



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

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Email - dean.gazza@appleton.org

TO: Parks and Recreation Committee

FROM: Dean R. Gazza

DATE: November 7, 2022

RE: Action: Request to Adopt the Proposed Revised Jones Park Rental and Fee Schedule Policy

The Parks, Recreation, and Facilities Management Department has reviewed the Jones Park Rental and Fee Schedule Policy. Reviews are completed to ensure the policy remains current and reflects the current needs of the users. The following are major changes to the policy, other minor updates are outlined in the redline version.

1. Increase rental fees. Increased number of annual rentals and size of events have grown. Costs for labor, utilities, refuse removal, and cleaning have all increased.
2. Private events will be approved by the Parks and Recreation Committee and Common Council. Currently private events are approved by the Special Events Committee.

Our department requests approval of the updates which will go into effect December 15, 2022.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.

CITY OF APPLETON POLICY		TITLE: JONES PARK – RENTAL AND FEE SCHEDULE	
ISSUE DATE: March 6, 2019		LAST UPDATE: March 6, 2019	
POLICY SOURCE: Parks, Recreation and Facilities Management Department		TOTAL PAGES: 5	
Reviewed by Attorney’s Office Date: October 28, 2022		Parks and Recreation Committee Approval Date: Council Approval Date:	

I. Purpose

To provide a policy to authorize the Parks, Recreation and Facilities Management Department to equitably administer rules and regulations, policies, fees and charges, and manage the use of Jones Park for private and/or community events. The Parks, Recreation and Facilities Management Department recognizes Jones Park provides quality of life uses for individuals, organizations and groups and brings certain benefits to the community, but has certain use limitations due to size, available facilities, site development, and location.

II. Policy

This policy authorizes the Parks, Recreation and Facilities Management Department to charge fees for the use of Jones Park within the rate schedule established by the Parks and Recreation Committee and City Council. The Parks, Recreation and Facilities Management Department has also established guidelines for the preservation of the public’s health, safety, welfare, and to promote the responsible use of publicly owned property and facilities. To effectively manage, protect facilities, and promote wise use of urban spaces, this policy authorizes the Parks, Recreation and Facilities Management Director and/or designees to:

1. Cancel and/or relocate any reservation that potentially threatens the integrity of Jones Park due to misrepresentation of information on the Facility Reservation Agreement, or if conditions of the facility or grounds would potentially create an unsafe situation.
2. Limit the availability of Jones Park for the city to perform routine and/or required maintenance and renovations to preserve the park’s integrity, including facilities, hard surfaces, turf, trees, vegetation, amenities, etc.
3. Deny any facility reservation application if the expected attendance would endanger public health and safety or compromise the condition of Jones Park.
4. Enforce park rules, regulations, and policies.
5. Require insurance coverage with limits established by the City Risk Manager for all activities or events scheduled for Jones Park.

III. Definitions

- **Jones Park** – Urban space located at 301 W. Lawrence Street consisting of the park, pavilion, performance stage and parking lot.

- **Local Non-Profit Organization** – Non-profit organization located in the Fox Cities that offers activity and/or event to promote quality of life experiences for citizens of Appleton and surrounding communities.
- **National Non-Profit Organization** – National non-profit organization that offers activity and/or event to promote its objectives and focus.
- **For-Profit Organization** – For-profit organization that offers activity and/or event for the primary purpose of raising money for its operations/objectives/programs.
- **Private Event** – Exclusive use of the park for an event and/or activity by an organization, group or individual that requires some or all of Jones Park to be closed to the public.
- **Exchange of Money** – The sale of food, beverage and other associated products requiring the exchange of any money at an event or program that is held in Jones Park specifically reserved for that event or program.
- **Facility Reservation Policies and Procedures** – These policies and procedures are set forth on the back of the Facility Reservation Agreement and detail reservations, sales of concessions, cancellation/refund procedures, alcohol policies and damage policies.
- **Park Rules & Regulations** – Regulations formulated by the City Council and published by the Parks, Recreation and Facilities Management Department. These rules and regulations are included with every Facility Reservation Agreement packet.
- **Processing Fee** – Fee charged to process a refund and/or cancellation request that is received before the reservation date.
- **Special Event** – An event or activity that meets the City of Appleton’s definition of a special event, and is held in a city park and/or special area, and exceeds the normal, ordinary or intended use of the park and/or special area.
- **Event Fee** – Fee charged for any rental of Jones Park facilities and/or parking lot that is determined to be a special event.

