Name	Address	Telephone #	
Stoughton Chamber of Commerce	532 E. Main St. Stoughton	873-7912	
III. EVENT			
Type of event		Name of Event	
<input checked="" type="checkbox"/> Outdoor <input type="checkbox"/> Indoor <input checked="" type="checkbox"/> Parade		Syttende Mai	
Date and time		Location	
From May 15 10AM To May 17 4PM		Various Downtown locations	
Will there be any activity taking place that involves music, amplifiers, loudspeakers, etc?			
<input checked="" type="checkbox"/> Yes (attach additional sheet with description and times of activities)		<input type="checkbox"/> No	
License applying for: \$10.00 individually or for both			
<input checked="" type="checkbox"/> Temporary Class "B" beer		<input checked="" type="checkbox"/> Temporary Class "B" wine	
Persons proposed to sell fermented malt beverages and/or wine (attach additional sheet if necessary)			
Name	Address	Prior relevant experience(s)	
ATTACH: A sketch showing the layout for handling fermented malt beverages and/or wine. A copy of the application or license of each person(s) who will be holding the beverage operator's license who requires the supervision of the sale of fermented malt beverages and/or wine. A list of adjacent property owners and a copy of the form used to notify them of the event. (outdoor event only)			
I, <u>LAURA TROTTER</u> , agree to promptly pay the City for the City's (applicant)			
charges incurred either in regulating this license or remedying any unsatisfactory post-event maintenance by the above named person or organization as required.			
Signature <u>Laura M. Trotter</u>		Date <u>1-26-15</u>	
Office Users: Desktop Local Microsoft Windows Temporary Internet Files Recycle Bin INQYOQFHE\Copy of spec event permit			

## **Amplified Sound during Syttende Mai**

The following times and places will use amplified sound during Syttende Mai, 2015.

**Festival Tent** on Division Street between McGlynn Pharmacy and Cinema Café. There will be a small stage with amplified sound that will be used throughout the weekend. Local musicians will perform throughout the weekend. The times that amplified sound **may** be used will be restricted to:  
6pm to 10pm on Friday, May 15  
10am to 9pm on Saturday, May 16  
11am to 4pm on Sunday, May 17.

**Street Dance** on Jefferson Street between Water and Division Street. A DJ will play between 7pm and 9pm on Friday, May 15.

**Run/Walk Finish Line** at Mandt Park. Between 8:30am and 1pm on Saturday, May 16, runners names will be announced as they cross the finish line. Some music is used, and a winners ceremony announced.

**Viking Games** in the Kegonsa Plaza Parking Lot. A DJ and announcing will be amplified from 3pm to 6pm on Saturday, May 16.

**Chain Saw Carving Event** in the Streets Department Parking lot on 4th Street. Although amplified sound is not used, it is a noisy event. The times (subject to change – changed will be submit to Police Chief Leck) are 1-7pm on Friday, May 15 and 9am to 5pm.



Laura Trotter <syttendemai@gmail.com>

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## Licensing for Syttende Mai

2 messages

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Laura Trotter <syttendemai@gmail.com>

Fri, Jan 23, 2015 at 8:41 AM

To: "George Sanchez, Uniroyal" <gsanchez@nauga.com>

Hello George,

We are moving forward with the city for permits and licensing for a beer garden for our Syttende Mai festival in the parking lot that Uniroyal owns on Jefferson Street in Stoughton. I know that one of the things that you need from us is a copy of the licensing. In order to get the licensing, I need to prove that you have been notified.

One of the requirements in the application is this: "You must provide proof that all property owner or occupants immediately adjacent to the event site have been notified of the type of event and the dates and hours of operation, and you must adhere to city noise ordinances."

So, the following events at Syttende Mai will affect your property:

\* Jefferson Street will be closed from 4pm Friday, May 15, 2015 to 4pm Sunday, May 17, 2015

\* There will be a Street dance with a DJ on Jefferson Street from 7-10pm Friday, May 17th

\* A beer garden will be held in your parking lot on Jefferson Street from noon to 9pm on Saturday, May 16, 2015. No amplified sound will be used.

If you could respond that you have received this e-mail, then I can include that with the application. I understand that this does not imply permission at this point, only that you have been notified of the planned events.

Thank you, and have a great day.

Laura

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Laura Trotter  
Syttende Mai Coordinator  
Stoughton Chamber of Commerce Office # 608-873-7912  
Fax # 608-873-7743

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George Sanchez <GSanchez@nauga.com>

Fri, Jan 23, 2015 at 8:47 AM

To: Laura Trotter <syttendemai@gmail.com>

Hi Laura:

We are in receipt of your email and have our permission to use the premises once all requirements have been met.

