

COORDINATOR'S REPORT

August 21, 2023



1. Upcoming Programming



August 24th: Whiskeybelles w/ Pizza Ranch; C&J BBQ; Yes! Watertown 7-9pm

August 26th: Yankee Dutchmen Marching Band, DJ Shawna & Laser Light show; face painting, balloon twisters, kart park, FFA Ice Cream Cart, possible bounce house (need sponsor still \$250) C&J BBQ, Pizza Ranch, Yes! Watertown 4-9pm

August 27th: Koine Concert – St. Luke's Lutheran Church Maybe a food truck also 4-7pm

September 7th: decided to cancel as too many stops currently in event

September 15th: Dementia Awareness 10th Anniversary: 1-5pm Food vendors

September 16th: Fiesta in the Park Food, drink, and vendors 10am-6pm

September 17th: Calvary Baptist Church 30pc orchestra 5-6:30pm

October 14th: Solar Eclipse event with Library details tbd

October 28th: Pumpkin Palooza add on Live statues from Watertown Players (need sponsor); cookie decorating from Sugar Sunflower Bakery; Chick fil-a food truck; businesses set up tables for trick or treaters; wooden cutouts on lawn for photo ops; would like to decorate with hay bales and mums for fall. 10am-5pm

November 16th: Tree Lighting times and details TBD

December 2nd: Jingle Bells on the Rock "A Hallmark holiday experience" 12-7pm Details TBD

2. Update on Next Year's programming dates



May 25th

June 11

June 23

July 9

July 20

July 28

Aug 4

Aug 13

Aug 24

1 Tuesday 5-7pm / 1 Sunday 11am-1pm / 1 Saturday 7-9:30pm ----- per mo.

Lyn to do Advertising for concert series only.

Graphic design is an additional \$100 per show and includes three social media artwork versions and one poster using the artists approved media materials. One poster highlighting all shows in that performing arts season is an additional \$100.

Social media and website maintenance (posting, interacting, updating, event creation, etc can be priced out separately based on your exact needs).

3. Update on New Alcohol Ordinance



**ORDINANCE TO
AMEND SECTION 410-52(C)(1), POSSESSION OF ALCOHOL
BEVERAGES ON PUBLIC WAYS OF THE CITY OF WATERTOWN
GENERAL ORDINANCES**

**SPONSOR: ALD. DANA DAVIS
FROM: PUBLIC SAFETY & WELFARE COMMITTEE**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS
FOLLOWS:

SECTION 1. Watertown General Ordinance Section 410-52(C)(1), Possession of Alcohol
Beverages on Public Ways is hereby amended to read as follows:

C. Exceptions.

- (1) This section shall not apply to such events for which ~~a Class "B" picnic license has been obtained under Chapter 220 of this Code~~ an appropriate license to dispense or sell alcohol under Wis. Stat. Ch. 125 has been obtained and approved by the City or where the City is distributing malt beverages pursuant to Wis. Stat. Sec. 125.06(6).

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	July 18, 2023		August 1, 2023	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS	① ✓		① ✓	
LAMPE	② ✓		✓	
BOARD	✓		✓	
BARTZ	✓		✓	
BLANKE	ABSENT		② ✓	
SMITH	✓		✓	
SCHMID	✓		✓	
WETZEL	✓		✓	
MOLDENHAUER	✓		✓	
MAYOR MCFARLAND	—		—	
TOTAL	8	0	9	0