IV. Discussion

This policy defines how Jones Park shall be reserved by individuals, organizations and/or groups (herein “organizers”) for use of the facility. The policy shall also define the fee (s) charged to these organizers for their reservation request.

V. Reservations:

1. All organizers reserving Jones Park will be billed in accordance with the established rate schedule, including but not limited to: reservation fee; exchange of money permit; tent permit; tent inspection fee; event fee for facility. Organizers that are non-profit need to provide proof of status.
2. All reservations of Jones Park should be limited to events and activities open to the general public and considered special events. The use of Jones Park for a private event must be approved by the Parks and Recreation Committee and Common Council.
3. The reservation of Jones Park shall follow the procedures identified in the Special Events Policy and organizers will be required to pay all the fees required under the Special Events Policy, including a separate “Event Fee” of \$50.00 as set forth in the Fee Schedule on the last page of this policy.
4. The rental of the performance stage and/or parking lot requires rental of the park pavilion.
5. The reservation request for Jones Park shall include the actual time needed for the activity or event, including the time period for all set up, tear down and clean up. The event organizer who completes the reservation will be the responsible party and main contact for the event.

6. All reservations for Jones Park shall be considered for the entire day. Reservations for the same day by two different organizations or groups is not permitted unless written confirmation is received and approved by the Director of Parks, Recreation, and Facilities Management, from both organizations or groups. The City of Appleton is not responsible for any additional service required to accommodate the multiple events. Each reservation will pay the full rate.
7. If an organizer performs set-up or take down of any equipment outside of the rental dates they will be charged for the full day, no exceptions. In addition, if these actions interfere with another rental the City reserves the right to have any set-up removed at the organization's cost, which includes but is not limited to services provided by private contractors and/or third parties i.e., dumpsters, portables, tents.
8. Jones Park is available year-round; however during the winter months (November through March), the Parks, Recreation and Facilities Management Department reserves the right to limit access to any portion of the park and charge the organizer the actual cost to prepare the park for any activity or event. Preparations services during the winter months include but are not limited to snow removal, ice control, waste containers, etc.
9. Organizers that have reserved Jones Park for an event or activity shall have thirty (30) days after the date of the special event to reserve Jones Park for the same weekend and/or date for the following year. After thirty (30) days, the Parks, Recreation and Facilities Management Department will make Jones Park available to other interested parties.
10. A special event license for Jones Park will not be issued until all approvals have been received through the Special Events Permit process. Private rentals will need Parks and Recreation Committee and Common Council approval.
11. All other reservations for Jones Park are on a first-come, first-served basis and may be made no more than one (1) year in advance.
12. The Parks, Recreation and Facilities Management Department reserves the right to require a security deposit for any reservation based on the type of event, number of participants, use of facility, etc. The security deposit will be returned within 30 business days after the event if all conditions of the reservation request were met, including, but not limited to: facility clean-up; proper vacation of the facilities; keys not returned, removal of personal equipment/supplies/etc.; and leaving the facilities and grounds in a clean and orderly condition. Damage and/or loss of property may result in future rental requests being denied.
13. All facility reservation requests should be made at least ninety (90) days in advance of the reservation date, depending on the size of the event and/or need for street closures. Please refer to the Special Event Policy for a more detailed breakdown of the minimum number of days before the event to apply for a license and the costs associated with your Special Event. No special event license will be granted with less than ten days before the date of your event.
14. This policy shall become effective December 15, 2022, and shall remain in effect until it is modified, changed, and/or repealed.

Terms & Conditions of Use:

- The special event license holder must bring their copy of the approved reservation to the special event to show City personnel upon request. In all cases, special event license holders shall be given preference for the use of the space designated on the approved agreement.
- Motorized vehicles are allowed in the parking lot only. Vehicles are not allowed on any other park surface at any time; this includes trucks, cars, Utility Task Vehicles (UTVs),

golf carts, etc. used for the unloading and loading of equipment and supplies.

Authorization may be given for unique circumstances but must be approved in advance by the Director of Parks, Recreation and Facilities Management or designee.

