



UNIVERSITY of WISCONSIN
GREEN BAY

UW Green Bay

Event Planning Guide & FAQ

Last updated & revised: 5/2024

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Purpose & Intent

This document shall serve as a guide for those looking to host an event, conference, or meeting at the University of Wisconsin Green Bay, Green Bay campus location. This document is meant to be a quick reference guide of applicable services, policies and resources.

Room Reservations

There are several locations that can accommodate events on campus.

- University Reservations
 - To inquire about an event, please visit: <https://www.uwgb.edu/union/university-reservations/reserve-a-space>
 - reservations@uwgb.edu
 - 920-465-2462
- Weidner Center
 - To inquire about an event, please visit: <https://www.weidnercenter.com/book-an-event/>
 - Weidner@uwgb.edu
 - 920-465-2726
- Kress Events Center
 - To inquire about an event, please visit: <https://www.uwgb.edu/university-recreation/event-planning-rentals/>
 - UREC@uwgb.edu
 - 920-465-2449



Food at Events

Food and beverages served on-campus at events must be purchased from University Dining & Catering services or an approved alternative. They can be contacted at catering@uwgb.edu and for online menu options please visit <https://uofwgb.catertrax.com/>

Food orders should be confirmed no later than two weeks prior to your scheduled event unless additional time is required due to the size of your event.

General campus events are allowed to utilize one of the below approved off-campus vendors to purchase up to \$150 of product per event. For a list of current approved off-campus vendors please visit <https://www.uwgb.edu/dining/approved-off-campus-vendors/>

Generally, a waiver maybe granted for the following situations:

- Approval to utilize a vendor not on the approved list
- Your food options are not available from University Dining & Catering or they are unable to provide service
- Have a food truck at your event
- Have a lunch provided by the school district/student (brown bag)

The Non-Standard Food Event Authorization can be located here

<https://www.uwgb.edu/union/about/forms/> and will be reviewed by the Campus Dining Contract Administrator.

Any distribution of food or beverage of any kind outside of this policy will be considered a violation and will be grounds for termination of the event.



Tabling & Booth Space

Tabling and Booth spaces are available to reserve upon request to promote, recruit, and educate. To formally request a booth space, fill out the reservation form: <https://www.uwgb.edu/union/university-reservations/reserve-a-space> or email reservations@uwgb.edu for any additional questions. All requests must follow University Policy and are subject to review. The University Union reservation team will follow up by sending facilities use agreement for approval. For a list of current reservable spaces, please visit <https://www.uwgb.edu/union/university-reservations/reserve-a-space/> and utilize the “Booth Space Map.” There will be a \$75 fee per day for Third Party rentals. Each booth space comes with a table, chairs, and whiteboard. The University Union is not responsible for monitoring the space for any items left unattended.

Live Streaming & Hybrid Meetings and Events

Meetings or events that require live streaming or hybrid functionality (on-site & virtual) may request these services to be provided that the requests are made far enough in advance that they can be successfully accommodated. Depending on the type of meeting or events there may be additional chargers for hardware and/or staff time required to be on-site during you event to ensure its success.

Pre-Event Meetings

The following types of events will require a pre-event meeting to ensure the campus can successfully support your event and ensure compliance with applicable campus policy and guidelines.

- Large events – over 75 attendees
- Multi-day events
- Events require livestreaming
- Events with sound & light needs
- Unique or non-standard events



Pre-event meetings shall include campus event support units and may include representatives from the following areas based on the event needs.

- University Reservations
- University Dining & Catering
- University Police
- Risk & Compliance
- GB Information Technology

Alcohol at Events

Events who wish to have alcohol service at their event must complete the alcohol request form at least two weeks prior to their event. The alcohol service is pending until the request is reviewed and approved.

The current Alcohol Request form can be found at <https://www.uwgb.edu/union/about/forms/>.

Youth Participants & Minors at Events

If you are considering serving at an UWGB event that will have minors, work with the activity Sponsor or Program Facilitator to coordinate what you will need prior to the event.

If you are considering coordinating an event with minor participants, you are required to follow the [UWGB Youth Activities SOP](#).

For our full UWGB Youth Activities SOP and additional information please visit <https://www.uwgb.edu/risk-management/compliance/youth-protection/>



Outdoor Events

Outdoor events that meet one or more of the following criteria should submit an Outdoor Event Request form to ensure proper University review and coordination.

<https://www.uwgb.edu/union/university-reservations/reserve-a-space/>

- Interferes with the usual flow of traffic (auto or pedestrian) or requires any additional regulation of traffic on streets or walkways;
- Incorporates the use of sound amplifying equipment or instruments;
- Involves use of any outdoor area on campus for a period in excess of two hours at which 10 or more people will be continuously congregated;
- Involves an organized run, walk or other physical activity;
- Will be open to members of the non-University community or general public as invitees to the event;

Parking Requirements

Event coordinators must provide an estimate of the number of cars expected for events on-campus and the parking lots you plan to utilize.