Thank you

George L. Sanchez

Uniroyal Engineered Products, LLC

Executive Vice President Of Operations

(941) 906-8580 - Phone

(941) 906-8582 - Fax

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**From:** Laura Trotter [mailto:syttendemai@gmail.com]

**Sent:** Friday, January 23, 2015 9:42 AM

**To:** George Sanchez

**Subject:** Licensing for Syttende Mai

[Quoted text hidden]

Gunderson Funeral and Cremation Care  
1358 Hwy 51  
Stoughton, WI 53589

March 31, 2015

Greetings!

As you know, Syttende Mai is coming soon! I'm writing to let you know that Gunderson Funeral and Cremation Care is affected by partial road closures to accommodate the course of our Saturday Morning Races.

Like last year, the participants will approach on Rutland/Dunn Road, and run along Highway 51 (on the West side of the road) until Hoel Avenue. Barricades will close the shoulder and in some places the right hand lane but Hwy 51 will not be closed. Security personnel will direct traffic at Roby, Jackson, Hwy 138 and Hoel Avenue.

**This means that nearly 1,000 people will be running or walking past Gunderson Funeral and Cremation Care on the morning of Saturday, May 17!** The 20 Mile Run, the 10 Mile Run, and the 17 Mile Walk participants use this course. This will happen between 8:45am and roughly 11:30am.

This would be a great opportunity to use your existing signs (or put up a banner) to encourage or congratulate the participants. As they pass your business, they will be approaching the 2 mile to go point, and will ready for a little encouragement!

If anyone in your organization is interested in helping (perhaps intersection control?) please let me know. If you have any questions about this change, or would like to talk about other opportunities, feel free to call me!

Have a great day!

Laura Trotter  
Syttende Mai Coordinator  
Stoughton Chamber of Commerce  
[SyttendeMai@gmail.com](mailto:SyttendeMai@gmail.com), 873-7912

*Sample letter to  
all businesses along  
Hwy 51 affected by  
Race Route May 16 morning  
sent to attached list*

Business	Address	City	State	Zip
Arby's of Stoughton	900 Nygaard St.	Stoughton	WI	53589
KFC/Taco Bell	1324 Nygaard St.	Stoughton	WI	53589
Banushi's Bar and Grill	800 Nygaard St.	Stoughton	WI	53589
Quality Inn and Suites	660 Nygaard St.	Stoughton	WI	53589
The UPS Store	2364 Jackson St.	Stoughton	WI	53589
Hanson Electronics	2380 Jackson St.	Stoughton	WI	53589
Grand China	2388 Jackson St.	Stoughton	WI	53589
Jimmy John's Sandwiches	2376 Jackson St.	Stoughton	WI	53589
Culver's	916 Nygaard St.	Stoughton	WI	53589
Papa Murphy's Pizza	2360A Jackson St.	Stoughton	WI	53589
Stark Automotive Group	1304 Hwy 51	Stoughton	WI	53589
Dane County Auto	1411 Hwy 51 North	Stoughton	WI	53589
Gunderson Funeral and Cremation Care	1358 Hwy 51	Stoughton	WI	53589
Shaw Building & Design	3158 Deer Point Dr.	Stoughton	WI	53589
Stoughton Lumber	3188 Deer Point Drive	Stoughton	WI	53589
Lotus Salon	2380 Jackson St.	Stoughton	WI	53589
Anytime Fitness	2300 Hwy 51/138	Stoughton	WI	53589
Stoughton Garden Center	1471 Hwy 51 North	Stoughton	WI	53589
Summit Credit Union	PO Box 8046	Madison	WI	53708
Jacobson Bro's Meat and Deli	2125 McComb Rd.	Stoughton	WI	53589
Dairyland Electrical Industries, Inc.	3165 Deer Point Dr., Ste. A	Stoughton	WI	53589
Coldwell Banker Success	1200 Nygaard St.	Stoughton	WI	53589
PDQ	2400 Roby Road	Stoughton	WI	53589
Check Advance	2372 Jackson St.	Stoughton	WI	53589
RHD Plumbing	1480 Oak Opening Dr.	Stoughton	WI	53589
Cost Cutters	2125 McComb Rd.	Stoughton	WI	53589
Sports Enhancement Academy	2300 Hwy 51/138	Stoughton	WI	53589
Deak's Pub & Grill	1017 Nygaard St.	Stoughton	WI	53589

**Effective Policies and Practices of Alcohol Management Strategies for Safe Fairs and Festivals**

The following list is a collection of policies and practices that can improve the alcohol management practices to ultimately prevent underage access to alcohol and over-serving of alcohol to adult patrons. Reasonable restrictions on alcohol use and service will improve the atmosphere of events by providing a safer and healthier environment for attendees and the community. While some restrictions will involve changes for some adult participants, reasonable guidelines can be enacted that ensure that adults wishing to consume alcohol may do so at local events permitting alcohol consumption.

