

**TEMPORARY DESIGNATED
OUTDOOR REFRESHMENT
AREA (TDORA) APPLICATION**

Special Event Permit # _____
SECTION 428-8 Watertown Municipal Code
Ordinance 26-21 ADOPTED July 7, 2026
CITY OF Watertown –106 Jones Street, Watertown WI, 53094

Governing regulations: The TDORA (Temporary Designated Outdoor Refreshment Area) regulations are found in Section 428-8 of the Municipal Code. <https://ecode360.com/WA3515> - New Laws - <https://ecode360.com/WA3515/laws> Ordinance 26-21.

General overview: The purpose of the TDORA is to enhance the downtown experience for visitors and tourists by allowing the responsible consumption of alcoholic beverages outdoors and within specified boundaries. This initiative aims to promote economic activity and support local businesses in the City's downtown area.

Application fee: None. Must be submitted with an associated Special Event Application.

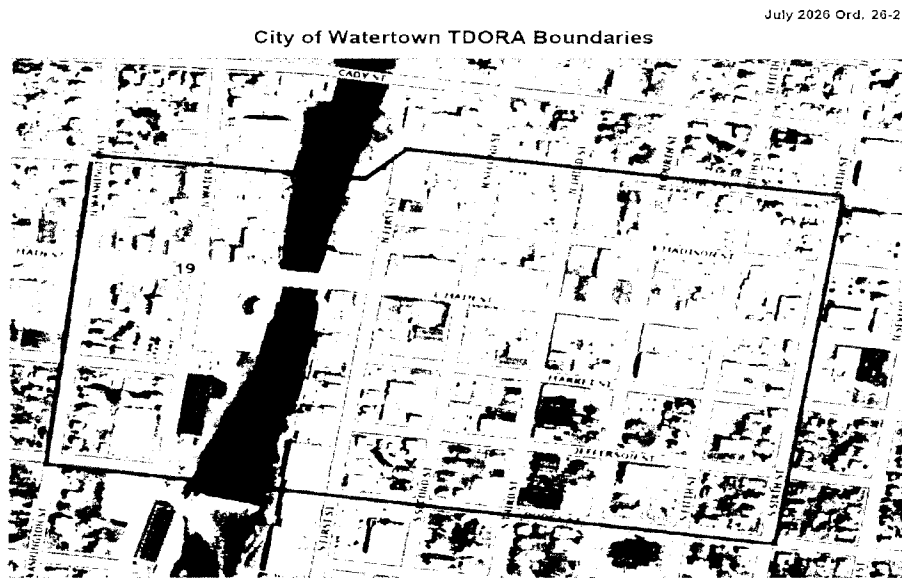
Questions: Please contact the City Clerk's office cityclerk@watertownwi.gov 920-262-4010

APPLICANT INFORMATION				
Name of Organization Watertown Area Chamber of Commerce				
Name of Main Event Organizer Linden Peacy			Number 414-303-2079	
Organization Address 519 E Main St.	City Watertown	State WI	Zip 53094	
Email linden@watertownchamber.com				
TDORA Event Contact Person (During Event) Linden Peacy			Phone Number 414-303-2079	

EVENT INFORMATION	
Name of event The Big Pop-Up	
Date of Event 8/8/26	Hours of event 10-4pm

SIGNATURE AUTHORITY (REQUIRED)	
The undersigned hereby represents and warrants that it has the authority to apply for this TDORA permit in conjunction with the associated Special Event Application. If the party applying is not an individual, the person(s) signing on behalf of the entity represents and warrants that they have been duly authorized to bind the entity and submit this application on the entity's behalf.	
Applicant's Signature _____	Date: 7/22/26

PARTICIPATING LICENSED ESTABLISHMENTS	
Provide a list of all participating licensed establishments within the TDORA boundaries.	
Elks Lodge (117 N 1st St.)	M. Firecracker Pub (516 E. Main St.)
B. The Goose & Gander (200 N. 2nd St.)	
C. Lyon's Irish Pub (201 E. Main St.)	
D. Silver Eagle Saloon (207 S. 2nd St.)	
E. Bex Third Base (200 S. 3rd St.)	
F. The Drafty Cellar (110 S. 3rd St.)	
G. Wolfgram Sports Bar & Grill (301 E. Main St.)	
H. Local Waters (109 S. 3rd St.)	
I. The Riff Dive Bar (215 S. 3rd St.)	
J. The Score Sports Bar (300 N. 4th St.)	
K. Amado Jr's (403 E. Main St.)	
L. Uptown Bar and Grill (416 E. Main St.)	



