

TOWN OF CABLE EVENT PLANNING APPLICATION

The Town of Cable welcomes events of all kinds. This information is intended to promote communication between event promoters, town government, residents, & businesses and to help provide a better experience for your participants. Please review the following list, fill out and return the information form (attached).

****Event = a public gathering that starts or ends in the Town of Cable, utilizes or crosses Town of Cable property or roads, that is planned or organized where participation requires paid admission; or a public event, free to participants, but allows vendors and/or the sale of products/services. Events may be categorized as “educational”, “recreational”, and “entertainment”.**

1. Permits

If the event utilizes or crosses Town of Cable property or roads, including the need for a Town road closure, detour, or parking, permission will need to be granted by the Town of Cable Board of Supervisors (“Board”).

- The Board meets monthly. To assist the Board’s planning, the event organizer will submit a letter or e-mail to the Town Office requesting permission. Specific information about the event should be described through the “Information Form” and be submitted no less than six (6) weeks prior to the event. This will ensure enough time to add the request to the agenda.
- Include completed Information Form with your request.
- You can check townofcable.com or call the Town Office at 715-798-4440 for more information and Board meeting schedules.
- If your event is selling alcohol, you will find a [Picnic Permit Application](#) on the town’s website on the Forms page. (this may require additional insurance)
- Permission from other landowners such as County Forest, National Forest, other Townships, and private landowners may also be required. See “Other Resources” addendum for local, municipal, and National Forest contacts.

2. Insurance

If the event utilizes or crosses Town property or roads, the Town of Cable must be named as “additional insured”.

- A certificate of insurance with a liability limit of minimum \$1 million must be provided to the Town Clerk no less than four (4) weeks prior to the event.
- A copy of event waiver and release of liability for participants is also requested.

3. Parking

- If the event is to take place in or near downtown Cable, it is requested that the event organizer direct participants via their event information to the Cable

municipal parking lot located on Randysek Road (or other Town parking lots for which permission has been granted).

- Use of on-street parking in the downtown area by event participants should be discouraged.
- It is requested that the event organizer work with the Cable Area Chamber of Commerce and Event Coordinator to post “business parking only” notices in the appropriate locations and monitor parking to avoid adversely affecting business parking.
- Private parking lots should not be used unless permission is granted by the owner.

4. Public Notices

Event organizers should provide public notice of the event to the community at least two (2) weeks in advance by issuing press releases to local media, notifying the Cable Area Chamber of Commerce at info@cable4fun.com, and through social media.

5. Area Businesses

- It is recommended that event organizers contact local businesses that may be impacted by the event so that they may prepare for additional traffic, staff appropriately, and create special promotional offers for event participants.
- If there are any services that Cable’s businesses may provide for you (for example, coffee, food, supplies), we encourage you to work with the Cable Area Chamber or the Event Coordinator to help you partner with a business for a successful event.

6. Trail Closures

- As a courtesy to other trail user groups, if the event results in the closure of any recreational trail in the area, the event organizer should notify the affected user group(s) at least two (2) weeks prior to the event.
- While many trails may remain open during local events, permitted trail closures or potential delays should be posted on the event organizer’s website and notices submitted to the local media.
- If possible, notices should also be posted at affected trailheads.

7. Law Enforcement and Emergency Medical Services

- If traffic control is needed, event organizers should contact auxiliary sheriff’s deputies or utilize volunteers.
- Local Emergency Medical Services should be notified of event, size, date, time, and location/route. This is needed so staffing levels can be considered during an event and not take critical emergency resources away from area residents.

- If Medical Services are needed to be on stand-by, you may Contact Great Divide EMS. There will be a fee for this.

8. Additional Services

- Event organizers should contract with outside sources for portable toilets, trash & recycling receptacles/removal (if necessary).
- Please note that the public restrooms in the municipal parking lot are closed during winter until weather permits. There may be an associated restocking/cleaning fee if these restrooms are used for the event.

9. Town Services and Resources

- If snow removal, use of barricades, trash removal or other services are required, event organizers may contract with an outside provider or contact the Town of Cable to make arrangements. A fee will be incurred if Town services or resources are used. Such arrangements should be made well at least six (6) weeks in advance of the event date.
- If desired, you may ask the Town of Cable to become a sponsor to your event - a sponsorship would allow the Town to provide its services at no cost to the event.

10. Procedure:

- Complete the Information form and submit it with the \$50 fee to the Town Clerk (clerk@townofcable.com) and Event Coordinator (s.wilsontoc@gmail.com)
 - Include with the information form...
 - your Certificate of Insurance
 - a copy of your events waiver of liability
 - a map of your course and
 - a picnic license application (if you plan to sell alcohol at your event).
- The information form (and any other associated information) needs to be submitted at least six (6) weeks prior to your event so that you may be included on a Board meeting agenda prior to your event.
- Call the Town Clerk for dates and times of future Board meetings.
- If your event uses any other available town-related services, a bill will be mailed to you.