**Prevention Underage Sales and Social Provison**

<p><b>Checking Identification</b></p>	<p>For every alcohol sale, check identification of all customers <u>appearing to be under the age of 20. All ID'd at entrance</u>                  Train staff and volunteers to verify the acceptability and authenticity of identification in a thorough, consistent manner. <u>using JBM Security</u>                  Encourage the use of ID scanners that read the magnetic strip on the back of a driver's license to verify authenticity. <u>We Plan to use scanner</u></p>
<p><b>Use Wristbands</b></p>	<p>Use wristbands to identify people who are 21 and older. It is important that wristbands are constructed of materials that does not easily stretch or that can be taken off and re-attached to another person's wrist. <u>Yes</u></p>
<p><b>Enclosed Area</b></p>	<p>Restrict alcohol sales and consumption to a designated location where underage youth are not allowed. Note: it is also a good practice for these enclosed areas (often referred to as beer gardens) to not be located near areas designated for children such as playgrounds, rides and other child-focused activities) <u>Yes</u></p>
<p><b>Limit Servings</b></p>	<p>Limit the number of services per person per purchase to one (one ID, one drink) <u>no- because no one under 21 is allowed in tent</u></p>
<p><b>Use Distinguishable Cups</b></p>	<p>Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups. <u>MIA Only Beer Served w/ Bottled Water</u></p>
<p><b>Server Restrictions</b></p>	<p>Require that all alcohol servers receive responsible alcohol service training. <u>Licensed Bartenders only will have training</u>                  Require that all alcohol servers are 21 or older <u>Yes</u></p>
<p><b>Security</b></p>	<p>Have security officers posted at the alcohol point of sale to discourage minors from attempting to purchase alcohol and to help servers feel secure in refusing service. <u>Using 2 JBM Security</u></p>

**Prevention Over Consumption**

<p><b>No Sales to Obviously Intoxicated Customers</b></p>	<p>Absolutely no alcohol sales to anyone appearing obviously intoxicated. <u>Yes</u></p>
<p><b>Alcohol Service Hours</b></p>	<p>Stop serving alcohol at least an hour before the event ends. <u>12p-9pm</u></p>
<p><b>Limit Cup Size</b></p>	<p>Limit cup size to 12 ounces for beer and wine coolers and 5 ounces for wine. <u>Yes</u></p>
<p><b>Offer Food and Non-Alcoholic Beverages</b></p>	<p>Offer food and non-alcoholic beverages, including non-alcoholic beer, and promote their availability. <u>Only Water will be offered</u></p>
<p><b>No Price Discounting</b></p>	<p>Do not allow price discounts or other drink promotions (no free drinks or "two for one" specials) <u>Yes</u></p>
<p><b>Enclosed Area</b></p>	<p>Restrict alcohol sales and consumption to a designated location where staff can more readily observe patron behavior to identify intoxication. <u>Yes</u></p>
<p><b>Server Restrictions</b></p>	<p>Require that all alcohol servers receive responsible alcohol service</p>

Effective Policies and Practices of Alcohol Management Strategies for Safe Fairs and Festivals

	training. <i>The licensed Bartenders will</i>
Security	Have security officers posted at the alcohol point of sale to help servers feel secure in refusing service. <i>Yes - JBM</i>
	Do not allow anyone to bring alcoholic beverages to the event from the outside. <i>Yes</i>

Improving Staff and Management Issues

Server Restrictions	Require that all alcohol servers receive responsible alcohol service, training. <i>The licensed Bartenders will</i>
	Require that all alcohol servers are 21 or older. <i>Yes</i>
Security	Hire adequate security staff to monitor alcohol consumption. <i>Yes</i>
	Have security officers posted at the alcohol point of sale to help servers feel secure in refusing service. <i>Security will be at Entrance &amp; Exit only</i>
Manager On Duty	Require a manager or booth leader be stationed at each alcoholic beverage booth at all times. <i>Yes</i>
No Drinking on the Job	Servers should have no alcohol in their systems while working. <i>Yes</i>
Policies and Enforcement	Provide all event staff a copy of the alcohol management policies and practices before the event. Enforce the policies. <i>Yes</i>

