



Downtown Eau Claire is vibrant and exciting, and events and festivals are a big part of why our downtown is such a wonderful place to live and visit.

We welcome organizations that would like to host their next event downtown. We also recognize that planning downtown event comes with some unique considerations. Downtown Eau Claire, Inc. has put together this brief resource guide to help you plan a successful event.

Do You Need a Permit?

- **Is the event a scheduled gathering?**
Are you planning this event for a specific date and time?
- **Is the event on City of Eau Claire Property?**
Some examples include: public park, city street, alleyway, or bridge, city-owned land or parking lot
- **Is the public invited?**
Can the general public attend (whether for free or by purchasing a ticket) or is this a private event - like a wedding?

If you answered yes to the above questions AND your event meets any one of the following criteria:

- More than 100 people in attendance
- Food/Concessions served or sold
- Merchandise or other items sold
- Admission entry is charged for participation/inclusion
- Donations are accepted
- Street closures are needed
- Tents over 250 square feet will be put up
- Alcohol will be served or sold
- Alteration of Park Hours requested

You Need a Permit

All event applications can be previewed and downloaded here:
<https://www.eauclairewi.gov/recreation/special-events>





Tips for a Successful Event Application/Permit Process:

1. **Plan Ahead:** New permit applications need to be filed at least 60 days in advance of your event in order for Community Services and City Council to approve. The earlier you submit, the better!
2. **Budget for Fees:** The Special Event Application Fee is \$60. A Temporary Class B Alcohol License fee is \$10, a Tent Permit Fee is \$52 (for tents 250 sq feet +). Other fees may apply and may vary by event based on size - for example: No Parking Signs and ECPD services.
3. **Insurance:** The City requires that all event organizers provide liability insurance of no less than \$1,000,000 in coverage. You'll need a certificate of insurance from your provider to include as part of your application. Most insurance brokers would be able to assist you in obtaining the necessary insurance.
4. **Map:** You'll need a map of your event layout that includes things like barricade locations, streets to be closed, tent placements and other pertinent event info.
5. **Additional Forms:** If your event includes:
 - a. A 250 Sq. Foot+ Tent
 - b. Alcohol
 - c. Food
 - d. Drone
 - e. Reservation of Phoenix Park
 - f. Bridge Light Sponsorship

You will need to include these forms with your application as well. All forms are located here: www.eauclairewi.gov/recreation/special-events





Considerations for Your Event:

1. Parking: Parking can come at a premium in the downtown area. You may need to spend some extra time and resources in communicating where available parking is for your event attendees. For some help, the DECI website lists all available public downtown parking, including rates and enforcement hours here: <https://www.downtowneauclaire.org/explore/explore-downtown/getting-around/>

2. Power: If you're planning an event that requires electricity, you'll need to plan ahead. While generator rentals are usually an option, planning your event in areas with power available can help reduce logistical considerations and cost.

Plan ahead for the amount of power needed! Things like food trucks and catering stations, or large sound systems often need more power than standard outlets can provide and you will want to plan ahead to place these things within reach of 50 or 30 amp power sources. "Turtles" or "Spider Boxes" can be requested as part of your application process to allow multiple systems to be plugged into one 50 amp service - think of them as industrial-strength power strips.

Phoenix Park: Large Power Sources: Three 50-amp plugins - one at railroad bridge, one at the top of the labyrinth, and one on the restrooms near the arch bridge. The Phoenix Park Farmers Market Pavilion also features 110 volt (standard) plug ins.

South Barstow District: Each intersection on Barstow and Graham Ave between Lake Street and the Eau Claire River includes two 50-amp power plug ins, for a total of eighteen 50-amp plug ins in the district. Light poles and tree grates are equipped with 110 volt (standard) outlets.

Haymarket Plaza: One 50-amp, one 30 amp and two 110 volt (standard) outlets are available. Light poles also have standard 110 volt (standard) outlets.