A detailed map must be attached identifying the proposed TDORA event area, approved TDORA boundaries, and participating licensed establishments.

Map attached

TDORA COMPLIANCE INFORMATION

Provide a brief description of how the applicant intends to comply with Section 428-8 of the Municipal Code. Include the following information. Attach additional pages if necessary.

- **TDORA Boundaries:** Describe how the TDORA boundaries will be identified for event participants (e.g., signage, barricades, fencing, or other boundary markers) and monitored during the event.
- **Participant Information and Compliance:** Describe how participants will be informed of TDORA requirements and how compliance with TDORA boundaries will be promoted during the event.
- **TDORA Beverage Identifier:** Describe the TDORA identifier that will be used on beverage containers and how participating licensed establishments will implement this requirement.
- **Age-Verification Wristbands:** Describe how participating licensed establishments will comply with the wristband requirement.
- **Additional Information:** Provide any other information that may assist the Public Safety and Welfare Committee in evaluating this TDORA permit request.

TDORA boundaries will be clearly marked with barricades, and signage at all entry and exit points. Boundary markers will be placed throughout the area, and event staff and volunteers will monitor and enforce designated limits during event hours.

Participants will be informed of TDORA rules through signage, maps, social media, the event website, and event staff. Alcoholic beverages must remain within TDORA boundaries. Staff, volunteers, and security will encourage compliance and address violations.

Alcoholic beverages for outdoor consumption will be served only in approved TDORA-marked containers displaying the event name, date, and/or TDORA logo. Participating establishments will use authorized containers exclusively.

Government-issued photo ID will be checked before issuing wristbands to guests age 21 and older. Wristbands must be visible at all times and will be required for the purchase or service of alcohol. Compliance will be monitored by staff and security.

Adequate staffing, security, sanitation, and waste receptacles will be provided. The TDORA supports local businesses, enhances the visitor experience, and promotes responsible alcohol consumption while maintaining public safety.

LIQUOR LIABILITY INSURANCE

A certificate of insurance demonstrating the required liquor liability coverage must be submitted prior to issuance of the TDORA permit.

CERTIFICATION

I certify that I have read, understand, and agree to comply with the regulations and restrictions set forth in Section 428-8 of the Municipal Code (Ord. 26-21), including, but not limited to, the following:

- This application must accompany an associated Special Event Permit Application and include the required TDORA map, participating licensed establishments, and compliance information.
- A TDORA may operate only during the approved hours of the associated Special Event and within the approved TDORA boundaries.
- The applicant shall establish reasonable procedures to monitor the approved TDORA boundaries and promote compliance with TDORA requirements.
- Participating licensed establishments, event staff, and volunteers must be informed of and comply with all applicable TDORA requirements.
- Participating licensed establishments remain responsible for complying with all applicable federal and state laws, City ordinances, and Section 428-8 requirements, and remain responsible for all alcohol sales and service occurring at their licensed premises.
- Alcoholic beverages must comply with TDORA requirements, including non-glass containers, required TDORA identifiers, age-verification wristbands, and restrictions on transferring alcoholic beverages between participating licensed establishments.
- Alcoholic beverages may only be possessed and consumed within the approved TDORA boundaries during the approved event hours.
- The event organizer shall obtain and maintain required liquor liability insurance as required by Section 428-8.
- The issuance of a TDORA permit does not modify or waive any other required City permits, licenses, approvals, or applicable laws.
- Violations of Section 428-8 may result in enforcement action, including forfeitures as provided in Chapter 33 of the Municipal Code and consideration of future Special Event or TDORA permit applications, as permitted by law.
- All information provided in this application is true, accurate, and complete to the best of my knowledge.

Applicant's Signature

Date:

7/22/26

FOR STAFF USE ONLY

Date TDORA and Special Event Application Received:

Date of PSW Meeting:

