

Entertainment Venue Overview

The Entertainment Venue (the “Venue”) is designed to host a wide variety of events that fall into three primary categories: 1) music events; 2) weddings; and 3) corporate events. Music events will include a wide spectrum of events from larger, multi-day festivals featuring multiple acts (Applicant anticipates hosting three (3) multi-day music festivals) to smaller, more intimate, single day events limited to a few or even one artist. “Country Jam” is anticipated to be the largest, multi-day music festival Applicant plans to host from the Venue and will be the basis for this operational overview. Applicant understands that the City will model its proposed conditions for the Venue utilizing this event given its size, scope, and multi-day format with the understanding that the conditions will be modified/reduced/eliminated for smaller events. Applicant intends to create a separate entity that will serve as its operating entity for the Venue, and requests that the conditional use permit be transferable to this entity.

The remaining two categories of Venue events are weddings and corporate events. While the Event Center is designed to serve as the primary host site for weddings, the Venue may be utilized to host certain weddings in the event of unavailability of the Event Center or in the case where the unique nature or scope of the wedding/event dictates the need for the facilities of the Venue. Corporate events include, but are not limited to, events such as car shows, trade and industry events, community gatherings, and private corporate/entity events.

Operational Considerations

- Three (3) day event plus one day before and one day after for overnight camping. *
- Main stage music shall be permitted until midnight with the ability for a designated City official to extend that time by up to one (1) hour in the event there is a delay in performance due to weather, electrical/mechanical/technical failures, or other delays beyond the reasonable control of Applicant. *
- Secondary stage music shall be permitted until 1:00 AM with the ability for a designated City official to extend that time by up to one (1) hour in the event there is a delay in performance due to weather, electrical/mechanical/technical failures, or other delays beyond the reasonable control of Applicant. *
- Music in the campground shall be permitted until 2:00 AM. *
- Applicant estimates approximately 15,000-20,000 attendees per day with an estimated 1,000 campsites being rented for the event. Attendees will be served by approximately 200-250 employees/independent contractors/service providers in addition to the volunteer groups who work the event. *
- Event parking will have identified drive aisles and parking stalls but will not be hard surface due to the limited use and effort to maintain the natural character to the extent possible.

- The Venue will construct a number of high-quality structures including several restroom facilities. However, usage needs will still require certain temporary tents. If two events are scheduled within 30 days of each other, temporary structures may remain erected onsite, otherwise will be removed within 10 days. Additionally, Applicant will utilize portable toilets within the Venue as needed, with a higher concentration in the temporary camping areas. Portable toilets will be pumped daily and at the end of each event. Portable toilets shall be removed within 10 days of the end of each event unless another event is scheduled within 14 days.
- Neighboring properties within 600 feet of the Venue will receive contact information to reach Applicant's representative at any time during an event to report any areas of potential concern so that they may be immediately addressed.

Safety and Security Considerations

- Applicant will develop an "Incident Action Plan" in coordination with the Chippewa County Emergency Management Coordinator, City of Eau Claire Fire and Rescue, City of Eau Claire Police Department, Chippewa County Sheriff's Department, and partnering first responder units prior to the event. *
- Applicant annually contracts with a private medical provider to provide on-site, 24-hour paramedic ambulance service, on-site first aid care, and paramedic level bike response teams to cover the entire Venue. For 2022, the event will be utilizing the medical services of Mayo Clinic Health System. *
- Applicant annually contracts with a private security firm to provide 24-hour, on-site security services. This provider will coordinate its services with local law enforcement and follow any and all directions of local law enforcement agencies. For 2022, the event will be utilizing the security services of Talon Protective Agency, Inc., based out of La Crosse, Wisconsin. *
- A minimum of one uniformed security guard will be present at the campsite area at all times between the hours of 6:00 AM and 3:00 PM. Between 3:00 PM and 6:00 AM, there will be at least two uniformed security guards present for every 500 campsites. *
- Applicant annually contracts for food concessions at the event. For 2022, VIP food concessions will be handled by KP Katering LLC. General admission food concessions will be handled by multiple properly licensed food vendors. A list of proposed food general admission food vendors will be provided to the Eau Claire City/County Health Department in advance of the event. *
- The only pyrotechnics allowed within the Venue will be part of a performance and will only be permitted upon the approval/permit of the City of Eau Claire Fire and Rescue.
- Free potable water will be available at multiple sites throughout the Venue.
- The majority of the Venue will be fully enclosed with a chain link security fence between 6 feet and 8 feet in height depending on location.
- All entrances/gates will be controlled by security staff during the event. *

Traffic Considerations

- Applicant will develop a “Traffic Control and Flow Plan” in coordination with the Chippewa County Sheriff’s Department, City of Eau Claire Police Department, Chippewa County Highway Department, and the City of Eau Claire Engineering Department prior to the event. *
- Vehicular and pedestrian traffic entering and leaving the Venue immediately before, during, and immediately following the event will be controlled by a combination of law enforcement and private security personnel, with law enforcement having full control and ultimate authority over all vehicular and pedestrian movements both inside and outside the Venue. *

Sound Considerations

- Applicant will take all reasonable efforts to minimize sound impacts on neighboring property owners. Applicant will monitor noise levels during the event and will seek to obtain noise levels that do not continuously exceed 85 decibels for any 30 minute period at the exterior boundaries of the Event Center and Venue. In the event such an exceedance occurs, Applicant will utilize best management practices to obtain compliance while still operating the event. *
- Applicant will utilize contouring in its final grading plan in order to minimize noise impacts. Applicant will also create tree plantings and earth berms as necessary to address noise considerations.
- Performance sound levels are controlled by a professional, on-site sound company that can regulate the sound level in real time and can adjust for any potential issues. *

Lighting and Dust Considerations

- Permanent Venue lighting shall comply with all City Code requirements and use shielding/cutoff designs to minimize lighting impacts.
- Temporary lighting towers/apparatus utilized for both performances and temporary lighting of areas shall be oriented to minimize impacts on neighboring residences. *
- Applicant shall not permit or allow the use of search lights, laser beams, or other forms of concentrated light to be projected into the night sky.
- Applicant will have on-site equipment to mitigate dust concerns related to gravel drive aisles and/or parking pads/areas.

Governmental Integration Considerations

- Applicant will participate in a post-event meeting with any/all governmental agencies at the request of the governmental agencies in order to achieve best management/operational practices and undertake any modifications/alterations needed. *

* Denotes a consideration specific to a large, multi-day music festival