

SPECIAL EVENT MANUAL

Introduction

Appleton, Wisconsin enjoys many fine and entertaining special events and festivals that help to make this an exciting City. These events enhance the lives of our citizens and attract visitors to our City. The City of Appleton is committed to supporting quality special events throughout the community. If you are planning a first time event or simply making site or programmatic changes to an annual event, give us a call before you complete your event plans. City staff members have valuable experience with hundreds of events and want to see your event succeed. Whether you are wondering about the availability of a site or seeking technical assistance with traffic and safety planning, a preliminary conversation with City staff may help you save valuable time and provide you with initial guidance in the development of your special event plan.

In order to help event organizers coordinate their plans with City requirements, we have compiled this Special Event Manual, which contains application forms, policies, and related materials that are involved in the City's review and approval process. Please read this manual completely, even if you have planned events before.

Members of the Special Events Committee are available to answer any questions about your event, either before filling out your application or at any time during the approval process. Their names and telephone numbers are listed below. If necessary, a meeting with the Special Events Committee will be arranged to discuss your application. We want to ensure that your event will be a safe and enjoyable event for everyone.

Special Events Committee Team Members

Cindi Hesse, City Clerk	920-832-6443
Christopher Behrens, Assistant City Attorney	920-832-6423

Brian Noel, Fire Department	920-832-5810
Tim Mirkes, Environmental Supervisor	920-832-6429
Barb Limpert, Claims/Loss Control Analyst	920-832-6300
Andy Miles, Police Operations Coordination Specialist	920-832-5500
Ross Buetow, City Engineer	920-832-6474
Eric Lom, Traffic Engineer	920-832-5580
Kabel Helmbrecht, Parks and Recreation	920-832-5905
Jay Yearwood, GIS Manager	920-832-3909
John Hoft-March, Budget Manager	920-832-6450

Because the Special Events Committee makes recommendations on license approval or denial, you will find it beneficial to begin your planning process with the team early.

Large or Significant Event applications that are not filed within 45 days of the event date will be denied.

Consider how your event plans work with the Community

As you begin the preliminary plans for your event, think carefully about the impacts and benefits the event brings to a community.

Following are some common impacts that thoughtful planning can help reduce:

- Remember, when you close a street, even for two or three blocks, this can affect traffic for miles around as traffic is rerouted or turned away. The impact of a street closure is similar to dropping a pebble in a pond with each concentric circle expanding.
- Does your street closure block or impede access to police stations, fire stations, hospital emergency access routes, churches, schools, businesses or residences?
- How does your event affect our public transportation system with regard to bus routes or airport access? Are alternate routes available to accommodate the numbers of people who use public transportation?

- Are you planning to serve alcohol at the event? How will the use of alcohol affect the tenor, participant safety and enjoyment of the event, as well as security and insurance costs?
- What type of music will be featured at the event? How will the noise impact the surrounding neighborhood? What type of audience behaviors and crowd numbers may result from the type of music planned?
- Have you made plans to ensure that your event is accessible to the disabled? (Disabilities include, but are not limited to, vision, hearing and physical limitations.) Do your booths block ramp access? Is parking readily available? Are TDD phones on site? Will portable toilets accommodate wheelchairs?
- What other events are planned throughout the city on the chosen date of your event? Will they reduce attendance at your event or inhibit the ability of the City to provide necessary staffing?

What is a Special Event?

The City of Appleton's Special Event Policy defines a special event as:

....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.

If your event is held on private property or does not otherwise meet the definition of a special event, certain regulations may still apply. For example, if your event is expected to have in excess of 100 people and will be held in a building not approved for public assembly in accordance with the Wisconsin Administrative Code, or involves the use of temporary seating, the Appleton Fire Department will need to review and approve your event. You are encouraged to contact the Fire Inspection Division of the Appleton Fire Department.

Who to Contact First

The Special Events license application process is coordinated through the City Clerk's Office, 6th Floor, 100 N. Appleton Street, Appleton, WI. The [application](#) can be obtained from the City Clerk or from the City of Appleton's webpage (www.appleton.org).

Based on the nature of your event, a variety of permits may be required - this manual will help you to identify the specific permits you will need.

Determine When and Where to Hold your Event

Will your event be held in one of the City's Parks?