Protecting the Community

Monitor Grounds	Monitor parking lots and surrounding property for suspicious activities. <i>Working with Police</i>
Limit Alcohol Sponsorship & Promotions	Prohibit or restrict alcohol industry promotion and messaging (signs, banners, promotional items) at the event. Consider restrictions on number of signs, size of logos, and placement of signage. Prohibit the distribution of alcohol promotional items to youth. <i>Yes</i>
Safety Messaging and Posting of Rules	Post signage reminding patrons about responsible drinking, designated drivers etc. <i>Yes - in Garden</i>
	Clearly post the rules and policies for the event at all entrances (alcohol policies, behavior policies, weapons policies etc.) <i>Yes</i>
Youth Areas	Restrict the placement of alcohol sales locations and banners/signs next to youth areas. <i>Yes</i>



APPLICATION FOR TEMPORARY CLASS "B"/"CLASS B" RETAILER'S LICENSE

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 1-26-15

Town of Village of City of Stoughton County of Dane

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis, Stats.
A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stat.

at the premises described below during a special event beginning May 16 2015 and ending May 16 2015 and agrees to comply with all law, resolution, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. ORGANIZATION (Check appropriate box) Bona fide Club Church Lodge/Society Veteran's Organization Fair Association

(a) Name Stoughton Chamber of Commerce

(b) Address 532 E. Main St., Stoughton WI 53589

(c) Date organized 1947

(d) If corporation, give date of incorporation

(e) Names and addresses of all officers:

President Laurie Furseth

Vice President Kate Shieldt

Secretary Kari Hvam

Treasurer Ann Olson

(f) Name and address of manager or person in charge of affair: Laura Trotter, Syttende Mai Coordinator, 2156 Fallen Oak Tr. Stoughton WI 53589

2. LOCATION OF PREMISES WHERE BEER AND/OR WINE WILL BE SOLD:

(a) Street number Uniroyal Parking Lot/Off Jefferson between Water and Division

(b) Lot Block

(c) Do premises occupy all or part of building?

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover:

3. NAME OF EVENT

(a) List name of the event Syttende Mai Beer Garden

(b) Dates of event May 16, 2015 Noon to 9pm

DECLARATION

The Officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

Officer (Signature/date) Officer (Signature/date)

Officer (Signature/date) Officer (Signature/date)

Date Filed with Clerk Date Reported to Council or Board

Date Granted by Council License No.



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
1/21/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER R & S INSURANCE 1520 Vernon Street P.O. Box 608 Stoughton WI 53589	CONTACT NAME: Holly Paulson	FAX (A/C. No.): (608) 873-3395	
	PHONE (A/C. No. Ext): (608) 873-9258	E-MAIL ADDRESS: holly@rs-ins.com	
INSURED Stoughton Chamber Of Commerce Inc 532 E MAIN ST 532 E MAIN ST STOUGHTON WI 53589	INSURER(S) AFFORDING COVERAGE		NAIC #
	INSURER A Acuity		14184
	INSURER B:		
	INSURER C:		
	INSURER D:		
	INSURER E:		

COVERAGES CERTIFICATE NUMBER: CL151703595 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		K38702	9/1/2014	9/1/2015	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/POP AGG \$ 2,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC					
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS		K38702	9/1/2014	9/1/2015	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Underinsured motorist Bl split \$ 100,000
A	UMBRELLA LIAB <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR CLAIMS-MADE		K38702	9/1/2014	9/1/2015	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/> N/A	K38702	9/1/2014	9/1/2015	WC STATUS: TORY LIMITS OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

City of Stoughton is an additional insured on general liability.

Syttende Mai Festival - May 15, 16, 17, 2015

CERTIFICATE HOLDER  City of Stoughton Tom Lynch 381 E Main Street Stoughton, WI 53589	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE  Mark Rostowfske

## Syttende Mai Festival May 15, 16 & 17, 2015

You are receiving this because your residence/business will be affected by a street closing for the 2015 Syttende Mai Folk Festival.

\_\_\_\_\_ Street will be closed from  
\_\_\_\_\_ to \_\_\_\_\_.

I apologize for the inconvenience that this causes. I hope you will enjoy your "up front" experience of the festival.