ADOPTED August 1, 2023


CITY CLERK

APPROVED August 1, 2023


MAYOR

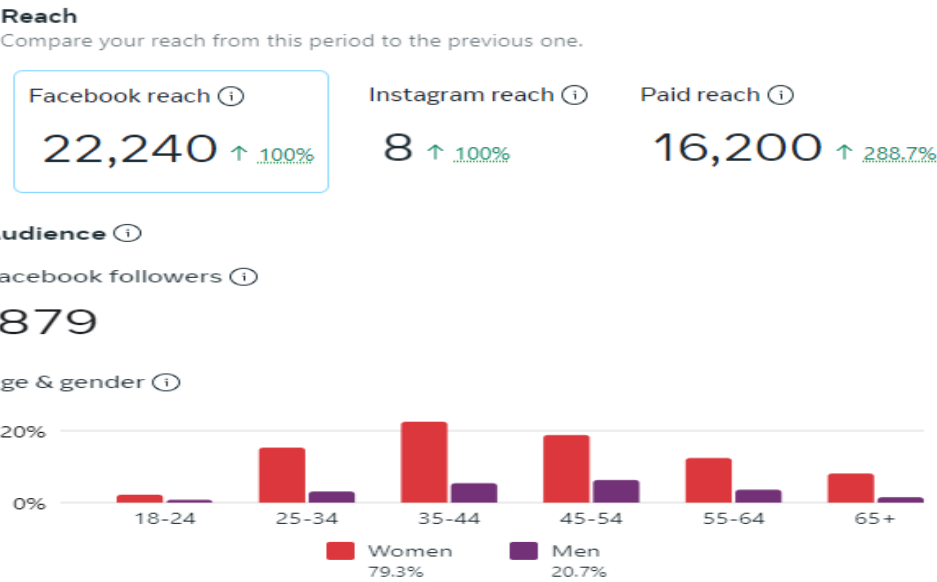
(July 18, 2023) Ord. #23-18

4. Grants / Sponsorship Details / Talks

- Submitted grant application for Beltz Foundation
Donor trifold and single sheet completed (images at end of document) Trifold to be sent out to print
In talks with: ITW Shakeproof; Ixonia Bank; Fisher Barton
TDS (donated \$1000 for Yankee Dutchmen)

5. Social Media Update

- started June 29
As of 8/15/23 FB: 680 Likes; 879 Followers
Instagram needs work! 😊



6. Water Conservation Update for IWF

- New Interactive Water Feature show. Andrew Day is helping us by designing new show. It will run 2 spouts at a time for 9 seconds. Rest for 5 seconds with colors flashing; 2 spouts on (random order) for 9 seconds, etc... This program will run for 3 minutes and then shut down with only colors running for a 30 second rest cycle. This is the 2nd adjustment we have made to programs to help relieve the water bill. New program installed on 8/16/23
5/17-6/16 1700 units \$12,672
6/17-7/16 1589 units \$11,337
7/17-today (bill actually will include tomorrow as well) 1141 units ~\$8700

7. Events I would like to do yet this year

- Movie in the Square; Tastings in the Square (BBQ cookoff with beer pairings from local beer vendors)

Reminder: DORA Webinar: August 22 @ 12 Noon

This webinar will feature the entertainment districts that have been established in Wisconsin. Representatives from several communities will share their stories on how their districts were established, the rules of operation and lessons learned along the way. Register at <https://forms.office.com/r/ea4DTXSN0t>

IDEAS FOR SPONSORSHIP

- **Car Shows:** Host car shows, showcasing classic cars, vintage automobiles, and unique vehicles for automobile enthusiasts.
- **Art and Craft Workshops:** Organize workshops for both children and adults, where they can learn new artistic skills and create their masterpieces.
- **Gaming Events:** Host gaming tournaments, board game nights, or interactive gaming experiences to bring together gaming enthusiasts.
- **Dance Performances:** Arrange dance showcases featuring local dance schools, dance troupes, and performances from different genres.
- **Poetry Slams:** Host poetry slams and spoken word events to nurture local talent and foster a creative community.
- **Historical Reenactments:** Organize historical reenactments to educate visitors about the town's history and heritage.
- **Storytelling Sessions:** Invite storytellers to share captivating tales and folklore, engaging both children and adults.
- **Charity Events:** Collaborate with local nonprofits and charitable organizations to host fundraising events and create awareness about important causes.
- **Light Shows:** Arrange mesmerizing light shows that transform the town square into a magical and enchanting space.



GET INVOLVED NOW!



QUESTIONS?