If you are considering holding your event in a City of Appleton park, you will first need to contact the [Appleton Parks and Recreation Department](#) to reserve the park. Additionally, the size of your event may dictate which of the City's parks are best suited to your event. A member of the Parks and Recreation Department will be glad to discuss your needs and find the best park to make your event successful.

Listed below are the City parks and their capacities:

Park	Capacity
Alicia Park	Not to exceed 120 individuals
Appleton Memorial Park	25,000 individuals
Arbutus Park	No pavilion
City Park	Not to exceed 120 individuals
Colony Oaks Park	Not to exceed 120 individuals
Derks Park	Not to exceed 120 individuals
Einstein Park	Not to exceed 120 individuals
Erb Park	5,000 individuals
Green Meadows Park	Not to exceed 120 individuals
Highview Park	Not to exceed 120 individuals
Hoover Park	Not to exceed 120 individuals
Houdini Plaza	Approval of Mayor and Director of Parks and Recreation required
Jaycee Park	Not to exceed 120 individuals
Jones Park	Not to exceed 120 individuals
Linwood Park	Not to exceed 120 individuals
Lion's Park	Not to exceed 120 individuals
Lutz Park	Not to exceed 120 individuals
Mead Park	No pavilion
Veterans Park	No pavilion
Kiwanis Park	Not to exceed 120 individuals
Peabody Park	Not to exceed 120 individuals
Pierce Park	5,000 individuals
Reid Golf Course	N/A
Schaefer Park	Not to exceed 120 individuals
Summit Park	No pavilion
Telulah Park	5,000 individuals

If you have decided to have your Special Event in a city park, you will be asked to complete a Facility Reservation Agreement and pay the appropriate fees. The fees for the park pavilions will vary with the size of the pavilion and the extra amenities available. All park rules, regulations and policies must be adhered to.

Will a public street or right-of-way be used or closed?

If yes, the [Department of Public Works](#) and the [Appleton Police Department](#) will need to review your request to ensure that all safety measures are met and the street closure(s) will not adversely affect traffic flow. Also, there may be some limitations on the use of certain streets during street construction season.

The barricading of streets is not provided by the City. 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.

Even if your event does not require street or sidewalk closings, it may generate unusual pedestrian and/or vehicular traffic. This not only affects the event's participants, but also those who live, work and shop in the area surrounding the event's location. Changes in traffic flow must be considered in the planning process. In case of large events, consider establishing parking in other sites and shuttling participants to the event.

If you request special parking restrictions, you must contact the Appleton Police Department's Operations Coordination Specialist to discuss this request.

Also consider parking for the disabled. If there are not disabled parking stalls within a reasonable distance from your event site, you may discuss

with the Appleton Police Department and the Department of Public Works ways to accommodate those with special needs.

Contact the Department of Public Works (832-6474) for information on parking availability, rates and options for pre-paying parking in a city ramp. The applicant may also be responsible for costs associated restricting the use of parking meters to the general public- this will be dependent upon if the restrictions are being placed for city traffic control or by the special event organizer use.

You may want to call [Valley Transit](#) to determine if their routes conflict with the location and time of your event. Or perhaps Valley Transit could assist you with transporting event attendees to your location.

A detailed map of the event location, proposed street closures, and intended route, if applicable, MUST BE PRESENTED AT THE TIME OF LICENSE APPLICATION.

Will Alcohol be served?

If your event will be selling beer or wine*, a separate "Special Class B License" will be required. This license application may be obtained from the Office of the City Clerk and must be filed at least 10 days before your event. It is recommended that you submit this application at the same time you submit your special event application. The fee for this license is \$10.00 plus a \$7.00 police investigation fee.

* Distilled alcoholic beverages cannot be sold or served at Special Events.

Alcoholic Beverages cannot be served after midnight. If your event is in a City park, you may not serve after 9:00 p.m. and approval to sell in a park will not be allowed unless you have received special consideration from the Appleton Parks and Recreation Committee and the Common Council. This process will take at least 15-30 days - please plan accordingly.

Although having alcohol at your event may be advantageous, you may also incur greater costs and risks - please read the insurance requirement section of this manual thoroughly.

Remember: You will also need to hire licensed bartenders to sell alcohol at your event. The City Clerk will be able to provide you with information on how to obtain an Operator's (Bartender) License.