11. Fees:

Situation	Action by event coordinator	Applicable fee
Event is held outside the Town of Cable, but uses or crosses town road or property (outside Section 18)	<ul style="list-style-type: none"> ● Attend a Town of Cable Board meeting to obtain permission along with submitting the attached information form and other relevant documents 	\$50 fee
Event passes through Town of Cable, but is not sited on Town of Cable property (within Section 18)	<ul style="list-style-type: none"> ● Attend a Town of Cable Board meeting to obtain permission along with submitting the attached information form and other relevant documents ● Work with the Town of Cable Event Coordinator to discuss any possible use of Town service and resources and potential fees associated with this 	\$50 fee + other associated fees for town services
Event starts or ends on the Town of Cable property (within Section 18) OR Event is located on private property, but uses Town of Cable property (within Section 18)	<ul style="list-style-type: none"> ● Attend a Town of Cable Board meeting to obtain permission along with submitting the attached information form and other relevant documents ● Work with the Town of Cable Event Coordinator to discuss... <ul style="list-style-type: none"> ● the use of town properties and the associated potential fees ● the parking plan ● minimizing the event’s impact to the town residents as much as possible ● Fees might include a parking lot fee, municipal restroom fees, etc. (if needed) 	\$50 fee + other associated fees for town services

Fee Exemption. If you wish to be considered for an exemption of the fees including the \$50 application fee, please check here. _____
A fee exemption request must be approved at a regular town board meeting.

Information Form

Complete the form below and submit it and your \$50 fee to clerk@townofcable.com or mail to Town Clerk, Town of Cable, PO BOX 476, Cable, WI 54821 ATTN: Event Coordinator.

*Not all questions may be applicable to all events - please write "N/A" if the question is not applicable to your event. **Please provide as much specific information as possible.***

Event Name: _____ Event

Date: _____

Category of event (educational, recreational, entertainment): _____

Type of event (race, tour, festival, concert, etc.): _____ Estimated number of participants _____

Primary Contact Name: _____

Organization: _____

Address: _____

Phone: _____ Email: _____

Website: _____

Where does your event start? _____ End? _____

1. Permits

a. If using/crossing the Town of Cable roads or property, have you obtained the necessary permissions? _____

i. List the roads/property being used _____

b. Have you obtained any necessary permissions from other entities? _____

2. Insurance

a. Have you turned in your Certificate of Insurance and/or a copy of your events waiver to the Town of Cable?

3. Parking

a. Have you gotten the appropriate parking permissions? _____

b. Briefly describe your parking and/or traffic flow plan _____

4. Public Notices

a. Have you issued any public notices? _____

5. Area Businesses

a. Have you notified the Cable Area Chamber and area businesses? _____

6. Trail Closures

a. Have you notified other trail user groups? _____

7. Law Enforcement and Emergency Medical Services

a. Have you notified any necessary law enforcement? _____

b. Have you notified Great Divide Emergency Services? _____

c. Briefly describe your medical plan _____

8. Additional Services

a. Do you have enough portable toilets? _____

b. Do you have enough trash receptacles? _____

9. Town Services

a. Do you need the Town of Cable to provide barricades, detours, trash removal or snow removal? _____

b. If so, please describe your needs - include dates, times and locations as necessary _____

OTHER RESOURCES

Land Use Permits

Chequamegon-Nicolet National Forest Great Divide District Attn: Mike Martin	10650 Nyman Ave. Hayward, WI 54843	715/634-4821	mikemartin@fs.fed.us
Sawyer County Forest Attn: Greg Peterson	10610 Main St. Suite 100 Hayward, WI 54843	715/634-6728	greg.peterson@sawyercountygov.org
American Birkebeiner Ski Foundation Attn: Ben Popp	P.O. Box 911 Hayward, WI 54843	715/634-5025	ben.popp@birkie.com
Bayfield County Forest Attn: Jason Bodine	117 E. 5th Washburn, WI 54891	715/373-6114	JBodine@bayfieldcounty.org
Town of Cable Attn: Clerk	P.O. Box 476 Cable, WI 54821	715/798-4440	Clerk@townofcable.com
City of Hayward Attn: Lisa Poppe	P.O. Box 969 Hayward, WI 54843	715/634-2311	dpty969@centurytel.net
Town of Hayward	15460W State Road 77E Hayward, WI 54843	715/634-4123	townofhayward@cheqnet.net
Town of Lenroot Attn: Town Chairman	12215 US Hwy. 63 Hayward, WI 54843		townoflenroot@centurytel.net
Town of Spider Lake Attn: Christine Ferda	10896 W. Town Hall Rd. Hayward, WI 54843		
	5345 West State Hwy 77 Clam Lake, WI 54517		tsl@cheqnet.net
Town of Round Lake Attn: Kathy McCoy	10625 N. County Rd. A Hayward, WI 54843		town015@centurytel.net
Town of Namakagon Attn: Bob Rasmussen, Chairman	42890 Lake Ridge Rd. Cable, WI 54821	715/794-2651	namakagon@cheqnet.net
Town of Delta Attn: Wayne Seeger	62785 Finger Lake Rd. Mason, WI 54856		deltatown@cheqnet.net
Town of Drummond Attn: Town Chairman	P. O. Box 56 Drummond, WI 54832		drummondtown@cheqnet.net
Bayfield County Highway Dept. Attn: Bob Anderson	P.O. Box 428 Hayward, WI 54843	715/373-6115	
Sawyer County Highway Dept. Attn: Gary Gedart	14688W County Road B Hayward, WI 54843	715/634-2691	highway@sawyercountygov.org

