

**VILLAGE OF ELM GROVE**  
13600 JUNEAU BOULEVARD  
ELM GROVE, WI 53122  
PH: (262) 782-6700  
**SPECIAL EVENTS PERMIT APPLICATION\*\***

**Special Event:** As defined by Chapter 241 of Village Code, is "an outdoor assemblage of 200 or more persons at any one time on public or private property for a performance, celebration, commemoration, display and/or sale of goods or other type of social gathering open to the public for free or upon payment of some kind of consideration; it includes, but is not limited to, whether for profit or not, outdoor festivals, flea markets, fun runs, bicycle races, walkathons, marathons, outdoor gatherings on non-residential property involving the use of temporary structures, and other similar type activities that do not require a permanent site or business location and do not compromise public health, safety or welfare."

This application must be filed with the Village Clerk at least **sixty (60) days prior** to the scheduled date of the special event. Please be sure to fill out the reverse side of this form, as incomplete submittals will not be accepted.

Has the proposed event been permitted in a previous year? (circle one): Yes No (if "yes", please request a re-issuance form)

Name of Event: Walk the Plank - A Business Trick-or-Treat Event  
Date(s) of Event: 10/21/23 Start Date: 10/21/23 End Date: 10/21/23

Name of Organization (list contact information for all partners, officers and directors if the organization is a partnership or corporation):

Elm Grove Business Association  
Address: 1000 Legion Dr. City: Elm Grove State: WI Zip: 53122

Contact Person (Day of event): Heather Weber  
Address: 13445 Tosca Ct. City: Elm Grove State: WI Zip: 53122  
E-Mail: heather@ghomestore.com Home Phone: — Cell Phone: (414) 704-6422

Time/date event will begin: 4:00 PM 10/21/23 Time/date event will end: 6:00 PM 10/21/23

**Site plan information.** Attach a detailed map/diagram of the event and indicate the location of the following: event vendors (e.g. food, alcohol); parking accommodations (on and off site); proposed road closures; signage.

Estimated attendance at the event: 300 (Note: more than 300 people requires approval from the Village Board of Trustees)

Will there be outdoor music at the event? Yes X No \_\_\_\_\_

Will alcoholic beverages be served? Yes X No \_\_\_\_\_ (O'Donoghue's and Silver Spur)

Other submittal items:

- ❖ Written description of event activities.
- ❖ Proof of event notice (Delivery of notice at least three weeks prior to the event to properties within a 500' radius of the event – Village will provide mailing addresses for affected properties)
- ❖ Signage submission including the number, type and required property consent forms (see Chapter 335-47 of the Village Code of Ordinance).
- ❖ Proof of current insurance (to be accepted and approved by the Village Manager or authorized designee) to be provided

I understand the filing of this application does not ensure the issuance of this license and further that additional information may be required. I hereby certify that the foregoing facts are true to the best of my knowledge.

Signature of applicant: Heather Weber Date: 7/27/23

Approved: \_\_\_\_\_ (Village Manager or authorized designee) Date: \_\_\_\_\_

**\*\* The Village of Elm Grove is not responsible for the applicant's investing of any monies for purpose of the special event should the application be denied.**

2023 Walk the Plank - A Business Trick-or-Treat Event – Saturday, October 21  
EVENT DESCRIPTION

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The third annual Walk the Plank event, presented by the Elm Grove Business Association will be a business district trick-or-treating extravaganza. The goal of the event is two-fold: create a family-friendly community event for residents to enjoy and increase awareness of the multitude of wonderful local businesses located in Elm Grove. Last year's event was attended by over 100 families with 30+ Elm Grove businesses and organizations participating.

As we did last year, we would like to host the event on Watertown Plank Road, between Legion Drive and Church Street, where a number of our local businesses are located. By closing Watertown Plank, businesses located outside of the closure will be able to set up spaces/tents along the closed street to participate in the event, while keeping families safe in one area. Each business will be encouraged to hand out pre-packaged candy and/or trinkets to trick-or-treaters and will be able to decorate their store or tent space in whichever way they choose,

A DJ will be located near the intersection of Watertown Plank Road and Elm Grove Street, spinning spooky tunes. Local restaurants will be serving food and beverages both inside and outside their establishments, with proper permitting.

The timing of the event is listed as 4 PM - 6 PM. We are requesting the road to be closed from 3:30 PM - 7 PM to allow for ample set up and take-down.

We intend to place additional signage to help direct the public on the day of the event, with parking available at Town Bank and the lot on the corner of Legion and Watertown Plank.

Liability insurance coverage will be provided by Woller-Anger & Company, LLC.

The Elm Grove Business Association is excited to bring this family-friendly event to the community for its third year, on behalf of the local businesses.



Dear Sir or Madam:

As the presenter of the third annual Walk The Plank - A Business Trick or Treating Event, we are excited to tell you about the event that is planned for Saturday, October 21, 2023. The event will provide an opportunity for our local families to bring their children and trick-or-treat from business to business on a closed Watertown Plank Road, with businesses not located in the district setting up spots along the route. Attendees will also be able to enjoy Halloween tunes from the on-site DJ, socialize with friends and consume food and drink from local restaurants. Not only will the event be fun for families, but it will also highlight our local businesses and increase awareness of our multitude of local businesses amongst local residents. Last year we were thrilled to have over 100 families attend and over 30 local businesses and organizations participate. We look forward to even more this year!