As the State of Wisconsin provides no state tax money to administer and maintain parking facilities or construct new lots a parking fee is levied to generate operating and construction funds. For this reason, and because you will displace paying permit holders at the event location a parking fee will be assessed as follows for all events which anticipate attendance greater than 300.

For larger events, a parking plan must be approved by University Parking Services, a division of University Police. This plan may include additional signage requirements, staffing plans for directing traffic, and the number of officers required (if applicable).



Estimated Attendance:

- Greater than 300 **\$50 per day**
- 300 to 500 **\$100 per day**
- 501 to 1000 **\$200 per day**
- 1001 to 1500 **\$300 per day**
- Greater than 1501 **\$500 per day**

These fees shall be based on anticipated attendance and may include non-refundable fees for scheduled staffing.

Events that are geographically spread out and span more than one calendar day may be better served through the purchase of short-term parking permits. Users are able to negotiate with Parking Services a reduced rate in such situations.

Frequently Asked Questions

Q: Can we have service or therapy animals as part of our event/program?

Yes. Service animals must follow specific University Policy defined from this document:
<https://www.uwgb.edu/UWGBCMS/media/policies/files/service-animal-policy.pdf?ext=.pdf>

Domestic Animals, aside from certified service animals, are not permitted on campus. It is the Users obligation to strictly enforce this policy.

Q: What is included in the room usage fee?

The room usage fee includes the space, furniture, and technology that is fixed permanent in the room. If you are requesting additional items (example: extra microphone) there will be an assessment of added on fees associated with the reservation request.



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Q: What support is provided the day of my event?

University Union – On the day of your event you should be greeted by one of our event staff confirming your setup and making sure you have everything you need for your event. During your event if you need assistance, please stop by the University Ticketing & Information Center (UTIC) to radio a staff member or call our Building Manager at 1-920-366-1889.

Academic Spaces – Academic spaces are generally setup as-is. Events requiring modification and/or additional support should request this as part of the reservation request. For catering assistance during events users can email catering@uwgb.edu or call 1-920-465-2529. For general event support please contact University Union Building Managers at 1-920-366-1889.

Q: Can I have a food truck at my event?

Food trucks require an exemption to our campus food policy. The University has an existing relationship with some of our community partners. These food trucks meet our existing food policy and have been approved by the University. To request an exemption to our food policy please complete a Non-Standard Food Event Authorization located here: <https://www.uwgb.edu/union/about/forms/>

Q: What do the rooms look like?

Please reach out to reservations@uwgb.edu in order to schedule a walkthrough of each space interested in requesting. You can also request an image of the space to be sent to your email.

Q: Does your outdoor event intend on using any temporary shelter or tents?



Use of small tents or canopies is permitted on campus only with prior approval. The User is solely and exclusively responsible for the safe erection and maintenance of any structure. The user will be responsible for any damage caused to University property as a result of the presence of the structure.

In the event that you will be using a third-party vendor to erect a larger shelter (e.g. commercial tent) the vendor must provide the University with proof of insurance naming “the Board of Regents of the University of Wisconsin System d.b.a. UW-Green Bay as an also insured. The University has the right to decline any request of this type and may require the event be moved to facilitate the use of the temporary shelter.

Please note that tent stakes will not be allowed to be driven into asphalt (public roadways or parking lots).

It is the user’s responsibility to contact Diggers Hotline for tent stakes (1-800-242-8511).

Q: Can I have a 5K run or fun-run event on-campus?

Yes, the University does permit 5K run’s on-campus with the proper review and approvals.

Here are the steps to secure approval for your 5K or fun-run event:

1. Complete the campus Outdoor Event Request form found here:
<https://www.uwgb.edu/union/university-reservations/reserve-a-space/>
2. The University will coordinate a pre-event meeting with campus stakeholders and event planners.
3. Complete the necessary Facilities Use Agreement

To ensure these types of events are successful on-campus we encourage the use of the Shorewood cross country course.



Q: Will your outdoor event require electrical power or additional utilities?

If yes, then University Reservations and Facilities will need to review your request to ensure adequate power and electrical facilities and distribution are available. The use of gas-powered generators is prohibited.

The use of any sound amplification devices or lightning must be approved by University Reservations. For a fee, the University Union can provide sound, lighting, projection & audio equipment.

Q: Will your outdoor event require any streets to be closed or crossed?

Please remember that all of the streets located on the campus of UW-Green Bay are public streets subject to all traffic laws. If you will be requesting any of these streets be closed, or if your event will require individuals crossing the streets as part of participation, Public Safety will need to review the plan and determine if additional officer support is necessary.

