



DEPARTMENT OF  
**LEGAL AND  
ADMINISTRATIVE  
SERVICES**

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**MEMORANDUM**

**Special Event Denial – WI United Football Club: Summer Shootout**

Date: May 21, 2025

To: Safety & Licensing Committee, Christopher Croatt – Chair;  
Common Council

From: Kami Lynch, City Clerk *KL*

Encl: Special Event denial letter & appeal request.

The Special Events Policy requires applications to be submitted a minimum of forty-five (45) days prior to the event date. This is to allow for adequate planning and resource availability to support special events. WI United Football Club applied for their Summer Shootout event on May 12<sup>th</sup> which is thirty-nine (39) days out from the event date. As a result of the late submittal, the application was automatically denied pursuant to the policy. The policy allows for applications that are denied for any reason to be submitted to the Common Council by way of the Safety & Licensing Committee for final determination.

The event organizers have been in frequent contact with the City regarding the event prior to the submittal of their application. This event has been occurring within the City for several years and it was mutually agreed upon that this year it would be categorized as a Special Event due to the impact it has on the surrounding roadways as a result of vehicular traffic and the number of people in attendance for the event.

Despite the late filing of the application, City staff are prepared to provide support to the event planners in order to promote a safe and successful event. Please take this into consideration when deciding whether to grant the special event application.



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May 19, 2025

Ann Bona  
1910 Greenfield Avenue  
Green Bay, WI 54313  
[tournaments@wiunitedfc.org](mailto:tournaments@wiunitedfc.org)

This letter is in reference to your application for a Special Event Permit filed on May 12, 2025 for a Summer Shootout: Kickin' for a Cure event to occur June 20<sup>th</sup> – June 22<sup>nd</sup> 2025. Per the City of Appleton Special Event Policy V.A.1. completed applications for a special event permit must be received a minimum of forty-five (45) days prior to the commencement of the event. Late applications result in an automatic denial of the special event permit.

Due to the late submission of your application, it is automatically denied. You have the right to appeal this denial recommendation to the Safety & Licensing Committee. The request to appeal the denial must be received within thirty (30) days of receipt of this letter, but please note that the opportunity for an appeal to be decided by the Safety & Licensing Committee and Common Council must occur prior to the scheduled event. Therefore, it is best to provide notification of your intent to appeal as soon as possible.

The next scheduled Safety & Licensing Committee meeting is on Wednesday, May 28<sup>th</sup> at 5:30 p.m.

Should you have any questions related to this matter, please contact my office at the phone number provided above.

Respectfully,

Kami Lynch  
City Clerk

## Kami L. Lynch

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**From:** Ann Bona <tournaments@wiunitedfc.org>  
**Sent:** Monday, May 19, 2025 5:43 PM  
**To:** Eric Gebhard  
**Cc:** Kami L. Lynch; Tom Flick; Abby McDaniel  
**Subject:** Re: Summer Shootout Special Event Denial

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Hi Kami,

I know you've spoken with Eric already. I just wanted to send this email to officially inform you of our intent to appeal. Eric and I will be at the meeting on Wednesday.

Thank you,  
Ann Bona  
WIUFC Tournament Director

On Mon, May 19, 2025 at 3:16 PM Eric Gebhard <[execdirector@wiunitedfc.org](mailto:execdirector@wiunitedfc.org)> wrote:  
Kami,

I am devastated to receive this news. Ann has a full time job and she may not be able to reply right away. I would like to respectfully inform you of our intent to appeal.

We were informed of the new permitting process on April 11 with a May 6 deadline. The language of the application was foreign to us. It is lengthy and thorough.

We tried to do as much due diligence as possible including meeting with deputy director Tom Flick to go through the application line by line. Additionally I have had calls with Chief Sargent Ostermeier and Fire Battalion Commander Henson.

During the course of our due diligence we missed the deadline by three business days. We believe during our correspondence with the City, Fire and Police that we have already fast tracked many of the conversations that it may help expedite the process in less than 45 days.

The Summer Shootout is an event that spans several decades. The infrastructure of the park and the business community around the park including the hotels and restaurants look forward to the event. Our club is a nonprofit 501 c3. In addition to the park and the business community we have donated \$25 per tournament team to cancer related charities for over three decades.

The cultural significance of this event and what it means to youth soccer in Appleton is important. Canceling the event is not an option. We would prefer to feature the City of Appleton and the tradition of its sporting community while also being a good neighbor.

Teams have registered for the event and booked hotels as far back as December. We capped registration for this event in March.

We have altered the event this year by reducing capacity 25% due to the road construction in the area.

Respectfully, we intend on appealing the denial letter.

Best Regards,

Eric Gebhard  
Executive Director  
Wisconsin United Football Club

On Monday, May 19, 2025, Kami L. Lynch <[Kami.Lynch@appletonwi.gov](mailto:Kami.Lynch@appletonwi.gov)> wrote:

Hello Ann,

Per our Special Events Policy, please find the denial letter for your Summer Shoot-out event June 20<sup>th</sup> – June 22<sup>nd</sup> at the USA Youth Sports Complex. As City staff have worked collaboratively with you and your organization on the safety and success of this event, we are continuing to review and prepare for your event in anticipation of your appeal of this denial.

As soon as you are able, please advise if you wish to appeal the special event application denial. The next Safety & Licensing Committee meeting is next week Wednesday, May 28<sup>th</sup> at 5:30 p.m. Should you choose to appeal the automatic denial per our Special Events Policy, your application would be reviewed by this Committee who would then make a recommendation to the Common Council, meeting on June 4<sup>th</sup> at 7:00 p.m. for a final determination on the application/event.

Please get in touch with me to discuss further if you have any questions.

Thank you,

Kami

**Kami Lynch**

City Clerk  
City of Appleton, Department of Legal and Administrative Services