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**LEGAL AND
ADMINISTRATIVE
SERVICES**

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MEMORANDUM

New Special Events Policy

Date: October 4, 2024

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

From: Kami Lynch, City Clerk

Encl: New Special Events Policy, Appendix 1 – Fee Schedule, Existing Special Events Policy,
2023 Event Costs

The proposed Special Events Policy was created due to the increasing volume of special events, growing complexities with public gatherings, and rising labor and material costs. The proposed policy seeks to accomplish ensure the well-being of all participants of special events and our City resources . It is intended that the proposed policy would be effective January 1, 2025 due to budgetary impacts associated with the policy revisions.

The proposed policy is a result of research on comparable communities and their procedures, impacts on City Department resources, costs to taxpayers, safety and security at events, and impacts of events to the environment and City property.

There are vast changes in the organization, formatting and elements of the policy. Therefore, there is no red-lined version of the policy, but the existing policy is included for reference. Information that has been added to the proposed policy is italicized, while information in plain text is copied from the existing policy. Some of the significant changes in the new policy are addressed below.

Anticipated Attendance and Application Deadlines

The new policy removes the correlation of anticipated attendance with timing of application filing and related fees.

It is often difficult for applicants to accurately discern anticipated attendance as numerous factors arise on a specific event date and time. Events are no longer categorized by size and now proposed is a uniform application deadline for all events – a minimum of forty-five (45) days prior to the event date. Forty-five (45) days prior to the event allows adequate time for departmental review and coordination of services required for the event.

Fees

Currently, special event fees are derived from event categorization based upon anticipated attendance, whether the event requests street closure, and timing of filing the application. This fee structure fell short of accurately accounting for actual City services rendered in preparation for, during, and after an event. The City recognizes the benefits

special events bring to our community and this policy seeks to bring an appropriate balance to the shared costs of holding events. All comparable/neighborhood communities charge special event holders for all actual costs (100%) of their personnel working in conjunction with special events. The new policy seeks to recoup twenty-five percent (25%) of actual services rendered utilizing the enclosed Fee Schedule (Appendix 1). The City distinguishes the unique provisions involved in planning for large-scale events. For events having historical or projected attendance of approximately 10,000 people or more, a Special Event Service Agreement between the applicant and the City will establish the costs to be borne by the applicant on a case-by-case basis. If a service agreement cannot be reached, then the Fee Schedule rates will apply. The actual costs of City services for various types of events occurring in 2023 is enclosed for reference.

Safety and Security

Revisions to this section include the requirement for a special event applicant to complete a supplemental Safety & Emergency Response Plan with their application. This plan assists applicants with necessary event preparations and plans for various incidents or emergencies. The new policy also provides that applicants refusing to provide recommended safety features by the City may have their application denied. There is also a provision stating that certain circumstances in which the City deems it appropriate to provide additional services beyond what is in the application, will not result in the applicant being charged for those added services.

Use of City Electricity

The existing policy does not address use of City Electricity through power outlets in City street poles or planters. These outlets are frequently utilized during special events occurring in the downtown area and it is crucial that applicants understand the parameters and safety provisions surrounding use of these outlets.

Modifications to the Special Event Application and supplemental information for applicants is an on-going process and will continually be evaluated and updated to best suit the needs of applicants and to provide that the City receives necessary information to decipher Special Event impacts for related planning and permitting.

I encourage you to reach out with questions regarding the new Special Events Policy as they arise. This will expedite the retrieval of the requested information so that it may be shared without delay.