MARKETING COMMITTEE MEETING AGENDA

Tuesday, June 30, 2015 at 7:30am

Sister Bay Fire Station 2258 Mill Road

For additional information check: www.sisterbaywi.gov

Call Meeting to Order **Deviations from the agenda order shown may occur.**

Roll Call

1	Chair – Shane Solomon		2	Drew Bickford	
3	Kathy Enquist		4	Tara Gokey	
	Administrator – Zeke Jackson				

Approval of agenda and minutes as published
Comments and Correspondence
Business Items

1. Discussion on agreement between SBAA and Village; consider a motion for action if necessary.
2. Discussion on Alcohol Sales Agreement between SBAA and Village; consider a motion for action if necessary.
3. Consider a motion to convene into Closed Session pursuant to Wisconsin State Statutes 19.85(1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.
4. Consider a motion to reconvene into Open Session.
5. Consider a motion to take action, if required.
6. Report on sponsorship plan for 2015.
7. Consider a motion to discuss matters to be placed on a future agenda or referred to a committee, official or employee.

Adjournment

Public Notice

Questions regarding the nature of the agenda items or more detail on the agenda items listed above scheduled to be considered by the governmental body listed above can be directed to Zeke Jackson, Village Administrator at 920-854-4118 or at zeke.jackson@sisterbaywi.gov.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Sister Bay Village Administrator at 854-4118, (FAX) 854-9637, or by writing to the Village Administrator at the Village Administration Building, 2383 Maple Drive, PO Box 769, Sister Bay, WI 54234. Copies of reports and other supporting documentation are available for review at the Village Administrator's Office, Administration Building, 2383 Maple Drive during operating hours. (8 a.m. – 4 p.m. weekdays).

I hereby certify that I have posted a copy of this agenda at the following locations:

☐ Administration Building ☐ Library ☐ Post Office

_____ / _____

Name

MARKETING COMMITTEE MEETING MINUTES
FRIDAY, APRIL 3, 2015
SISTER BAY-LIBERTY GROVE FIRE STATION – 2258 MILL ROAD
(APPROVAL PENDING)

The April 3, 2015 meeting of the Marketing Committee was called to order by Committee Chair Shane Solomon at 8:35 A.M.

Present: Committee Chair Shane Solomon and members Kathy Enquist, Tara Gokey and Drew Bickford.

Staff Members: Village Administrator Zeke Jackson, Marketing Director Jason Polecheck and Assistant Administrator Janal Suppanz.

Comments, correspondence and concerns from the public:
Solomon asked if anyone wished to address a non-agenda item. No one responded. He then noted that no new correspondence had been received.

Approval of the Agenda:
A motion was made by Solomon, seconded by Bickford that the Agenda for the April 3, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Approval of Minutes as published:
A motion was made by Enquist, seconded by Bickford that the minutes for the March 6, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Business Items:
Item No. 1. Discussion regarding the Operating Agreement between the SBAA and the Village; and consider a motion for action if necessary:
A draft of the Operating Agreement between the Village of Sister Bay and the SBAA was included in the meeting packets. That document was presented to the SBAA Board of Directors yesterday, and the Board recommended a few grammatical revisions, which were pointed out by Bickford. Bickford noted that the SBAA Board of Directors would like to see the sentence contained in Section 2.5 of the agreement which requires that the SBAA must actively seek at least one grant per year removed. He also noted that once a final draft of the agreement is agreed upon the SBAA Board of Directors would like to have that document reviewed by legal counsel, and then would like to present the agreement to the membership of the SBAA as whole at the SBAA Spring Social. The question arose as to whether the wrist banding policy mentioned in the agreement just pertained to large festivals or all events, and it was the consensus that I.D. wrist banding shall occur at any Village and/or SBAA events conducted on publicly owned property where alcoholic beverages are sold. Gokey noted that they did try selling wristbands for $1 each at "Taste of Broadway" in Green Bay, and a number of complaints were received that this action was taken. Next year they will take a different approach and will attempt to solicit wristband sponsorships. The organizers of "Taste of Broadway" do require that people purchase food and beverage tokens as they enter the event grounds, and any vendors

participating must provide a percentage of their gross sales to the sponsoring agency. Cash and credit cards are accepted when tokens are sold. Any excess funds which are realized as the result of token sales are deposited into an escrow account. It was the consensus that a token policy would work quite well for Village and SBAA sponsored events and might be a solution to a number of the logistical issues associated with Fall Fest, as wrist bands could be provided when tokens are sold.

