

<b>CITY OF APPLETON POLICY</b>		<b>TITLE: SPECIAL EVENT POLICY</b>	
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<b>POLICY SOURCE:</b> City Clerk		<b>AUDIENCE:</b> City residents	<b>TOTAL PAGES:</b> 5
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## **I. PURPOSE**

It is recognized that special events often bring certain benefits to the community. At the same time, the City must have sufficient notice prior to an event so that various elected officials and City departments can evaluate the potential impact such an event might have on resources of City departments, City owned properties and facilities, and ultimately on the public. Each event has unique characteristics and will have a different impact on the services. Therefore, events should be considered on a case-by-case basis with the ultimate goal being the preservation of the public's health, safety, welfare, and to promote the responsible use of publicly owned facilities and property.

## **II. POLICY**

Events or planned occurrences on City property that exceed the normal and ordinary use of such property, may be considered special events and be subject to review and licensing.

## **III. DEFINITIONS**

Special event means any planned occurrence on the public right-of-way or public premises including, but not limited to, parades, gatherings, festivals and athletic events which is not within the normal and ordinary use of that public premises or place or which, by nature of the event, may have a greater impact on City services or resources than would have occurred had the event not taken place. Whether the event is considered within the normal, ordinary, or intended use of public facilities or property shall be determined by the City department that maintains jurisdiction over the proposed venue.

## IV. DISCUSSION

### A. Licensing Requirements

1. Applications shall be filed with the City Clerk a minimum of 45 days prior to the event. Applications for events that have been held in the City of Appleton for at least the immediate past two (2) years which are filed less than forty-five (45) days prior to the event may be issued, provided all conditions for such approval are met.
2. Sponsors of Special Events must comply with all applicable city ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations.
3. Every city department receiving a copy of a special event license application shall recommend either approving or denying the application and listing any reasons for denial. Each department shall review an application based upon the following criteria:
  - a. Use of department resources
  - b. Costs to the department
  - c. Benefit to the community
  - d. Any perceived public health or safety problems
  - e. Use of city property
4. Special Event license requirements shall be waived in those cases where the United States Secret Service notifies the City of a proposed event in which it will be assisting with security details.
5. All Special Events applications will be reviewed by the Special Events Coordination Committee, with the City Clerk issuing the special event permit upon approval of all departments reviewing the application. If any denial is received from one or more departments, the application shall be submitted to the Safety and Licensing Committee and the Common Council for review and a determination whether to grant the license.

Where an event application is filed less than forty-five days prior to the event, and the event has been held for at least the immediate past two years, but a substantial change to the pending event is indicated (including but not limited to change of location, route, event organizer, etc.) the application shall be sent to the Safety and Licensing Committee for review and final determination.

6. For each special event license form submitted which requests city services, the Clerk may schedule a meeting if deemed necessary or requested by the event sponsors and/or the affected departments. The purpose of the meeting shall be to discuss the specific nature of the services requested. It shall be held no later than thirty (30) days before the event.
7. Each event shall have a designated head of security that can be contacted at any time by the Police, Fire or Health Departments. Each event may be required to have security personnel at the rate of one security person for every 300 persons present if alcohol is available or for any 600 persons present if alcohol is not available. The Police and Fire Departments, depending on facts and circumstances specific to each event, shall have the discretion to modify these ratios, as they deem necessary.

B. Fees

1.	Investigation Fee – Add to all applications	\$ 7.00
	City Services less than \$1,000	\$125.00 per day
	City Services between \$1,000 and \$10,000	\$500.00 per day
	City Services over \$10,000	\$750.00 per day
	Appleton Area School District Events	\$125.00

The amount of services provided will be determined by reviewing the previous year’s event cost analysis. If this is a first time event, a comparison of like events will be done to set the fee schedule.

2. City sponsored events, even though they may meet the definition of a special event, may not be required to pay a fee.
3. Charges for park facilities, food sales permits, tent permit fees, etc. are to be paid *IN ADDITION* to the Special Events application fee. Submittal of an event application does **NOT** reserve a park or include application for any other permits as may be required.

C. Insurance Requirements

1. There are four (4) classes of events, Class A, Class B, Class C and Class D. Each class has its own characteristics. An event does not have to have all the characteristics listed to be in the classification. The City reserves the right to make final determination of an event’s classification and the related requirements that will be imposed upon the event organizer.
  - a. **Class A:** Any event whose attendance is anticipated to be over 25,000 or any event held within the area bounded by

Franklin Street on the north; Lawrence Street on the south; Richmond Street on the west; and Lawe Street on the east.

- b. **Class B:** Large exposure events including but not limited to, parades, concerts, bike races, auto shows, circuses, sidewalk sales, or activities that have the potential to draw between 5,000 and 25,000 people or events with amusement devices, pony rides, bleachers used to seat more than 500 people, or fireworks displays.
  - c. **Class C:** Medium exposure events including, but not limited to, parades, concerts, dances, animal shows or any activity that is likely to draw between 250 and 5,000 people.
  - d. **Class D:** Small exposure events including, but not limited to, block parties, concerts, plays, private gatherings in parks or similar events that are likely to draw less than 250 people. In those cases the sponsoring party or organization is responsible for any resulting losses to the City and will agree to indemnify, defend and hold the City harmless by written agreement. Event organizers in this class are encouraged to obtain insurance even though it is not required.
2. Each applicant shall furnish the City a certificate of insurance showing insurance written by a company licensed in the State of Wisconsin approved by the City's Risk Manager and covering any and all liability. (See Exhibit A).
- a. Class A events - Large Exposure - over 25,000 people
  - b. Class B events - Large Exposure – 5,000 to 25,000 people
  - c. Class C events - Medium Exposure – 250 to 5,000 people
  - d. Class D events – Small Exposure – under 250 people

D. Mapped Routes

Routes for special events must be submitted with the license application, regardless of historical precedent. Proposed routes may be altered at the discretion of the Police Department and the Department of Public Works. In the event that the organizer or sponsor of any special event deviates from the route submitted without the approval of the city, the organizer or sponsor of such special event may be denied a permit for any special event for the following calendar year.

E. Event Cancellation

The Mayor, or designee, may cancel an event without prior notice for any condition affecting the public health or safety of the city, or any condition that would place facilities, grounds, or other natural resources at risk of damage or destruction if the event were permitted to take place.

F. Annual Reporting

By March 30 a report will be submitted to the Safety and Licensing Committee and the Common Council documenting the cost of services provided to special events by city departments for the previous year.