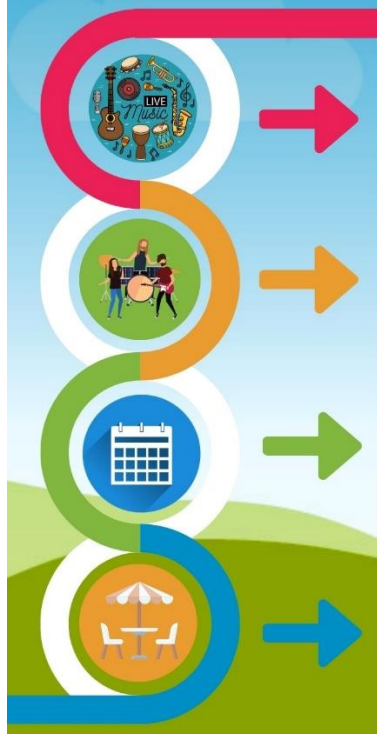
Sponsorship Opportunities



Seize the Spotlight!
Let Us help Your
Business Shine

We have had many community individuals and businesses express interest in being part of the excitement and programming at the square. Here are just a few options to get involved.

HOW TO GET INVOLVED



IDEAS FOR SPONSORSHIP

Sponsor the Sounds of Summer Concert Series (\$25,000)

- Includes 6 concerts hosted from May - August 2024
- Advertising in all marketing of the concert series*
- Option to speak at each concert
- Option to set up a table/booth at each concert
- Deadline: November 1, 2023

Sponsor A Band / Group / DJ

- Sponsor a band/group
- Advertising in all marketing of the group*
- Option to speak at concert
- Option to set up a table/booth at concert

Sponsor an Event

- Vendor fairs, tastings, more ideas to the right and on back panel
- Advertising in all marketing materials for the event*
- Option to speak at event
- Option to set up a table/booth at event

Sponsor Amenities

- Shade structure, picnic tables, benches, trees, etc.
- Option to put plaque/sign on item

- **Live Music Concerts:** Host regular concerts featuring local bands, musicians, and even occasional big-name artists to entertain the community.
- **Outdoor Movie Nights:** Set up a large screen and show classic films, family favorites, or themed movie nights under the stars.
- **Farmers' Markets:** Organize weekly farmers' markets with fresh produce, local artisans, and food vendors, creating a lively and vibrant atmosphere.
- **Street Performers:** Invite street performers, such as magicians, jugglers, acrobats, and musicians, to showcase their talents and captivate the audience.
- **Art Exhibitions:** Arrange art exhibitions featuring local artists, sculptors, and photographers to showcase their creations and foster community creativity.
- **Food Festivals:** Host food festivals that celebrate diverse cuisines, offering a range of dishes from different cultures and local eateries.
- **Cultural Festivals:** Organize cultural festivals representing various ethnicities and traditions, featuring dance performances, traditional music, and arts and crafts.
- **Holiday Celebrations:** Plan festive events for holidays like Christmas, Halloween, Independence Day, etc., with decorations, themed activities, and parades.
- **Outdoor Fitness Classes:** Offer yoga, Zumba, or fitness classes in the open air, encouraging a healthy lifestyle for residents.

*Advertising will include Facebook & Instagram on Bentzin Family Town Square, Watertown Tourism & City of Watertown pages. All flyers, banners and signs will also be included.

HOW TO GET INVOLVED



We have had many community individuals and businesses express interest in being part of the excitement and programming at the square. Here are just a few options to get involved.

Sponsorship Opportunities



Sponsor the Sounds of Summer Concert Series

Includes 6 concerts hosted from June -August 2024

Advertising in all marketing of the concert series*

Option to speak at each concert

Option to set up a table/booth at each concert

Deadline: November 1, 2023



Sponsor A Band / Group / DJ

Sponsor a band/group

Advertising in all marketing of the group*

Option to speak at concert

Option to set up a table/booth at concert



Sponsor an Event

Vendor fairs, tastings,

Sponsor an event (ie. magician, kids fair, vendor fair, etc)

Advertising in all marketing of the event*

Option to speak at event

Option to set up a table/booth at event



Sponsor a Park Accessories/Equipment

Shade structure, picnic tables,

Option to put plaque / sign on item

***Advertising will include Facebook & Instagram on Bentzin Family Town Square, Watertown Tourism & City of Watertown pages. All flyers, banners and signs will also be included.**