Gokey indicated that she would be happy to explain the previously mentioned token system to the members of the SBAA Board of Directors, and it was the consensus that a joint meeting of the Marketing Committee and the SBAA Executive Committee should be conducted ASAP.

Item No. 2. Introduction of the Marketing Director for the Village of Sister Bay:
Jackson and Solomon introduced Jason Polecheck, the new Marketing Director for the Village. The Committee members welcomed Polecheck and indicated that they look forward to working with him.

Item No. 4. Report on the sponsorship plan for 2015:
Jackson and Polecheck presented a sponsorship plan for 2015 and explained the various components of that plan. During the review process some minor revisions were suggested and Jackson took note of all of them. Business owners will still be allowed to sponsor individual events, but a few changes have been made to the existing marketing policies. The two major changes are that business owners from outside the area will now be allowed to sponsor events conducted in Sister Bay, and businesses will be allowed to pay annual sponsorship fees. The Committee members did indicate that they believe more unique names should be chosen for the sponsorship levels.

The Village Hall is utilized for a number of events, and the suggestion has been made that sponsor banners be installed in the Village Hall on a permanent basis. Several of the Committee members indicated that they wouldn't mind if banners are put up in the Village Hall during large events, but they believe it would be a useless advertising technique to leave them up on a permanent basis since the Village Hall is not readily accessible to the general public at all times.

Gokey suggested that social media be utilized to the fullest extent when marketing is done for the Village, and it was the consensus that that should occur.

Movies in the Park will be conducted this year, and a list of suggested movie showings was included in the meeting packets. It was the consensus that the movie choices which have been made are fine.

Item No. 3. Discussion regarding amendment of the 2015 marketing budget; and consider a motion to authorize the expenditure of sponsorship funds and other monies received for marketing/events:
The Village Board authorized the expenditure of $50,000 for special events to be conducted in the Village, but there was an expectation that those funds would be self-perpetuating. The $50,000 has been deposited into a CIP account. Since a Marketing Director has now been hired sponsorship revenues should increase, and any sponsorship fees received will be deposited into a General Fund revenue account. During the annual

budget process reallocations will occur. In theory the sponsorships should offset any special event expenses, and the $50,000 should eventually be replaced. Jackson believes it would be very helpful if data could be compiled which clearly delineates the income and expenses related to each event which is sponsored by the Village.

A motion was made by Solomon, seconded by Bickford that the Marketing Committee recommends that a budget amendment be made which states that a special revenue account shall be created for any revenues realized when events and festivals under the purview of the Marketing Committee are conducted. Motion carried – All ayes.

Item No. 5. Consider a motion to discuss matters to be placed on a future agenda or referred to a committee, official or employee:
It was the consensus that Polecheck shall give a report regarding marketing activities at all future Marketing Committee Meetings.

Adjournment:
A motion was made by Bickford, seconded by Enquist to adjourn the meeting of the Marketing Committee at 11:32 A.M. Motion carried – All ayes.

Respectfully submitted,

Janal Suppanz,
Assistant Administrator

SPECIAL MARKETING COMMITTEE MEETING MINUTES
THURSDAY, APRIL 16, 2015
SISTER BAY-LIBERTY GROVE FIRE STATION – 2258 MILL ROAD
(APPROVAL PENDING)

The April 16, 2015 meeting of the Marketing Committee was called to order by Committee Chair Shane Solomon at 7:35 A.M.

Present: Committee Chair Shane Solomon and members Kathy Enquist, Tara Gokey and Drew Bickford.

Staff Members: Village Administrator Zeke Jackson, Marketing Director Jason Polecheck and Assistant Administrator Janal Suppanz.

Others: Ron Kane, James Larsen and Paige Funkhouser.

Comments, correspondence and concerns from the public:
Solomon asked if anyone wished to address a non-agenda item. No one responded. He then noted that no new correspondence had been received.

Approval of the Agenda:
A motion was made by Solomon, seconded by Enquist that the Agenda for the April 16, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Approval of Minutes as published:
Suppanz noted that the minutes for the April 3, 2015 meeting of the Marketing Committee have not been transcribed yet.