Insurance Received/Approved: ☐ Yes ☐ NoApplication Decision: ☐ Approved ☐ Denied

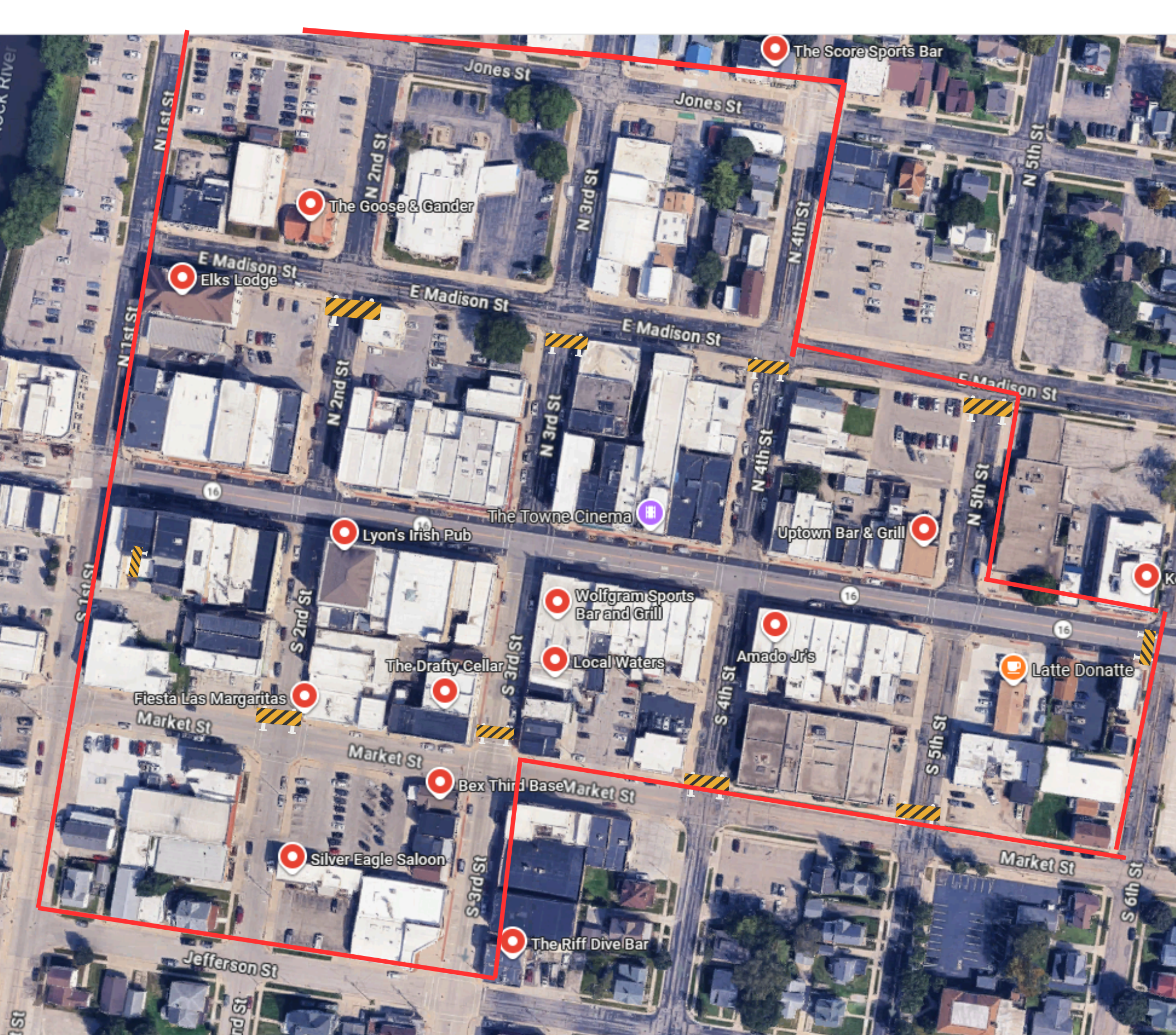
Date Received: _____

Conditions of Approval (if any):

TDORA Permit Issued Date:

Signature of City Clerk or designee:

Date:



