

Item 25-0065: Approve Memorandum of Understanding between the City of Appleton and Wisconsin Entertainment Group LLC to manage the City of Appleton Independence Day Celebration

Parks and Recreation Committee

Mon, Feb 10, 2025 6:15PM

Aldersperson Katie Van Zeeland (District 5) 01:58

The next action item is 25-0065, to approve the memorandum of understanding between the City of Appleton and Wisconsin Entertainment Group LLC to manage the city of Appleton Independence Day celebration. We have a motion?

Aldersperson Alex Schultz (District 9) 02:14

Motion to approve.

Aldersperson Nate Wolff (District 12) 02:15

Second.

Aldersperson Katie Van Zeeland (District 5) 02:15

We have a motion to approve and a second. Director Gazza, this is the event that happens at Memorial Park, is that correct?

Director Dean Gazza (Parks, Recreation, and Facilities) 02:23

Yes, it is. We put out a request for proposal, and we received two responses for that. We received other interests, but some of the groups realized the magnitude of the event would be too challenging for them. So, two groups that have significant experience in putting on large events like this. We evaluated it. We included the attorney's office, police, fire and parks and recreation, and we unanimously selected Wisconsin Entertainment Group based on the factors that we were looking at, which just overall this experience, the proposal, what they were looking at providing for the event and trying to mirror what was provided in the past, references, financial ability, safety record, things like that. So, yeah, we're excited. We're really excited. The group with Wisconsin Entertainment Group is very eager, and they have a lot of, I guess, success getting donations. So, they're looking at going after donations. They already got some commitments. Have, if this goes through, which will help them, you know, make sure that the event is a great event.

Aldersperson Katie Van Zeeland (District 5) 03:43

All right, any questions from committee? Alder Smith,

Aldersperson Martyn Smith (District 4) 03:48

Is this a change of vendor for this, or who has done it in past years?

Director Dean Gazza (Parks, Recreation, and Facilities) 03:54

Yeah, the Jaycees had did it in the past, and they basically couldn't handle the event anymore, just for a lack of membership with an organization. So last year when they notified us, there wasn't enough time to find another organization. So, then we as a city, put it on, but we only did it as a fireworks only. We didn't have all the activities during the day which included the music, the children's events, and things like that. So that's the intent, to bring it back and have a group like that do it.

Director Dean Gazza (Parks, Recreation, and Facilities) 04:26

They have—they can get, you know, the workforce to handle the event. There're significant amount of people that will step up and help them with an event, and they have the capability, if necessary to—I'm sure there's some paid positions too, but they get tons of volunteers, whether it be for parking, whether it be for serving food, coordinating the music and the bands, picking up garbage and so forth. So, it's something we wouldn't be able to do on our own. That's why we limited the event to the to what it was last year.

Aldersperson Katie Van Zeeland (District 5) 05:02

And I'll just add that I did get some feedback when the Jaycee's said they would not be putting on this event anymore, people who are disappointed. People were very happy to have the fireworks back, but felt that with everyone getting into that park, you know, to sit and wait, it would be much better environment to have the music and the food, etc. So, I'm glad to see that this is back.

Aldersperson Katie Van Zeeland (District 5) 05:27

Any other questions, concerns? All right, hearing none we'll vote. All those in favor say, aye. Aye. That motion passes three zero.