Business Items:
Item No. 1. Presentation on alternatives for charging for wristbands at public frestivals and events where alcohol is consumed:
Gokey organizes "Taste of Broadway" in Green Bay, and tokens are required for all food and drinks sold at that event. That procedure has been adhered to for many years. When tokens are utilized no cash has to exchange hands, and it is much easier for everyone involved. Vendors have informed Gokey that they really like the token system because it is very easy for them to determine which of their product offerings sell best. They did try to charge for I.D. wrist bands at "Taste of Broadway", but that practice was not well received at all. As an alternative measure people were asked to provide one token for a wrist band, and no complaints were received. Vendors are allowed to sell tokens ahead of time, and whatever proceeds are realized as a result of "pre-sells" are deducted when tokens are redeemed for cash. The profits realized at "Taste of Broadway" were $120,000. (Approximately $60,000 of those proceeds consisted of sponsorship dollars. Typically banks are the largest contributors.) The token system allows festival organizers to charge food and beer vendors from outside the area more fees as the split of proceeds is increased. (Businesses inside the Broadway District are required to pay fees of 10% of their proceeds and vendors from outside the district pay fees of 50% of their proceeds, but those fees are negotiable. If, for example, a business books a band which performs outside their fees

would be reduced, or, in some cases they may not have to pay anything.)

Larsen indicated that he is one of the three owners of Husby's and can see that the token system would work at festivals and large events, but can also think of a number of logistical issues which could arise for him and his employees, especially at Fall Fest. He has no objections to wristbanding and realizes festival organizers need to make money to offset expenses, but also believes income can be generated in a different way. Gokey responded that business owners on Broadway Street were allowed to opt out of the token system, but it has been her experience that their sales did increase whenever tokens were utilized. Some business owners also chose to accept cash and credit cards as well as tokens.

During discussion those present noted that if tokens are utilized at festivals and special events it might not be necessary to charge for wristbands at all, and it was the consensus that such a policy shall be implemented.

Item No. 3. Discussion regarding the agreement between the SBAA and the Village and consider a motion for action if necessary:
A draft of the revised Operating Agreement between the SBAA and the Village was included in the meeting packets and the Committee members jointly reviewed that document. Discussion took place regarding the logistics associated with the provisions of Section 3.6 - Coupons, and it was the consensus that Jackson shall contact the Village's auditors regarding sales tax requirements and make any applicable amendments. He also took note of all the grammatical revisions which were suggested.

Solomon and Jackson stressed that they believe the SBAA does an excellent job and also believe the Operating Agreement will clarify a number of the questions which have already arisen regarding their operations. In no way was this whole process intended to be a way for the Village to "step on anyone's toes".

A motion was made by Solomon, seconded by Enquist that the revised Operating Agreement which was reviewed at this meeting shall be presented to the SBAA Board of Directors as amended. Motion carried – All ayes.

At 9:35 A.M. Enqjuist indicated that she had another obligation and left the meeting.

Item No. 2. Discussion on alternatives presented in Item 1 and consider a motion for action if necessary:
A motion was made by Bickford, seconded Gokey that color coded tokens shall be utilized and be redeemable at all Village and SBAA sponsored festivals and events, but the use of those tokens shall first be implemented at Sip & Savor. The Village will be responsible for soliciting any sponsors listed on the tokens as well as production of them. Motion carried – All ayes.

Item No. 4. Report on the sponsorship plan for 2015 – commitments to date:
To date Polecheck has solicited $6,500 in sponsorships for festivals and special events.

Item No. 5. Consider a motion to discuss matters to be placed on a future agenda or referred to a committee, official or employee:
There were no items to be placed on a future agenda or referrals to a committee, official or employee.

Adjournment:
A motion was made by Solomon, seconded by Bickford to adjourn the meeting of the Marketing Committee at 10:05 A.M. Motion carried – All ayes.

Respectfully submitted,

Janal Suppanz,
Assistant Administrator

AGREEMENT BETWEEN VILLAGE OF SISTER BAY & SISTER BAY ADVANCEMENT ASSOCIATION

THIS AGREEMENT is made and entered into by and between the VILLAGE OF SISTER BAY, a public body corporate and politic duly created under the laws of the State of Wisconsin (the "Village") and the SISTER BAY ADVANCEMENT ASSOCIATION, a Wisconsin non-profit, 501(c)6 non-stock corporation (the "Association").

