

CITY OF APPLETON POLICY	TITLE: SPECIAL EVENT POLICY	
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I. PURPOSE

The purpose of this policy is to define what constitutes a special event and to outline the steps that must take place for a special event to be properly licensed.

II. POLICY

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

III. DISCUSSION

It is recognized that special events of all sizes 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 the~~ City ~~departments~~ can evaluate the potential impact ~~such an~~the 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

- Small event - a special event with an anticipated attendance of under 1,000 people.
- ~~SS~~Special event ~~means~~or event - any planned occurrence ~~on~~in the public right-of-way or on public ~~premises~~property including, but not limited to, parades, gatherings, festivals and athletic events, which ~~is~~are not within the normal and ordinary use of that ~~public premises or~~ place or which, by the 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, and ordinary, ~~or intended~~ use of the public ~~facilities~~facility or property shall be determined by the City department that maintains jurisdiction over the proposed venue. A special event may be a single day event or a multiple day event.

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IV. ~~DISCUSSION~~

Special event

~~A.~~ Licensing Requirements

- 1. license - the license issued by the City Clerk to the applicant for the special event.
- Special Event License Application Form or application - available from the City Clerk that must be approved in order to obtain a license to hold the special event.

~~SS~~Special 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:~~

- Events Committee - a committee comprised of City employees representing various City departments.

V. PROCEDURES

- ~~Use of department resources~~
- ~~Costs to the department~~

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.

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

- i. Street Closures—Closure. If a special event requires any street(s) to be closed, The Event Organizer closure, the applicant or their contractor shall be required to must provide an acceptably-prepared Traffic Control Plan (TCP) to the Traffic Section for review and approval no less than four (4) weeks prior to the event. The plan shall must 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 traffic control devices/services shall must 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 ii. Event Route. Event routes, if applicable, must be submitted with the application regardless of historical precedent. Proposed routes may be altered after the license has been issued only at the discretion of the Police Department and the Department of Public Works. Should a special event deviate from the route submitted without the approval of the city, the applicant may be denied a license for any special events for the following calendar year.

- d. Insurance Events are required to have adequate levels of insurance as determined by the City's Risk Manager and

City provided services and being prevented from obtaining a license or permit in the future. The license may also be denied or revoked.

5. Waiver. Some or all of the license requirements may be waived in cases where the United States Secret Service notifies the City of a proposed event in which it will be assisting with security details.

B. Safety

1. Security. Events must have a designated head of security and must have additional security personnel at the rate of one (1) security person for every 200 persons present if alcohol is available for consumption or for every 400 persons present if alcohol is not available for consumption. The Police and Fire Departments have the discretion to modify these ratios as they deem necessary.
 - a. Head of Security. The head of security must, at minimum, be: (i) 18 years of age or older, (ii) clearly identifiable as the head of security at all times during the event, (iii) reachable by phone at all times during the event by any City employee, (iv) able to call 911 during the event, and (v) able to contact and instruct the security personnel, as applicable, during the event. These requirements may be modified by the Police and Fire Departments, in their discretion, as warranted.
 - b. Security Personnel. Security personnel must, at minimum, be: (i) 18 years of age or older, (ii) clearly identifiable as security personnel at all times during the event, (iii) able to call 911 during the event, (iv) reachable at all times by the head of security during the event, and (v) be able to act on instructions from the head of security, or any other authorized person, in case of an emergency. These requirements may be modified by the Police and Fire Departments, in their discretion, as warranted.
2. ~~be considered to~~ Additional Safety Features. The Police and Fire Departments may, at their discretion, require events have additional safety features including, but not limited to, a first aid station with a certified nurse or medical doctor, an ambulance on standby and professionally licensed security officers.
3. Compliance. Applicants are responsible for ensuring that the event complies with all applicable statutes, ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations.

6. Non-Refundable. All fees are non-refundable.

- 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 affect facilities, grounds, or other natural resources at risk of damage or destruction if the event were permitted to take place.
- F. Annual Reporting - By July 30 of every year, a report must be submitted by the City Clerk 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.
- G. Precedent. Nothing in this policy shall be read to take precedent over any applicable statutes or ordinances.

<u>MULTIPLE DAY EVENT LICENSE FEE</u>						
<u>Days before the event</u>	<u>Small Events – Under 1,000 attendees WITHOUT STREET CLOSURE</u>	<u>Small Events – Under 1,000 attendees WITH STREET CLOSURE</u>	<u>Large Events – Between 1,000 and 5,000 attendees WITHOUT STREET CLOSURE</u>	<u>Large Events – Between 1,000 and 5,000 attendees WITH STREET CLOSURE</u>	<u>Significant Events – Over 5,000 attendees WITHOUT STREET CLOSURE</u>	<u>Significant Events – Over 5,000 attendees WITH STREET CLOSURE</u>
<u>90 days or more</u>	<u>\$50</u>	<u>\$100</u>	<u>\$500</u>	<u>\$700 first day + \$175 each additional day</u>	<u>\$1,000</u>	<u>\$1,500 first day + \$375 each additional day</u>
<u>60-89 days</u>	<u>\$60</u>	<u>\$150</u>	<u>\$600</u>	<u>\$750 first day + \$188 each additional day</u>	<u>\$1,200</u>	<u>\$1,700 first day + \$425 each additional day</u>
<u>35-59 days</u>	<u>\$75</u>	<u>\$200</u>	<u>\$800</u>	<u>\$1,000 first day fee + \$250 each additional day</u>	<u>\$1,650</u>	<u>\$2,500 first day fee + \$750 each additional day</u>
<u>30-44 days</u>	<u>\$100</u>	<u>\$300</u>	<u>DENIED</u>	<u>DENIED</u>	<u>DENIED</u>	<u>DENIED</u>
<u>10-29 days</u>	<u>\$200</u>	<u>\$400</u>	<u>DENIED</u>	<u>DENIED</u>	<u>DENIED</u>	<u>DENIED</u>
<u>< 10 days</u>	<u>DENIED</u>	<u>DENIED</u>	<u>DENIED</u>	<u>DENIED</u>	<u>DENIED</u>	<u>DENIED</u>
<u>Late Fee</u>	<u>N/A</u>	<u>N/A</u>	<u>\$300</u>	<u>\$600</u>	<u>\$600</u>	<u>\$1,200</u>

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~~