- No equipment that utilizes fuels or electrical power for food preparation, craft making, etc. shall be allowed within the park. No cooking equipment shall be utilized within the pavilion. The parking lot may be utilized upon approval if reserved accordingly.
- Organizers shall leave the facility in a clean and orderly condition. Organizers shall not remove any City equipment and/or supplies. The City will not be held financially or legally responsible for any damage or loss of property that occurs as a result of the rental and reserves the right to bill the applicant for repair and replacement costs incurred by such damage to parks and/or park amenities during the rented timeframe.
- Access to the Exhibition Center shall not occur through Jones Park for loading and unloading of equipment/materials/supplies, etc.

Cancellation/Refunds:

- A full refund of the rental fee will be made if the reservation is cancelled more than 90 days in advance of the event. A full refund of the rental fee for a cancellation of Jones Park less than 90 days in advance of the event will be made only if the facility can be rented to another party for the date canceled. Refunds are subject to a \$10.00 processing fee.
- A full refund of the rental fee will be made if the reservation is cancelled by the Parks, Recreation and Facilities Management Department due to unsafe conditions, issues/concerns with park facilities, construction activities, etc. These refunds are not subject to the \$10.00 processing fee.

JONES PARK

FEE SCHEDULE

<u>Organization/Group</u>	<u>Park Rental Fees</u>		<u>Stage Rental Fees</u>	<u>Parking Lot Rental Fees</u>
Local Non-Profit Organization	\$125.00 per day		\$125.00 per day	\$125.00 per day
National Non-Profit Organization	\$175.00 per day		\$175.00 per day	\$175.00 per day
For-Profit Organization	\$325.00 per day		\$325.00 per day	\$325.00 per day
Private Event	\$525.00 per day		\$525.00 per day	\$525.00 per day
<u>Other Services</u>				
	<u>Fees</u>			
Exchange of Money Permit	\$25.00 per day \$100.00 per season			
Tent Permit	\$15.00 per tent, per day			
Fire Inspection (for tents)	\$25.00 per event			
Processing Fee	\$10.00			
Event Fee	\$50.00 per event			

CITY OF APPLETON POLICY		TITLE: JONES PARK – RENTAL AND FEE SCHEDULE	
ISSUE DATE: New Policy <u>March 6, 2019</u> Day of Council Adoption	LAST UPDATE: New Policy <u>March 6, 2019</u>	TEXT NAME:	
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1. Cancel and/or relocate any reservation that potentially threatens the integrity of Jones Park due to misrepresentation of information on the Facility Reservation Agreement, or if conditions of the facility or grounds would potentially create an unsafe situation.
2. Limit the availability of Jones Park for the city to perform routine and/or required maintenance and renovations to preserve the park’s integrity, including facilities, hard surfaces, turf, trees, vegetation, amenities, etc.
3. Deny any facility reservation application if the expected attendance would endanger public health and safety or compromise the condition of ~~facilities~~ Jones Park.
4. Enforce park rules, regulations, and policies.
5. Require insurance coverage with limits established by the City Risk Manager for all activities or events scheduled for Jones Park.

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- **Private Event** – Exclusive use of the park for an event and/or activity by an organization, group or individual that requires some or all of Jones Park to be closed to the public.
- **Concessions/Sales/Exchange of Money** - The sale of food, beverage and other associated products requiring ~~or~~ the exchange of any money at an event or program that is held in Jones Park specifically reserved for that event or program.
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1. All organizers reserving Jones Park will be billed in accordance with the established rate schedule, including but not limited to: reservation fee; ~~concessions/sales/~~ exchange of money permit; tent permit; tent inspection fee; ~~late registration~~; event fee for facility. Organizers that are non-profit need to provide proof of status.
2. All reservations of Jones Park ~~shall~~ should be limited to events and activities open to the general public and considered special events. The use of Jones Park for a private event must be approved by the ~~Special Event Committee~~ Parks and Recreation Committee and Common Council.
3. The reservation of Jones Park shall follow the procedures identified in the Special Events Policy and organizers will be required to pay all the fees required under the Special Events Policy, including a separate “Event Fee” of \$50.00 as set forth in the Fee Schedule on the last page of this policy.

