

# **TMA TROUT MUSEUM OF ART**

111 W College Ave, Appleton, WI 54911

To: Members of COA Parks and Recreation Committee  
From: Trout Museum of Art Staff  
Regarding: Request for Event in Houdini Plaza

The Trout Museum of Art is planning a special event to be held on Friday, August 27, 2021, in Houdini Plaza. This is the opening reception for Trout Museum of Art's Made to Order exhibition.

Made to Order is an opportunity for any interested party to commission artwork to be custom made by their selected artist, which is then put on display in our gallery before going home with the commissioner. This gives artists, an opportunity to sell their work with the Trout Museum of Art acting as their agent.

The opening event on August 27 is also a fundraiser for our non-profit art museum. Anyone is welcome to attend if they buy a ticket, which will be priced at \$200 per person, in line with our fundraising goal. We estimate a maximum attendance of 300.

The exhibition will be held within our museum, but food, drinks, music, and some seating will be offered in the plaza. We applied for an addendum to our liquor license since Houdini Plaza is not on but adjacent to our property.

Setup and take down of this event will all occur on August 27<sup>th</sup>. In Houdini Plaza we will set up two 10x10 foot bar tents and one other 10x20 foot tent. In addition, there will be tables, chairs, and couches for about 100 people. Décor in the plaza will also include some lighting and multiple artworks for sale the night of the event. During the event guests will be inside on the three floors of our building, as well as outside.

We have filed a Special Event permit with the City Clerk's office, including a COVID-19 mitigation plan.

There will be live music on the stage in Houdini Plaza from 9:00 p.m. until 10:30 p.m. to end the event. We have been granted a noise variance for this music. Passersby are welcome to listen to the music without buying a ticket, as the area will not be fenced off.

Appleton Police Officers will be contracted to provide security in Houdini Plaza.