



414-425-7500

**Special License Committee**  
**Agenda\***  
**Franklin City Hall Hearing Room**  
**9229 W. Loomis Rd**  
**Franklin, WI**  
**October 25, 2023 – 5:45 p.m.**

<b>1.</b>	<b>Call to Order &amp; Roll Call</b>	<b>Time:</b>		
<b>2.</b>	<b>License Applications Reviewed</b>	<b>Recommendations</b>		
<b>Type/ Time</b>	<b>Applicant Information</b>	<b>Approve</b>	<b>Hold</b>	<b>Deny</b>
<b>Extraordinary Entertainment &amp; Special Event</b>	<b>ROC Ventures – Enchant Christmas</b> Person in Charge: Jeff Vetting & Laura Nelson Location: 7035 S Ballpark Dr Dates of Event: Select Dates from 11/22 through 12/31/2023			
<b>3.</b>	<b>Adjournment</b>	<b>Time:</b>		

\*Notice is given that a majority of the Common Council may attend this meeting to gather information about an agenda item over which they have decision-making responsibility. This may constitute a meeting of the Common Council per State ex rel. Badke v. Greendale Village Board, even though the Common Council will not take formal action at this meeting.



9229 W Loomis Rd, Franklin, WI 53132-9630  
Telephone: 414-425-7500

City Clerk's Office  
Fax: 414-425-6428

**EXTRAORDINARY ENTERTAINMENT & SPECIAL EVENT  
APPLICATION**

**Application must be received a minimum of 30 working days prior to event.**

Applicant Name Jeff Vetting

Name & Description of Event Enchant Christmas - the world's largest Christmas Maze and Market

Event Location (address and full description) 7035 S Ballpark Dr, Franklin, WI 53132 - Franklin Field

Owner of Property ROC Ventures

Day(s) and Date(s) of Event Select Dates from Wednesday November 22, 2023-Sunday, December 31, 2023

Start Time 4:30pm End Time 11:30pm

Duration of Show (for fireworks displays) No Fireworks

Setup Date(s)/Time(s) October 30, 2023-November 21, 2023 - 8:00am-6:00pm

Breakdown Date(s)/Time(s) January 2, 2023 - January 14, 2023 - 8:00am-6:00pm

Maximum number attending per day 12,000

Maximum number of tickets to be sold (if any) per day 12,000

**(If corporation, attach certified copy of Articles of Incorporation together with the name, age, residence and mailing address of each person holding more than 10% of the stock.)**

Person in Charge of Event Name Jeff Vetting

Address (Including City/State/Zip) \_\_\_\_\_

Home phone \_\_\_\_\_ Cell \_\_\_\_\_

E-mail \_\_\_\_\_ Business phone \_\_\_\_\_

Fax n/a Business E-Mail \_\_\_\_\_

1. Provide plans to limit the maximum number of people permitted to assemble.
2. Provide plans for fencing the location of the special event and the gates contained in such fence. A detailed drawing must be submitted as part of this application.
3. Provide plans for supplying potable water, including the source, amount available and location of outlets.
4. Provide plans for providing toilet and lavatory facilities, including the source, number, location, type and means of disposing of waste.

5. Provide plans for holding, collecting & disposal of solid waste material.
6. Provide plans, if any, to illuminate the location, including sources and amounts of power and location of lamps.
7. Provide plans and description for parking vehicles, including size and location of lots, highway ingress/egress, parking lots and shuttle services.
8. Provide plans for telephone services, including source, number and location.
9. Provide plans for security, including number of guards, deployment, names, addresses, credentials and hours of availability.
10. Provide plans for fire protection, including number, type and locations of all protective devices, including alarms & extinguishers, number of emergency fire personnel available.
11. Provide plans for sound control and amplification, including numbers, locations and power of amplifiers & speakers.
12. Provide plans for food and beverage concessions and concessionaires, including names, addresses and license or permit numbers.
13. Provide plans and specific descriptions for each of any other type of vendor or provider of amusements or entertainments, including names, addresses and license or permit numbers.
14. Provide Certificate of Insurance no later than 10 days prior to the event. (Wording: "City of Franklin as Additional Insured" is required on certificate.)
15.  \$100.00 nonrefundable license & administration fee payable with application.  
 bond  letter of credit  cash deposit  
 (due no later than 10 days prior to the event, based upon anticipated cost of services)  
 \_\_\_\_\_ Police services  
 \_\_\_\_\_ Fire services  
 \_\_\_\_\_ Registered Sanitarian (non-staff) services, if needed  
 \_\_\_\_\_ Total estimated costs

Applicant agrees to indemnify and save harmless the City of Franklin from and against any and all liabilities, claims, demands, judgments, losses and/or all suits at law or in equity, costs and expenses, including reasonable attorney fees, for injury or death of any person or loss or damage to the property of any person, firm, organization or corporation, arising in any way as a consequence of the granting of a license for this special event. Applicant affirms that the statements contained in this application are true and correct to the best knowledge of Applicant.

Date 9/25/2023

J - Vet

Signature of Applicant

RECEIVED 9/26/2023 REPORTED TO COUNCIL 10/3/23 LICENSE # \_\_\_\_\_ SERVICE FEE TO BE INVOICED \_\_\_\_\_

## **Enchant Christmas Application Answers:**

- 1) Please see ticket sales cap enclosure.
- 2) Please see Site Map enclosure. The fencing surrounding Franklin Field will serve as the barrier perimeter.
- 3) Potable water will be accessed through the main concession building at Franklin Field.
- 4) Please see Site Map enclosure. Permanent rest rooms at Franklin Field will be in use, and there are plans to supply portable restrooms in the first baseline bullpen.
- 5) Existing waste removal plan for Franklin Field will be supplemented with receptacles placed throughout the field and venue.
- 6) Please see generator spec enclosure for supplemental power. Suffice it to say the venue will be well-lit.
- 7) Parking plan will be available soon. Much dedication is being applied to ensure that the flow, safety and capacity of parking is more than adequate. The Venue is working closely with Enchant leadership with detailed knowledge of the flow for this particular event. The event is timed entry at a carefully selected capacity, as you can see by the ticket capacity enclosure. So, the historical issues faced at the Venue will not repeat themselves. Enchant will work with law enforcement and City Officials to ensure all due diligence is done.
- 8) Cellular coverage is sufficient, and Wi-Fi capacity is upgraded and able to manage all needs.
- 9) Event Security will be hired on as part-time seasonal staff, and will be present during all operating hours and shoulder times.
- 10) Jeff Vetting will be doing a scheduled walk through with Franklin Fire Department to mitigate and issues or concerns. A Fire Protection plan will be created and enforced.
- 11) There are no sound amplifications for this event. Unlike a live performance (concert), or a sporting event with announcers, the plans for sound are background music for a tranquil and family-oriented holiday experience. Detailed plan will be available for review by the Permitting Meeting.
- 12) Main Concessions Station will be active at Franklin Field. Food Subcontractors are still in the selection phase. The intention is to have 8 food trucks, and approximately 4 other food subcontractors preparing and serving on-site. We will be sure to schedule an appointment with the Health Inspector to ensure all needs are met and all licensure is obtained and kept up to date.
- 13) Retail vendors are also still in selection phase. Amusement and entertainment will be hired staff, the genre of entertainment will be Santa/Mrs.Claus, Dancing Elves, and potential community choirs. A full list can be provided once complete.
- 14) Provided
- 15) Paid

Please feel free to contact me for new information as it develops. I will work to keep the proper authorities informed. This will be such a wonderful experience for community members and visitors. I will see to it.

Thank you!

Laura Nelson – Person in Charge through ROC Ventures