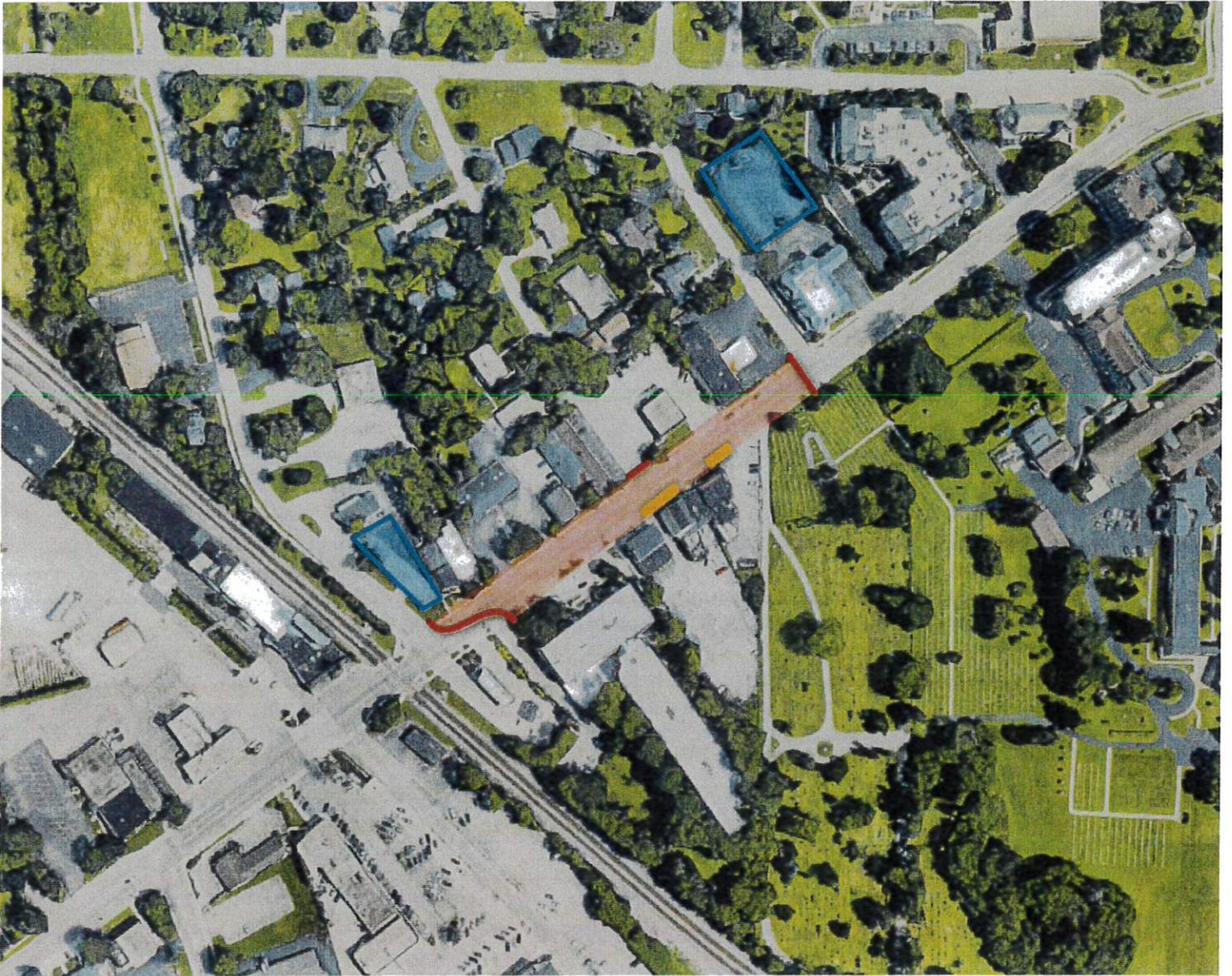
You are receiving this letter because your property is located near the event or could potentially be affected by the event. On the day of the event, Watertown Plank Road will be closed along the main business district from Church Street to Legion Drive. Elm Grove Street will have restricted access via Juneau Boulevard. Access will also be available to the driveways for Terrace Condominiums. We are working with the Village of Elm Grove to minimize the impact of the closure and detour on local residents yet provide a safe and ample venue for this fun, family-friendly event.

We anticipate the impact from the road closure to be minimal. The road will be closed at 3:30 PM and be reopened by approximately 7:00 PM. During the closure, traffic will be rerouted along Juneau Boulevard, Church Street, and Legion Drive.

Please contact us if you have any questions or concerns. We also invite you to join us for our third annual business trick-or-treating event in Elm Grove!

On behalf of the Elm Grove Business Association,

Heather L. Weber  
EGBA President



■ ROAD CLOSURE

■ PARKING

■ BEER & FOOD TENT