4. The rental of the performance stage and/or parking lot requires rental of the park pavilion. ~~Both the performance stage and parking lot are add-on fees.~~
5. The reservation request for Jones Park shall include the actual time needed for the activity or event, including the time period for all set up, tear down and clean up. The event organizer who completes the reservation will be the responsible party and main contact for the event.
6. All reservations for Jones Park shall be considered for the entire day. Reservations for the same day by two different organizations or groups is not permitted unless written confirmation is received and approved by the Director of Parks, Recreation, and Facilities Management, from both organizations or groups, ~~and the~~ The City of Appleton is not responsible for any additional service required to accommodate the multiple events. Each reservation will pay the full rate.
7. If an organizer performs set-up or take down of any equipment outside of the rental dates they will be charged for the full day, no exceptions. In addition, if these actions interfere with another rental the City reserves the right to have any set-up removed at the organization's cost, which-This includes but is not limited to services provided by private contractors and/or third parties i.e., dumpsters, portables, tents.
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10. A ~~reservation request~~ special event permit license for Jones Park will not be issued until all approvals have been received through the Special Events Permit process. Private rentals will need Parks and Recreation Committee and Common Council approval.
11. All other reservations for Jones Park are on a first-come, first-served basis and may be made no more than one (1) year in advance.
12. The Parks, Recreation and Facilities Management Department reserves the right to require a security deposit for any reservation based on the type of event, number of participants, use of facility, etc. ~~The amount of the security deposit will be based on factors listed earlier.~~ The security deposit will be returned within 30 business days after the event if all conditions of the reservation request were met, including, but not limited to: facility clean-up; proper vacation of the facilities; keys not returned, removal of personal equipment/supplies/etc.; and leaving the facility ~~(s)ies~~ and grounds in a clean and orderly condition. Damage and/or loss of property may result in future rental requests being denied.
13. All ~~applications for~~ facility ~~reservations~~ reservation requests should be made at least ninety (90) days in advance of the reservation date, depending on the size of the event and/or need for street closures. Please refer to the Special Event Policy for a more detailed breakdown of the minimum number of days before the event to apply for a license and the costs associated with your Special Event. No ~~license~~ special event permit license will be granted with less than ten days before the date of your event.
14. This policy shall become effective ~~July 1, 2019~~ December 15, 2022, and shall remain in effect until it is modified, changed, and/or repealed.

Terms & Conditions of Use:

- The special event license holder must bring his/her/their copy of the approved reservation to the special event to show City personnel upon request. In all cases, special event license holders shall be given preference for the use of the space designated on the approved agreement.
- Motorized vehicles are allowed in the parking lot only. Vehicles are not allowed on any other park surface at any time; this includes trucks, cars, Utility Task Vehicles (UTVs), golf carts, etc. used for the unloading and loading of equipment and supplies. Authorization may be given for unique ~~circumstances, but~~circumstances but must be approved in advance by the Deputy_ Director of Parks, Recreation and Facilities Management or designee.
- No equipment that utilizes fuels or electrical power for food preparation, craft making, etc. shall be allowed within the park. No cooking equipment shall be utilized within the pavilion. The parking lot may be utilized upon approval if reserved accordingly.
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JONES PARK

FEE SCHEDULE

<u>Organization/Group</u>	<u>Park Rental Fees</u>		<u>Stage Rental Fees</u>	<u>Parking Lot Rental Fees</u>
Local Non-Profit Organization	\$100.00 per day \$125.00 per day	Plus	\$100.00 per day \$125.00 per day	\$100.00 per day \$125.00 per day
National Non-Profit Organization	\$150.00 per day \$175.00 per day	Plus	\$150.00 per day \$175.00 per day	\$150.00 per day \$175.00 per day
For-Profit Organization	\$300.00 per day \$325.00 per day	Plus	\$300.00 per day \$325.00 per day	\$300.00 per day \$325.00 per day
Private Event	\$500.00 per day \$525.00 per day	Plus	\$500.00 per day \$525.00 per day	\$500.00 per day \$525.00 per day
<u>Other Services Fees</u>				
Concessions/Sales/Exchange of Money Permit	\$25.00 per day \$100.00 per season			
Tent Permit	\$15.00 one tent, \$25.00 two tents, \$50.00 three or more tents per day \$15.00 per tent, per day			
Fire Inspection (for tents)	\$25.00 per event			
Late Reservation	\$10.00			
Processing Fee	\$10.00			
Event Fee	\$50.00 per event			