

Elm Grove Fourth of July Event Policy

Purpose

The purpose of this policy is to establish a framework for the planning and execution of the Village's annual Fourth of July celebration. This document is not intended to be overly prescriptive in dictating specific activities but rather to outline responsibilities, timelines, and coordination protocols by which the Recreation Department, under the guidance of the Recreation Committee, organizes the event.

Mission Statement

It is the mission of the Village of Elm Grove Recreation Department to create and operate a safe, fun, and family-friendly event that celebrates our country's independence, freedom, and liberty, and fosters community spirit.

Event Oversight Structure

- **Recreation Committee** – Provides policy direction.
- **Recreation Manager** – Serves as the lead coordinator, responsible for planning, logistics, staffing, volunteer management, execution, all financial decisions and final approval of event elements.
- **Civic Groups** – Under direction of the Recreation Manager participating Elm Grove civic organizations may designate up to two representatives to assist with event planning and coordination.

Event Planning & Coordination

All planning and coordination will be led by the Recreation Manager, with guidance from the Recreation Committee. Civic groups, local businesses and individual volunteers may propose event elements or activities for consideration. However:

- Event proposals must be submitted in writing to the Recreation Manager **no later than 75 days prior to the Fourth of July** to allow time for review and revisions.
- **All proposed events and activities must be submitted and reviewed by the Recreation Committee no later than 60 days prior to the Fourth of July.**
- All event proposals must be volunteer-led and will not require staff involvement on the day-of execution

- Each written proposal must include:
 - A concise description of the activity and its intended purpose
 - The name and contact information of the lead volunteer or organizing group if applicable
 - The proposed time and duration of the activity
 - The requested location, including any layout or space considerations
 - A detailed execution plan, including equipment needs, setup, cleanup logistics, and a dedicated volunteer roster and staffing assignments
 - An estimate of expected attendance
 - Any relevant safety considerations including waivers, commercial rentals and any third parties.
 - Proof of liability insurance is required, including a certificate of insurance naming the Village of Elm Grove, its officers, employees, and agents as additional insureds
 - A weather contingency plan if the activity is weather-dependent
- Activities not approved within the deadline periods will not be included in the final event schedule, except in extenuating circumstances with written approval from the Recreation Committee Chair and Recreation Manager.

Advertising and Promotion

To ensure consistent messaging and proper representation of the Village's Fourth of July celebration, all advertising and promotional materials must be coordinated through the Recreation Department.

- **All advertising is limited to** official Village banners, Village-managed social media, and Village-approved newspaper articles, with distribution or display restricted to approved outlets and locations.
- Sponsors, vendors, and activity organizers may submit content — such as logos, short taglines, or acknowledgments — for inclusion on these banners.
- All materials must be submitted to the **Recreation Manager at least 75 days prior to the event** for review and approval.
- Submitted content must follow Village branding guidelines and may be edited for clarity, formatting, or space constraints.
- **Independent signage or unauthorized promotions are not allowed** and may result in removal from the event schedule or loss of recognition.

Event Financing

- The Recreation Manager is responsible for managing the event budget and all associated expenditures.
- Civic groups that independently sponsor activities are responsible for their own financing.
- Donations and sponsorships supporting activities are encouraged to offset event costs; all sponsorships must be reviewed by the Recreation Manager and be approved by the Recreation Committee.

Event Framework

Programming will be scheduled to suit residents of all ages and foster a sense of community.

Activities may include:

1. **Food & Beverage** – Managed by the Village Recreation Manager, civic groups, or contracted vendors.
2. **Entertainment** – Including music, live bands, pool, and fireworks.
3. **Participation Activities** – Family-friendly games, contests, and other public engagement opportunities.

All event components will be planned under supervision of the Recreation Manager along with affected Village Staff with attention to park access, staffing levels, safety, and crowd flow. The day will culminate with the evening fireworks display.

Site Plans and Equipment Needs

- Any proposed activity that requires power, water, facility access, or Village equipment must include a basic site layout and needs list. These items must be reviewed and approved by the Recreation Manager no later than 75 days before the event. Activities not approved within this deadline period will not be included in the final event schedule, except in extenuating circumstances with written approval from the Recreation Committee Chair and Recreation Manager.

Rain Plans & Contingencies

Any weather-dependent activity must include a rain plan or cancellation procedure at the time of submission. Final determinations of cancellation, rescheduling and communications thereof will be made by the Recreation Manager in consultation with Village leadership.

Policy Amendments

This policy may only be revised by action of the Village of Elm Grove Board of Trustees, upon recommendation from the Recreation Committee and the Recreation Manager.