RECITALS

WHEREAS, pursuant to the provisions of Section 61.34(1) of the Wisconsin Statutes the Village Board of and for the Village of Sister Bay has the authority and power to act for the government of the Village and for its peace and good order as well as its health, safety, welfare and convenience; and

WHEREAS, the Association, among other things, provides its members and the Village of Sister Bay with promotional services and events; and

WHEREAS, the Village is willing to provide a financial contribution to the Association to assist in facilitating commerce, promote tourism, recreation and promote and support capital investment in the community. Under and pursuant to the terms, conditions, limitations and provisions of this Agreement through the promotion of SBAA members and the amenities of the Village of Sister Bay;

NOW, THEREFORE, the Parties hereto, by their respective authorized agents and representatives do hereby agree in and to the following:

ARTICLE I: TERM AND TERMINATION

Section 1.1 – Term: The term of this Agreement shall be for a period commencing as of the effective date of signature hereof and ending December 31, 2015.

Section 1.2 – Renewal: This Agreement shall not automatically renew but may be renewed upon the mutual agreement of the Parties hereto.

Section 1.3 – Termination: This agreement may be terminated by either party hereto at any time upon 180 days prior written notice to the other party. No further funding will be paid by the Village to the Association after the 180 day notice period terminates.

ARTICLE II: PROMOTIONAL SERVICES

Section 2.1 – General Statement of Services: The Association shall in a professional and businesslike manner promote the artistic and cultural heritage through producing events in such manner as the Association shall determine subject to the terms, conditions, limitations and provisions of this Agreement.

Section 2.2 – Promotion and Event Production: Subject to annual approval by the Village, the Association shall carryout promotion and the production of events, such as, but not limited to shows, exhibits, plays, music, events, dance events, storytelling and festivals during the term of this Agreement. Such events may be held on property controlled or owned by the Village and at such locations as shall be approved by the Village Parks, Properties and Streets Committee.

For this contract year, the Association agrees to continue to sponsor their promotional events, including, but not limited to the following:

-Sip and Savor/Paddlefest
-Door County Festival of Fine Arts
-Fall Fest
-Capture the Spirit

Section 2.3 – Promotion Through Visitor Services: The Association shall operate a Visitor Center in a facility located in the Village of Sister Bay. Services rendered through the Visitor Center shall include but not be limited to production of publications, distribution, administrative, and other activities related to the operation and provision of services related to tourism development, enhancement and promotion of SBAA Members and the Village of Sister Bay.

Section 2.4 – Membership: The Association shall include and market the amenities of the Village of Sister Bay in such annual marketing materials as the Sister Bay brochure and website, amenities identified as the Sister Bay Marina, the Sister Bay Waterfront Park, the Sister Bay Stage, Village Hall, Sports Complex, Ice Rink, Library and other facilities owned or controlled by the Village of Sister Bay. Individual units of business owned or controlled by the Village may, at their discretion, become individual members of the Association and receive the additional privileges and promotional services as other individual business members.

Section 2.5 – Leverage of local Funds: The Association shall make every effort to maximize funds under its control in order to enhance and expand its own operations, staffing capabilities, number and size of events, market reach and penetration. The Association shall make at least one grant application annually to support existing or new event development/promotion. The Association shall actively seek additional sponsorship and grant opportunities, including regional and national brand sponsors for Sister Bay Events.

ARTICLE III: USE OF PUBLIC FACILITIES

Section 3.1 – Use of Public Facilities: For purposes of the provisions of Section 2.2 of this Agreement, the Village shall, upon prior notice, make available facilities and improvements for Association use. The Association shall, by March 1, provide a list of dates for promotional events to be held in/on Village facilities by the Association. Reservations shall be made in advance with priority given to events hosted by the Association.

Section 3.2 – Waterfront Park, Sister Bay Stage, and other Village Facilities: The use and availability of space and facilities in the Village of Sister Bay by the Association for events sponsored in whole or in part by the Association shall be subject to the following site specific restrictions and limitations:

(a) Performances and Displays: Public performance events may begin no earlier than 8 a.m. and conclude no later than 9 p.m. Set up for the event may not begin earlier than 6 a.m. and take down must be concluded by no later than 12:00 a.m. (midnight). Any exceptions may and must be granted by the Village Parks, Properties and Streets Committee.

Section 3.3 – Fees: For events sponsored in whole or in part by the Association under this Agreement, the Village shall provide access to, and use of, Village Facilities without fee.

