

The Sheboygan Event Co



The Sheboygan Event Company
434 Park Ave
Sheboygan, WI 53081

3/12/2024

Director of Public Works David Biebel
Municipal Service Building
2026 New Jersey Avenue
Sheboygan, WI 53081

Dear Mr. Biebel,

The Sheboygan Event Company is excited to announce the return of the annual Coho Derby to the City of Sheboygan and is hoping for your partnership. Our team of resolute dads saw a need and thought, "if not us, then who?" We started planning and are determined to make meaningful change happen in our community.

With a combined 50 years in leadership positions for various volunteer organizations, we have fostered relationships with the community, helped raise and distribute \$222,315 to charities in Sheboygan County, as well as offering scholarships at the four local high schools. For us, this was not enough. As you know, the needs of our community continue to rise. It became clear that if we wanted to make a more significant, positive impact, our vision needed to grow too.

This event gives us the platform we crave, to give back on a larger scale. Proceeds of this event will go directly back to organizations such as Special Olympics, Reins, The Warming Shelter, The Sheboygan County Children & Family Resource Unit, and Youth conservation programs. Our hope is to see continued growth with this event which will allow expansion of our partner charities to the other well-deserving groups in Sheboygan County in the future.

With this being our first year, we are starting off with a zero-dollar balance in our checking account. We are heavily reliant on donations from local businesses and community support through volunteering. The added cost of the park rental will create added financial hardship that will not only have an impact on the success of our first event, but also potentially our ability to plan future events. We are asking that the City of Sheboygan kindly consider waiving the park and equipment rental fees for this year to help us make this event a successful one. Thank you for your consideration; please let me know if you have any questions.

Best Regards,

Joel Kiefer
President The Sheboygan Event Company
434 Park Ave Sheboygan, WI 53081

55th Annual Coho Derby

Brought to you by:

The Sheboygan Event Company

TheSheboyganEventCompany@gmail.com

September 21, 2023

Dear Friends,

The Sheboygan Event Company is excited to announce the return of the annual Coho Derby to the City of Sheboygan! Celebrating 55 years, the upcoming event will be held at Deland Park on the weekend of August 2nd, 2024. It is our mission to host a community family friendly event that will provide both entertainment as well as raise funds for those in need. All proceeds will go directly back into our community, supporting organizations such as Special Olympics, Reins, The Warming Shelter, The Sheboygan County Children & Family Resource Unit and Youth conservation programs. To make this event a success, we need your help!

Like us, many of you may have fond memories of attending this event in years past, and it's our goal to rejuvenize the Coho Derby into something for everyone to enjoy with an added focus on children's activities. The event will offer a variation of entertainment for all ages. Visualize bounce houses, face painting, live music, loads of fish on display, food and beverages, and memories to last forever!

Of course, this wouldn't be a true fishing event without big Kings and huge Lakers in the display case! Large banners will proudly present our many great sponsors and leaderboards to display live tournament standings. We look forward to hearing our local fisherman tell stories of the weekend and celebrating their success!

The Sheboygan Event Company strives to strengthen the Coho Derby as an exciting annual family event, but we can't do it without you! With so many Sheboygan County programs in need, support from our community is vital. How can you help? We need monetary donations as well as volunteers. Monetary donations and sponsorships will help offset the cost of tents, bands, food, and beverages. Increased donations directly impact the amount of funds that can be delivered right back into our neighborhoods.

Mark your calendar for the 55th Annual Coho Derby on Saturday, August 3rd - Sunday August 4th, 2024!

Thank you in advance for your support!

Cheers,

Joel Kiefer II 920.254.8557

Daniel Pittner 920.918.9217

Joel Kiefer

Dan Pittner

Donations can be sent to:

The Sheboygan Event Company~ Federal ID # 93-2998475

PO Box 1274

Sheboygan, Wisconsin 53082

Feel free to contact us directly with any questions.

Tiered Sponsorships

King Salmon \$20,000 and up

Event Signage to include Name for top Sponsor, 20 VIP Tickets 10 VIP Parking Passes

Lake Trout \$15,000 - \$19,999

Band and Beer Signage to include Name for top Sponsors, 10 VIP Tickets

Brown Trout \$10,000 - \$14,999

Family fun area to include names of top sponsors, 5 VIP Tickets

Rainbow Trout \$5,000 - \$9,999

Grill Signage to include Sponsor names. 5 VIP Tickets

Coho Salmon \$1,000 - \$4,999

Recognition in event Flyers Website, 2 VIP tickets

Lamprey \$500 - \$999

Recognition in event Flyers and Website

Sec 40-45 Use Of Park By Permit

- (a) *Requirement for rental use.* The department of public works may grant the use of an entire park or any portion thereof to groups or organizations for the purpose of celebrations, private picnics, or special events upon payment of the amount set forth in subsection (b) of this section. All city park rules and regulations shall govern the use of any city park under this section. Renter understands that any unrented portion of a park shall remain open to the public.
- (b) *Fees.* The special events fee schedule, which shall be on file with the department of public works and city clerk, shall outline the fees applicable for renting a park, enclosed park building, park shelter, equipment, and other related materials or equipment. Applicable taxes shall be added to the fee at time of payment. Fees and taxes shall be paid in full before a reservation is confirmed. The director of public works may, upon written request submitted at least 30 days prior to the desired rental date, waive or reduce the applicable fees for a non-profit entity that is formally recognized by the state or the federal government, which:
- (1) Is holding an event open to the general public without an admission fee;
 - (2) Is not using the park rental as a fundraiser;
 - (3) Has provided good cause as to the financial hardship that would be caused by requiring the payment of the applicable full park rental fee; and
 - (4) Has established why the event benefits the city and its citizens such that the park rental fee, which is set in a manner to reflect the costs incurred by the city as a result of the rental, should not be charged for the park rental; so long as the event does not significantly impact city departments, services, operations, or activities.

A non-profit entity whose park rental fee waiver request is denied by the director of public works may, within seven calendar days of the date of the denial, submit a written request to appeal the director's decision to the public works committee, which shall consider the appeal as soon as is practicable. Any waiver of fees under this subsection shall not constitute waiver of any other fee related to the event.

- (c) *City-sponsored events.* Events planned, coordinated, and executed primarily by the city shall not be subject to the fees set forth in this section.

(Code 1975, § 27-33; Code 1997, § 74-42)

HISTORY

Amended by Ord. [18-19-20](#) § 1 on 9/16/2019

Amended by Ord. [31-20-21](#) § 1 on 1/18/2021

Adopted by Ord. [3-23-24 RECODIFICATION](#) on 6/5/2023

Amended by Ord. [14-23-24](#) § 3 on 8/7/2023