North Barstow District and West Grand Districts: Decorative light poles have 110 volt (standard) electrical outlets.





(Power Cont'd)

Grand Ave Pedestrian Bridge and High Bridge: Light poles have 110 volt (standard) electrical outlets.

Owen Park: 50 Amp Service is available near the Sargent Boyd Bandshell.

Carson Park: Contact City parks for available electric service in Carson Park, there are a number of electrical options: 715-839-5032; recreation@eauclairewi.gov.

West Grand District: Light poles in the district have standard 110 volt plugins.

3. Street Closures: Street closures come with additional logistical considerations, but in some cases, are encouraged to ensure pedestrian and event-goer safety. Keep in mind that No Parking signage for any closed streets needs to be posted along all streets to be closed a minimum of 24 hours in advance of the closure. Signs and cones can be requested as part of your special event application.

4. Garbage/Waste: The City's Parks and Recreation department can coordinate with event planners to place garbage and recycling receptacles at your event. Local trash services will also provide garbage hauling services if needed. Please include your plans for garbage/waste removal in your event application and help us keep downtown as clean as possible! Boxx Sanitation and Waste Management both can provide garbage services to our downtown events.

5. Restroom facilities: You will need to plan for portable restrooms and hand washing stations for larger events if you are hosting in a location that does not already have available restroom facilities. Additionally, if your event includes food vendors and/or any kind of animals or petting zoo, coordinate in advance with the City/County Health Department to ensure you have the correct number and placement of hand washing stations.





DOWNTOWN EVENT GUIDE

6. Business Support/Approval: Getting city approval for your event may require a letter of support from your downtown Business Improvement District, and/or from the businesses directly affected by your event. This is especially true in the case of any kind of street closure or use of parking facilities. Be sure to allow time to get on a meeting agenda, we recommend six months of lead time to gain the proper approvals from businesses in the district.

7. Alcohol: Please keep in mind that permits are necessary to serve any kind of alcoholic beverage at your event if you plan to host in a location that does not have a license to serve alcohol. Organizations are limited to two temporary alcohol permits per year. You'll need to plan ahead for crowd management and provide a site plan for alcohol service as part of your special events application. Some things that will make it more difficult for your event to get approval:

- Incomplete or unclear plans on how to check id's and control access to alcohol.
- Serving alcohol on a city street
- Allowing any kind of open container along streets or sidewalks

We recommend having your alcohol plans in place and your application submitted six months in advance of your event to ensure enough time to discuss and make any necessary changes to your event.

Please contact the City of Eau Claire licensing department with questions about alcohol permits: licensing@eauclairewi.gov; 715-839-4923.





Support for Your Downtown Event:

Contact Downtown Eau Claire, Inc.: Downtown Eau Claire, Inc's mission is to bring successful public events to the downtown area. Call or email to set an appointment to discuss your event plans and any help that the organization can provide: 715-839-4914 or downtown@eauclairewi.gov.

Contact the City of Eau Claire's Community Services: If you have questions specific to your special event application, call or email Community Services: 715-839-4649 or communityservices@eauclairewi.gov.

Sponsorships/Funding: You may be eligible for an event sponsorship if you're planning an event downtown. See the sponsorship information page on the Downtown Eau Claire, Inc. web page for more information and the application: <https://www.downtowneauclaire.org/about/deci/event-sponsorships/>

Business Improvement Districts: If you are planning an event in a Business Improvement District (BID), there may be support available for your event from the district. BIDs help support events in their district with sponsorships and can help facilitate letters of support for events. Contact DECI or the City of Eau Claire Economic Development Department to discuss how you can get on a meeting agenda to discuss sponsorship: 715-839-4914 or downtown@eauclairewi.gov.

Visit Eau Claire: Grants and sponsorships are sometimes available via Visit Eau Claire. Information on the grants and the application process can be found here: <https://www.visiteauclaire.com/about/grant-information/>