Section 3.4 – Wristbands: Festival attendees of legal age consuming alcohol during festivals organized and operated by the Association shall be wristbanded while consuming alcohol on Village controlled property (State or local rights of way, public parks/facilities, public parking lots, and properties with control agreements with the Village). Attendees

must provide proof of identification to verify legal age. The Association shall be responsible for ensuring that businesses and vendors in the event area comply with this provision for events operated by the Association. Wristband use will be enforced at the following events organized and operated by both the Association and the Village:

Sister Bay Car & Cycle Show
Sip & Savor
Independence Day celebration
Midwest SunSplash
Marina Fest
Fall Fest

Section 3.5 – Signage: For events sponsored in whole or in part by the Association under this Agreement, the Village shall provide access to and the use of the designated temporary banner locations located throughout the Village without fee or charge. Where practical, the Village and Association shall jointly produce and share costs of co-located banners where and when events produced by the Association and Village fall on similar days.

ARTICLE IV: INSURANCE AND INDEMNIFICATION

Section 4.1 – Insurance: The Association agrees, both generally and specifically with respect to the services to be provided hereunder, that it will procure and maintain insurance against such risks in such amounts as are customarily insured for such services. Such insurance shall be obtained by purchasing and maintaining in place during and for such time as it has an obligation to the Village under this Agreement a policy or policies of insurance issued by licensed and reputable insurance companies authorized and qualified to underwrite such risks. The Association shall further require all contractors, co-sponsors of events or others with whom it may partner in connection with the promotional services to be provided hereunder, to have, carry and maintain general liability and workers compensation insurance coverage consistent with the nature and extent of such third party's interest and involvement in any project or event arising under this Agreement. The Association shall name the Village of Sister Bay as additionally insured. In turn, the Village-will procure and maintain its own insurance, against such risks in such amounts as are customarily insured for such services.

ARTICLE V: Annual Contribution

Section 5.1 – Annual Contribution:

- Direct Contribution: FIFTY THOUSAND and 00/100 ($50,000.00) DOLLARS
- Other remuneration including: continued event support for traffic control, signage, solid waste removal from event grounds, Village Utilities on event grounds (where available) and use of the Gateway Park Visitor Center.

Section 5.2 – Payment: The Association shall receive payment from the Village quarterly upon submission and review of Association financial statements. The Association shall provide documentation such as: quarterly budget reports, statement of expenses, or written report of activities to date.

Section 5.3 – Annual Reporting: The Association shall report to the Village on an annual basis (submitted by February 1) the success of the events sponsored in the previous year by SBAA under this agreement. This report will include: event revenue, expenses, traffic counts using the Village's traffic counter, and an observation summary of weather per event.

ARTICLE VI: MISCELLANEOUS PROVISIONS

Section 6.1 – Amendments: This Agreement supersedes all prior agreements. No modification, alteration or amendment to this Agreement shall be binding upon either party hereto until such modification, alteration or amendment is reduced to writing and signed by both parties hereto.

Section 6.2 – Governing Law and Venue: This Agreement and the rights of the Parties hereunder shall be interpreted and enforced in accordance with the laws of the State of Wisconsin.

Section 6.3 – Compliance with Laws and Orders: In providing the promotional services to be provided under this Agreement the Association shall comply with all local, state and federal laws, ordinances and regulations including, but not limited to local traffic laws and regulations, and federal copyright laws.

Section 6.4 – Notices: Notice to either party shall be given to the following:

IF TO VILLAGE: VILLAGE OF SISTER BAY
2383 Maple Dr.
Sister Bay, WI 54234

IF TO ASSOCIATION: SISTER BAY ADVANCEMENT ASSOCIATION
P. O. Box 351
Sister Bay, WI 54234

Section 6.5 – No Third-Party Beneficiaries: This Agreement does not create any third-party benefits to any person or entity other than the Parties hereto and is solely for the consideration herein expressed.

Section 6.6 – No Assignment: This Agreement may not be assigned by the Association to any third party.

Section 6.7 – Headings: The headings, titles or captions contained in this Agreement have been inserted only as a matter of convenience and for reference, and such captions in no way define, limit, extend or describe the scope of this Agreement or the intent of any provision hereof.

Section 6.8 – Independent Association: Notwithstanding any other representation, oral or written, between the Parties hereto, including any and all agents or representatives thereof, the Association is at all times hereunder acting as a free and independent Association and not as an agent of the Village.

