



Ms. Paula VandeHey
Director of Public Works
City Of Appleton

Dear Ms. VandeHey,

At the request of the American Cancer Society and their special event the Sole Burner 5K on May 10, Downtown Appleton would like to host a Sidewalk Sale on May 10 from 9 a.m. until 1 p.m. (Please see the attached letter of cooperation.)

Therefore we are requesting a Sidewalk Occupancy Permit to cover the amenity strip from 600 W. College Avenue through 300 E. College Avenue.

Stores and craft vendors will set up in the amenity strip beginning at 7 a.m. and will remove goods and supplies by 3 p.m. We realize that College Avenue will be closed to vehicular traffic during the Sole Burner from approximately 9a.m. until 10 a.m. and we will not require any additional street closure.

Thank you for your consideration,

Anne Wiegman
Appleton Downtown Inc.



Dear Mrs. Wiegman,

We are pleased to give the approval for Appleton Downtown Businesses to work in cooperation with the special event permit for the 2014 American Cancer Society, Sole Burner 5k Walk/Run. This permit covers Saturday, May 10, 2014. This permit will partner Sole Burner 5K Walk/Run and the Appleton Downtown Sidewalk Sale Celebration. Please forward this to any/all appropriate parties and know I am available for any questions.

Lindsey Salzsieder | Specialist, Community Events
Midwest Division | American Cancer Society, Inc
790 Marvella Ln
Green Bay, WI 54304
Phone: 920.321.1386 | Mobile: 920.495.5257 | Fax: 920.321.1388



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

CITY OF APPLETON

College Avenue Sidewalk Sale Permit POLICY

This policy has been developed to provide opportunities for downtown retailers to sell merchandise within the College Avenue beautification strip.

Requirements for College Avenue Sidewalk Sale Permit

1. Approval of the temporary street occupancy permit is required by the Municipal Services Committee and City Council.
2. All merchandise must be within the beautification strip in front of the business selling merchandise (but not allowed within the bump out area).
3. No merchandise can be within the sidewalk area.
4. Permit shall be approved for specified dates, not exceeding 20 per year.
5. Permit is not valid on any "Special Event Days" listed in City Code.
6. Merchandise and racks must be removed by the end of each business day.
7. Temporary street occupancy permit must be renewed annually with an annual fee of \$40.
8. Property owner must annually provide Certificate of Insurance.