University Police will review your request to ensure that all safety measures are met and the street closure(s) will not adversely affect traffic flow. **University Police must authorize all street closures regardless of duration and will assess additional fees if traffic control is deemed necessary.**

This requirement governs UW-Green Bay Property only. In the event that your activity will have a component which is outside of campus property, it is your responsibility to confirm with the jurisdiction serving that area permission to hold the event. Public Safety reserves the right to require confirmation from that jurisdiction before approving the event.

Q: Do you want to use the Arboretum Trails?

Events that would like to request the use of the Arboretum Trails can make this request by completing an Outdoor Event Request form found here: <https://www.uwgb.edu/union/university->



[reservations/reserve-a-space/](#). A pre-event meeting may be needed depending on the size, scale and scope of the proposed event. Due to the purpose and preservation of the Cofrin Memorial Arboretum the University may propose alternative locations that better meet the event needs and priorities of the University.

Arboretum Trail Guidelines:

- Trail events may not involve more than 150 participants unless special permission is given;
- No permanent markings may be placed on the trails and all temporary markings must be immediately removed at the end of the event;
- If your group is not affiliated with the University a **donation of \$150.00** will be required to the Cofrin Arboretum in addition to any fees that may be assessed;
- Except by special permission, use of the trails for this purpose is limited to the dates between the 3rd Saturday in April through 3rd Saturday in October;
- In the event of any conflict user requests by University group will be given first priority
- No event which uses the trails may distribute to its participants or spectators; beverages in plastic disposable containers; paper cups or durable containers must be used
- Dogs, except for service animals, are not allowed on arboretum trails. Event coordinators are responsible for enforcement of this rule and any participant who brings a dog shall be prohibited from participating.

Q: What determines if the event needs fire, emergency medical, trash removal and/or police services?

Fire: Unless specific authorization is provided, no event may incorporate open flames, heating units which use flammable material as fuel or grills without explicit permission from the Office of Public Safety. Additional information may be found at <https://www.uwgb.edu/public-safety/policies/grill-fire-permit-safety/>.



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The use of pyrotechnic and fireworks is strictly prohibited. Special application must be made by a licensed operator prior to use of any of these devices.

Police: University Police Officers may be required for crowd security, traffic control or parking assistance. In the event that additional or designated staff will be required to facilitate the event, the group will be assessed the actual cost of the staffing and equipment;

The following matrices will be used **in general** to determine staffing needs of the event, but may be modified based on the specifics of the event (i.e. alcohol, night event, nature of event).

Security & Traffic Control:

Event Type	Anticipated Maximum Crowd Size	1-2 Officers	Less than 6 Officers	Less than 10 Officers	10 Officers or More	Note: Sporting Events, Events with Alcohol Sales or those which reasonably may foster a confrontational environment will automatically increase 1 step in police coverage and are still subject to staffing review.
Any Event Requiring a Special Event Permit	Less than 500	X				
	501 to 1500		X			
	1501 to 4,000			X		
	Over 4,000				X	

- University Police has the sole right to determine the number of officers required to be present for security and traffic control. The User shall be responsible for the actual salary and fringe (minimum of three hours) for any officer assigned to the event.
- In the event that additional traffic barriers are required, the User shall be responsible for obtaining such devices at its own costs and which must be approved by the Office of Public Safety not less than 5 business days before the event.

Emergency Services:



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Event Type	Anticipated Maximum Crowd Size	Knowledge of 911 Access and CPR	Basic First Aid Station(s)	Hydration Stations	Ambulances
Non-Athletic	<300	✓			
	300 to 500	✓	✗		
	500 to 1000	✓	✗	✗	
	1000 to 1500	✓	✓	✗	
	>1500	✓	✓	Weather Dependent	Weather Dependent
Athletic	<150	✓			
	150 to 250	✓	✓	✗	
	250 to 500	✓	✓	✓	
	>500	✓	✓	✓	✓

✓ = Required ✗ = Recommended

Trash Removal:

For all events for which maximum attendance is greater than 300 a trash removal fee of \$100 will be assessed, with an additional \$50 for every 100 people thereafter.

Additional fees may be assessed based on attendance, duration and the availability of food or other items. In all events in which temporary signage will be posted by the User, they must be approved by University Police and posted in compliance with University regulations. In the event that all signs are not removed within 24 hours of the conclusion of the event, the signs will be removed and destroyed by University staff and the cost for removal charged to the user.

Portable Toilet Guidance

People Attending	Number of Hours for Event									
	1	2	3	4	5	6	7	8	9	10
Units Needed										



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1 – 50	1	1	1	1	2	2	2	2	2	2
50 – 100	2	2	2	2	2	3	3	3	3	3
100 – 250	3	3	3	3	4	4	4	4	4	6
250 – 500	4	4	4	4	6	6	8	8	8	8
500 - 1000	4	5	6	7	7	8	8	8	9	9