Section 6.9 – No Joint Venture: No promotional event sponsored in whole or in part by the Association shall at any time be, or be considered, a joint venture by and between the Association and the Village.

Section 6.10 – Entire Agreement: This Agreement contains the entire agreement between the Parties with respect to the transactions contemplated by this Agreement and matters related thereto, and does hereby supersede and render null and void and of no further force or effect any and all prior agreements, drafts of agreements and understanding between the Parties.

IN WITNESS WHEREOF, the Parties hereto have by their duly authorized officers and representatives set their hands and affixed their seals on the date set forth by their name.

VILLAGE OF SISTER BAY

BY: _____ _____Date
Dave Lienau, President, Village of Sister Bay

ATTEST: _____
Christy Sully, Clerk/Treasurer

SISTER BAY ADVANCEMENT ASSOCIATION

BY: _____ _____Date
Drew Bickford, President, SBAA

_____ _____Date
Paige Funkhouser, Coordinator, SBAA

EVENT ALCOHOL SALES AGREEMENT between Village of Sister Bay & Sister Bay Advancement Association for Sales of Alcohol at Midwest Sunsplash Music Festival

1.0 Recitals

THIS AGREEMENT made and entered into this ___day of _____, 2015, by and between Sister Bay Advancement Association hereinafter referred to as "SBAA" and the Village of Sister Bay hereinafter referred to as the "Village".

SBAA agrees to set up facilities, staff and sell all alcohol sold at the Midwest Sunsplash Music Festival (hereinafter referred to as the "event") in the Village of Sister Bay for the following purpose, and only on the following dates and times:_____

Purpose(s): Fundraising and participation in "Midwest Sunsplash Music Festival" as an annual event to help make the event successful, provide consistency in vendor relations, provide a pool of people to staff the alcohol vending set up, provide accountability and security in regards to ID checking and sales to people of legal drinking age, and raise funds for SBAA operations.

Date(s): Event – August 7-8, 2015
Set up – begins August 6, and as appropriate
Tear down – August 9 by 5pm

Event Time(s): Gates will open to the public from Friday 4:00 p.m. - 9:00 p.m. and Saturday from 2:00 p.m. - 12:00 a.m.

2.0 Financial

2.1 – Purchase of goods for sale: Purchase and acquisition of all alcohol to be sold, all dry goods needed for sale and distribution (e.g. cups, wristbands, napkins, ice), alcohol service vehicles (such as beer wagons) and coolers, materials for construction of bar/service tables as needed, will be purchased or acquired by the event.

2.2 – Staffing: If necessary, the event will pay for any hourly paid employees required to staff the event bar.

2.3 – Profit distribution: The Village shall recover the first $15,000 in monies (recovery amount) from the event, regardless of funding source, before any monies will be paid to SBAA for gross alcohol sales. The determination of recovery will be determined on a proportional percentage basis from all sources, including ticket sales, sponsorship, vendor space and alcohol sales. These 4 revenue areas will pay the $15,000 on a proportional percentage basis. Example: If 40% of gross revenue at the event comes from ticket sales, then 40% of the $15,000 (a sum of $6000.00) will be paid from that revenue source to the Village for recovery on its invested funds, with the other categories returning proportionally the balance of the $15,000 (in this example, a remaining $11,000). After the Village has recovered its initial $15,000 in monies, SBAA is entitled to 50% of all net alcohol sales, with the other 50% being paid to the promoters of Midwest Sunsplash through the Village, per the contract with promoters.

SBAA will have a period of 5 business days to make payment to the Village for these monies, once notice is given on the proportional percentage recovery amount.

3.0 Vendors
SBAA will provide proof of applicable State and County licenses or permits for Sales and Use tax and Certified Beverage Server certifications, and of liability insurance.

4.0 Administration
The Village will manage and pay for set up, tear down and cleaning costs related to all non-entertainment related aspects of the event in coordination with the SBAA, as well as waive all facility fees related to the event. Village will provide adequate waste disposal, toilet, water and facilities before, during and after the event. The Village will provide adequate electrical for event needs. Village will coordinate the needed lighting in affected area as needed for safety during the event in areas not lit by the stage.

The Village will coordinate minimum security as necessary to protect the event and attendees or per local ordinances for public safety; per the agreement with the Promoter.
The Village will arrange for rental of barricades or other fencing that is required for this event. Location will be subject to final plan mutually agreed upon prior to event.-The fund will pay for expenses associated with this paragraph according to agreement with Promoter.