Parking Contacts

Town of Cable Municipal Lot (Randysek Rd. south of Cty. Hwy M)	Clerk P.O. Box 476 Cable, WI 54821	715/798-4440	Clerk@townofcable.com
Norvado (company lot off Hwy 63)	Chad Young P.O. Box 67 Cable, WI 54821	(800) 250-8927	cyoung@norvado.com
Old School Mall (lot behind the old Cable School)	Joy Wolski 14085 Birch Lane Cable, WI 54821	715-558-8207	No email
Rondeau's (lot behind Rondeau's)	Brett Rondeau P.O. Box 98 Cable, WI 54821		brettrondeau@hotmail.com
St. Ann's Catholic Church (parking lot off Cty. Hwy M)	Secretary P.O. Box 37 Cable, WI 54821	715-798-3855	stanns1902@cheqnet.net
Trinity Lutheran Church (parking lot off Spruce St.)	Sue Sjostrom P.O. Box 145 Cable, WI 54821	715-798-3417	No email

Media Contacts

Ashland Daily Press		pressnews@ashlanddailynews.net
Bayfield County Journal		pressnews@ashlanddailynews.net
Bottom Line News	Devona Meske	devona@bottomlinenewsandviews.com
Cable Area Chamber of Commerce	Heather Ludzack	Chamberdirector@cable4fun.com
Hayward Area Chamber of Commerce	Chris Ruckdaschel	chris@haywardareachamber.com
Sawyer County Record	Regan Kohler	rkohler@sawyercountyrecord.net
Sawyer County Record	Terrell Boetcher	tbotetcher@sawyercountyrecord.net
WHSM		whsmfm@cheqnet.net
WOJB		generalmanager@wojb.org
WRLS		wrls-radio@cheqnet.net

Trail Organization Contacts

American Birkebeiner Ski Foundation Ben Popp	P.O. Box 911 Hayward, WI 54843	715/634-5025	ben.popp@birkie.com
Chequamegon Area Mountain Bike Association	P.O. Box 141 Cable, WI 54821	715/798-3599	camba@cheqnet.net
Chequamegon MTB Festival Peter Spencer	P.O. Box 217 Cable, WI 54821	612/518-8234	PSpencer@lt.life
Great Divide Riders ATV Club	P.O. Box 653 Cable, WI 54821		Cableareaatv@yahoo.com
Namakagon Trail Groomers, Inc. Attn: Steve Bollig	P.O. Box 315 Cable, WI 54821	651/276-1199	namtrails@cheqnet.net baldsteve57@yahoo.com
North End Ski Club Ron Bergin	P.O. Box 192 Cable, WI 54821	715/798-3599	rbergin@cheqnet.net
Sawyer County Snowmobile and ATV Alliance	P.O. Box 163 Hayward, WI 54843		judy.niccum@yahoo.com

Law Enforcement/EMS

Bayfield County Sheriff Paul Susienka, Sheriff	P.O. Box 115 Washburn, WI 54891	715/373-6300	Psusienka@Bayfieldcounty.org
City of Hayward John Costerman, Police Chief	P.O. Box 969 Hayward, WI 54843	715/634-8961 ext. 243	Jclapero@Haywardpolice.org
Sawyer County Sheriff Doug Mrotek, Sheriff	P.O. Box 567 Hayward, WI 54843	715/634-4858	Dmrotek@Sawyersheriff.org
Great Divide Ambulance Service Laura Bjork	US Hwy 63 Cable, WI 54821	715-413-0406	robpuls@gmail.com townofnamakagon@cheqnet.net
Sawyer County Ambulance Nate Dunston	10676 Nyman Ave. Hayward, WI 54843		nate.dunston@Sawyercountygov.org