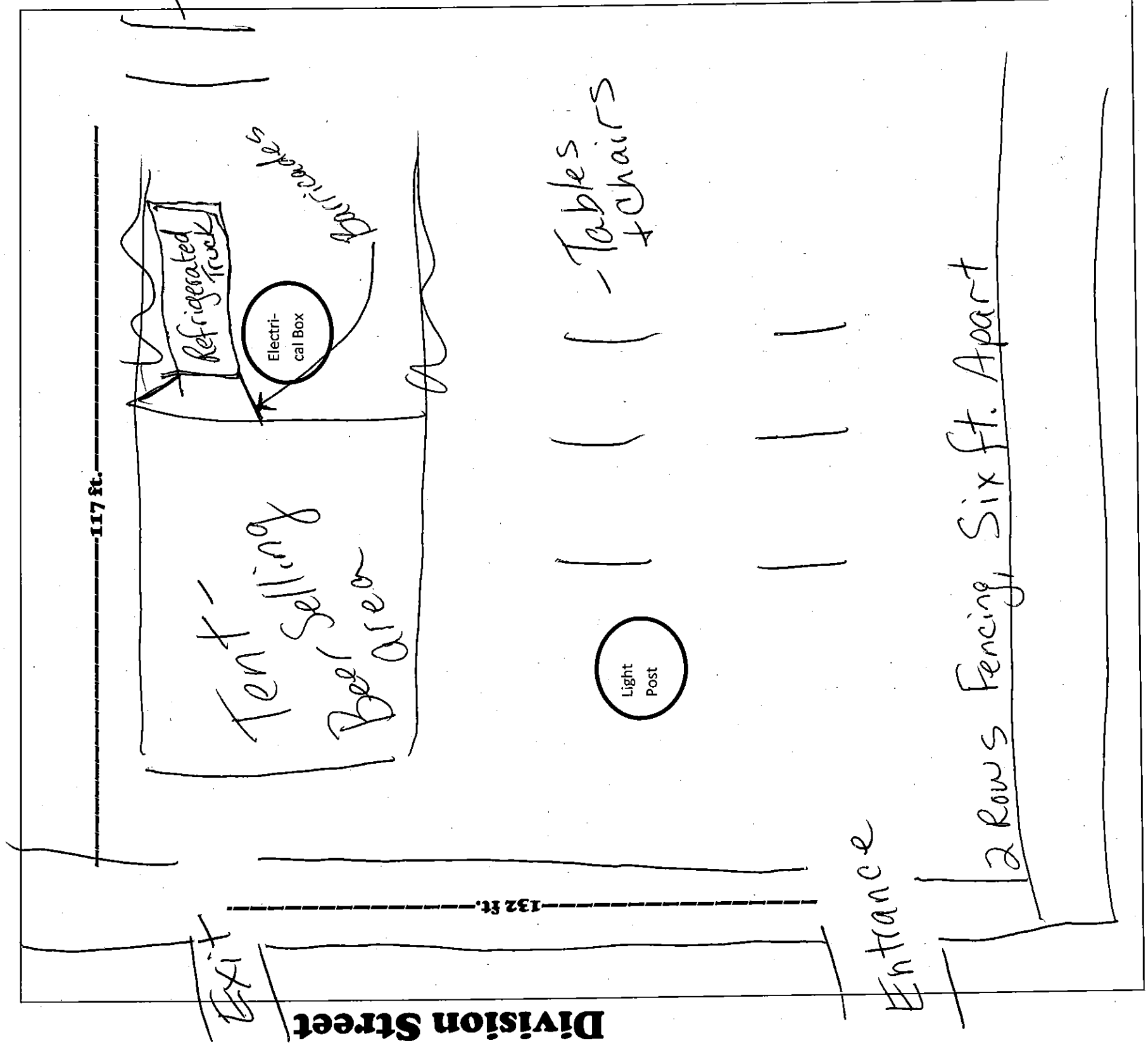
If you have any questions, please feel free to call me at the Stoughton Chamber of Commerce, 873-7912.

Sincerely,

Laura Trotter  
Syttende Mai Coordinator  
Stoughton Chamber of Commerce  
873-7912

*2 weeks prior to Syttende Mai,  
I walk around downtown. All businesses  
and residences are spoken with, and this form  
is handed out. If residents are not home,  
this is left on their door.*

### Uniroyal Building



2 rows  
fencing  
at Gap  
between  
buildings

**Old Vinney's Building**

Exit

**Division Street**

117 ft.

132 ft.

Light Post

Tent -  
Selling  
Beer Area

Refrigerated  
Truck

Electri-  
cal Box

Barricades

Tables  
+ chairs

Entrance

2 rows Fencing, Six ft. Apart

**Sidewalk/Jefferson Street**

expected attendance 500  
throughout day

Proposed Beer Garden

12p-9p Saturday, May 16