

CITY OF APPLETON POLICY		TITLE: SPECIAL EVENT POLICY	
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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.
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.
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.
6. 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.

7. Street Closures – If a special event requires any street(s) to be closed, The Event Organizer or their contractor shall be required to provide an acceptably-prepared Traffic Control Plan (TCP) to the Traffic Section for review and approval no less than 4 weeks prior to the event. The plan shall comply with the Federal Highway Administration's *Manual on Uniform Traffic Control Devices*, latest edition, and the City of Appleton's *Temporary Traffic Control Manual*, latest edition. Temporary Traffic Control devices/services shall be provided by a contractor which has extensive experience in the industry and is approved in advance by the Traffic Section.

B. Fees

1. A Police Investigation Fee of \$7.00 will be added to all applications.

The special event per day fee schedule shall be determined by the size of the event and whether or not street closures are being requested. In addition, the number of days before an event will be considered to set the fee:

PER DAY FEE STRUCTURE						
Days before the event	Small Events – Under 1,000 attendees WITHOUT STREET CLOSURE	Small Events – Under 1,000 attendees WITH STREET CLOSURE	Large Events – Between 1,000 and 5,000 attendees WITHOUT STREET CLOSURE	Large Events – Between 1,000 and 5,000 attendees WITH STREET CLOSURE	Significant Events – Over 5,000 attendees WITHOUT STREET CLOSURE	Significant Events – Over 5,000 attendees WITH STREET CLOSURE
90 days or more	\$125	\$125	\$500	\$600	\$1,000	\$1,100
60-89 days	\$125	\$200	\$500	\$750	\$1,000	\$1,250
46-60 days	\$125	\$200	\$600	\$850	\$1,250	\$1,500
45 days	\$125	\$200	\$750	\$1,000	\$1,500	\$1,750
30-45 days	\$200	\$300	DENIED	DENIED	DENIED	DENIED
10-29 days	\$500	\$600	DENIED	DENIED	DENIED	DENIED
LESS THAN 10 DAYS	DENIED	DENIED	DENIED	DENIED	DENIED	DENIED

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 3 categories of Special events; Significant Events, Large Events and Small Events. The activities in each category of special event will determine the appropriate levels of insurance.

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. Significant Events would include all events over 5,000 people in attendance.
 - b. Large Events would include all events with attendance between 1,000 and 5,000.
 - c. Small Events would include all events with under 1,000 people in attendance.
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.

D. Mapped Routes

A detailed map or diagram indicating the specific locations and layout of the event must be submitted. This should also include any proposed street closures, proposed route and direction of route including all turns and the number of traffic lanes to be used, if applicable.

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.