Village shall provide an emergency plan which could include a first aid station equipped with Emergency Medical Technicians on standby throughout the scheduled event hours if needed, the fund will pay for expenses associated with this paragraph according to agreement with Promoter.

Portable generators or electric service will be provided by the Village if necessary to provide all electrical service required for stage and sound; the fund will pay for expenses associated with this paragraph according to agreement with Promoter. User will ensure that installation of generators does not affect the community near the park with either noise or fumes.

Village will provide public liability and property damage insurance for its premises to indemnify the Village. The SBAA is responsible for providing adequate event insurances for the activities it participates in.

The Village and SBAA agree to hold and save each other harmless from all claims, costs, loss, or damage of any kind or nature whatsoever arising out of the scheduled event which may be sustained by reason of Acts of God, or Terrorism.

IN WITNESS WHEREOF, the parties have signed this Agreement on the year and day first above written.

SBAA

_____
Drew Bickford

_____

Paige Funkhouser

VILLAGE

_____

Shane Solomon, Chair, Marketing Comm.

2015 SPONSORSHIP LOG

Sponsorship Level	Name of Sponsor	Mailing Address	Sponsorship Fee	Date Paid	Check/Cash	Invoice Requested	Date To Juliana
Goat Annual	Harbour Village	5840 STH 42, Sturgeon Bay, WI 54235	$1,500.00	4/27/2015	Check No. 17698	No	4/27/2015
Event - Car Show/Rummage Sale	Edge of Park Rentals	P.O. Box 728, Fish Creek, WI 54212	$50.00	4/27/2015	Check No. 3067	No	4/27/2015
Goat - Car Show/Rummage Sale	Carroll House Restaurant	2445 S. Bay Shore Drive, Sister Bay, WI 54234	$100.00		check	Yes	4/27/2015
Poker Run - Car Show/Rummage Sale	Village Clothier	10579 Country Walk Lane, Sister Bay, WI 54234	$50.00		check	Yes	4/27/2015
Ping Pong Annual	Shopko	700 Pilgrim Way, Green Bay Wi	$3,000.00	5/18/2015	CC	No	5/19/2015
Event Sponsor/rummage sale	Grasse Grill	Bayshore Drive	$50.00			Yes	5/1/2015
viking ship/car show	Mission Grille	Bayshore Drive	$500.00	5/1/2015	cc/square	No	5/1/2015
Poker Run - Car Show/Rummage Sale	Fred and Fuzzy's	10620 Little sister Rd.	$100.00	5/1/2015	check	Yes	5/1/2015
goat /car show	Al Johnson's	Bay Shore Drive	$150.00	4/29/2015	check	Yes	4/29/2015
viking ship/car show	Van Heuvel and Dineen	PO Box 550 Germantown, WI 53022-0550	$500.00			Yes	4/29/2015
viking ship annual	Sub Express	Bay Shore drive	$4,500.00			Yes	4/29/2015
event/car show	Coachlite Inn and suites	PO Box 221	$750.00			Yes	5/1/2015
event/car show	Thomas Pfeifer	Bay shore drive	$50.00	5/1/2015	check no. 021357	no	5/1/2015
event/car show	On Deck		$100.00		check		5/19/2015
Dog Park annual	Dogma	Country Walk shops	$120.00	5/14/2015		yes	
	Smoking Monkey	Mason Street	$500.00	6/8/2015		yes	
	Badger Wholesale	Main Street	$500.00	6/8/2015		yes	
IN KIND	Bay Ridge Golf		$25.00	5/18/2015			
IN KIND	Fred and Fuzzies		$25.00	5/18/2015			
IN KIND	Country Walk BP		$25.00	5/18/2015			
IN KIND	Top Shelf		$25.00	5/18/2015			
IN KIND	AC TAP		$25.00	5/18/2015			
IN KIND	The Viking Grill		$25.00	5/18/2015			
IN KIND	Birchwood Lodge		$125.00	5/18/2015			
IN KIND	DC Ice Cream Factory		$25.00	5/18/2015			
IN KIND	Grasse Grille		$25.00	5/18/2015			
IN KIND	On Deck		$25.00	5/18/2015			
IN KIND	Sister Bay Bowl		$25.00	5/18/2015			
IN KIND	DCDN		$10,500.00	on going			
		TOTAL FEES PAID:	$23,395.00				