The Score Sports Bar

The Goose & Gander

E Madison St
Elks Lodge

Lyon's Irish Pub

The Towne Cinema

Uptown Bar & Grill

Wolfram Sports
Bar and Grill

Local Waters

Amado Jr's

Latte Donatte

Fiesta Las Margaritas

The Drafty Cellar

Bex Third Base
Market St

Silver Eagle Saloon

The Riff Dive Bar

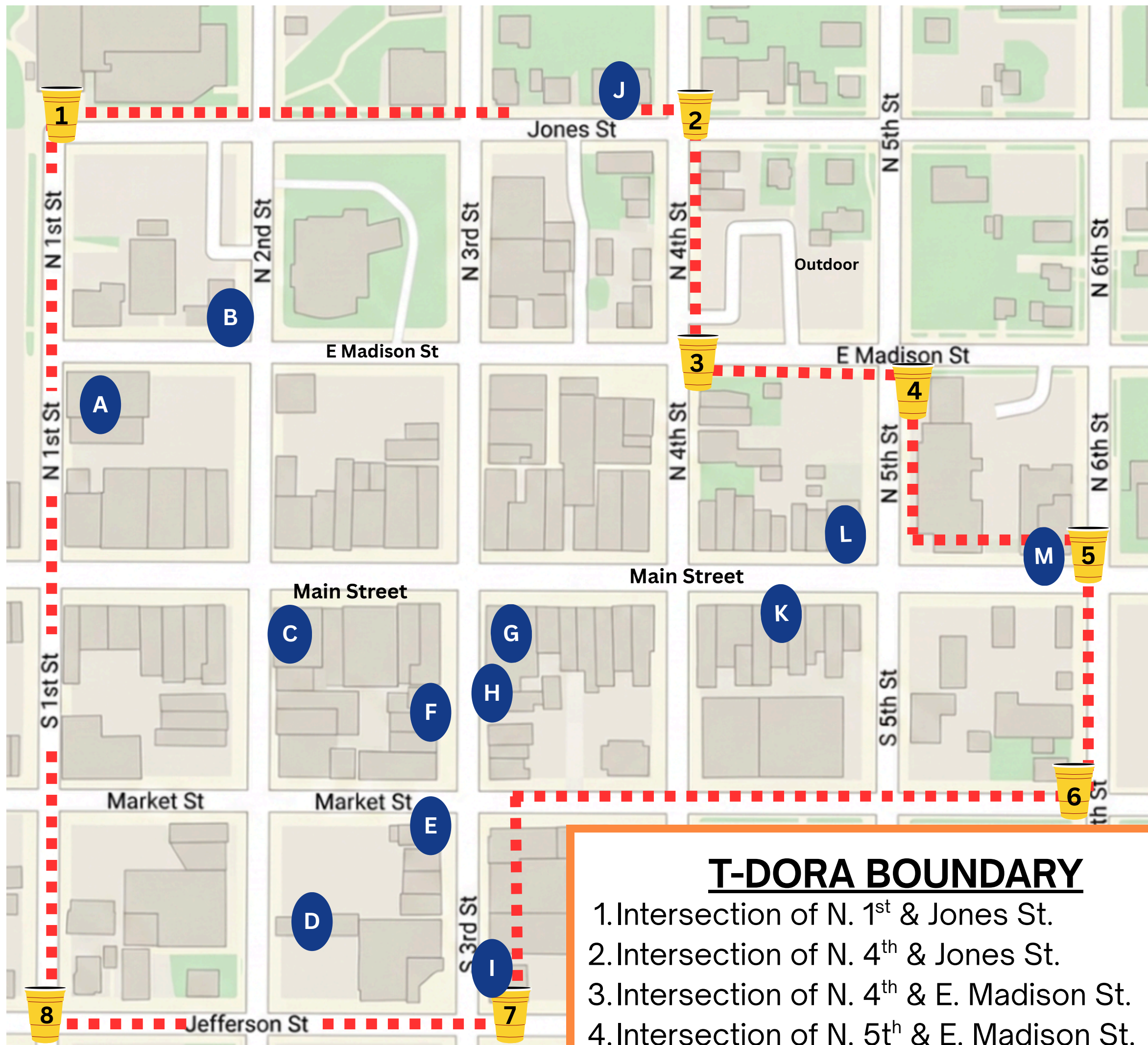
Jefferson St

THE BIG POP-UP

Vendor & Street Fair!

TDORA

Temporary | Designated | Outdoor | Refreshment | Area



PARTICIPATING BUSINESSES

- A. Elks Lodge (117 N 1st St.)
- B. The Goose & Gander (200 N. 2nd St.)
- C. Lyon's Irish Pub (201 E. Main St.)
- D. Silver Eagle Saloon (207 S. 2nd St.)
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T-DORA BOUNDARY

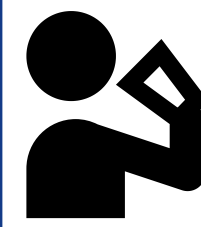
1. Intersection of N. 1st & Jones St.
2. Intersection of N. 4th & Jones St.
3. Intersection of N. 4th & E. Madison St.
4. Intersection of N. 5th & E. Madison St.
5. Intersection of N. 6th & Main St.
6. Intersection of S. 6th & Market St.
7. Intersection of S. 3rd and Jefferson St.
8. Intersection of S. 1st and Jefferson St.

SCAN FOR BIG POP-UP INFORMATION



TDORA

Guidelines



Alcohol consumption is permitted from 10 AM to 4 PM.



Alcohol consumption must stay within TDORA boundaries.



Beverages may only be consumed in TDORA cups.



Patrons cannot carry TDORA Cups from one TDORA business to another business.



No outside alcohol permitted.



All liquor regulations apply.

The TDORA (Temporary Designated Outdoor Refreshment Area) regulations are found in Section 428-8 of the Municipal Code. Ordinance 26-21.