Helpful tips to organize a safe and successful event.

- Sales of beer or wine must be under the control of your organization at all times. You are the responsible, *legally liable* party if problems arise because of the improper conduct of your beverage servers.
- The legal drinking age is 21. You should require bona fide identification from anyone who appears under the age of 30. Proper identification must be issued by a governmental agency with the name, date of birth, a physical description and a photograph of the person presenting the identification.
- Do not sell, furnish or give beer or wine to anyone who is obviously intoxicated.
- Identify non-drinking designated drivers and offer them free non-alcoholic beverages. This can be done by providing colored wristbands or other means of easy identification.
- Limit sales or service of alcoholic beverages to two (2) drinks per person at any one time.
- Provide food at your special event.
- Prohibit anyone from bringing their own alcoholic beverages to your event.
- Provide adequate security at your event, especially if it is open to the public.

What Security will be needed?

For the safety of your event's participants, security personnel are a necessity. Events including alcohol or minors may involve higher risk and may require more security.

Each event must have security personnel at the rate of one security guard for every 300 people present if alcohol is available, or one security guard for

every 600 people if alcohol is not available. One member of the security personnel must be designated as the "Head of Security" who can be contacted at any time by Police, Fire or Health Department personnel.

Points to consider when planning security for your event:

- Entry points
- Boundaries
- Bordering streets between your event's location and parking areas
- Parking lots
- Site where admission is charged. You may want to consult with the police or an armored security system for transferring money.
- Doors of spectator areas to watch for suspicious behavior
- Restrooms or concession areas
- Restricted access areas such as locker rooms, reserved areas, medical/first aid centers, box offices or other key locations where the general public is not allowed
- VIPs and Public Officials

The Police and Fire Department, depending on facts and circumstances specific to each event, shall have the discretion to modify this ratio, as they deem necessary.

Will food be served or sold?

If yes, you will need to obtain the necessary permits from the [Appleton Health Department](#) in addition to your Special Events license.

A temporary restaurant license or a **temporary retail food license** is required for any person or business intending to operate a food stand or retail food stand in conjunction with a single event or celebration such as a fair, carnival, circus, public exhibition, anniversary sale or occasional sales promotion.

Non-profit organizations are allowed to operate a food stand for three (3) days with a Non-profit food permit issued by the Appleton Health Department. A non-profit organization must obtain a Temporary Restaurant

license if four (4) or more events are held in a license year (July 1 - June 30).

In addition, a concession permit may be needed if you are selling food in a city park. Please contact the Appleton Parks and Recreation Department for further information.

Will you be having a band or amplified music?

If your event will be having a band or amplified music, there are a number of items that must be considered.

- Is there a stage available at your proposed location, or will you need to obtain one?
- Is there sufficient electricity to supply the band's equipment?
- Will a tent be required? (see Fire Department section for tent regulations)
- What hours will the band be playing - will this comply with the city's noise ordinance?

Noise is regulated within the corporate limits of the City of Appleton. In general, the ordinance states that "no person shall make or cause to be made any loud, disturbing or unnecessary sounds or noises such as may tend to annoy or disturb a reasonable person in or about any public street, alley or park or in any private residence." The maximum allowable decibels are greater during the hours of 7:00 a.m. and 10:00 p.m.

There may be times or events planned where strict adherence to the noise ordinance may be difficult or unreasonable due to special circumstances. When it is anticipated that this is to occur, you will need to apply to the Health Department for a variance for the particular requirements of the noise ordinance.

A letter requesting a variance from the noise ordinance must be sent to the Health Officer at the Appleton Health Department, 100 N. Appleton Street, Appleton, WI 54911. The letter should include the location, date and time of event, equipment involved and the name of the person in charge who will

be present while the noise is produced. The Health Officer will review your request.

If the Health Officer does not approve your request, you can appeal this decision to the Board of Health. The Board of Health meets on the first Wednesday of each month at 7:00 a.m. You will be asked to appear before the Board, where you will be given an opportunity to be heard. You may be asked to provide evidence of how you plan to ensure noise will be controlled at your event. The board recommendation will then be presented at the next meeting of the Common Council for their approval. You will be notified of the Council's decision. This process may require up to 60 days to complete.

Planning for Fire Prevention and Life Safety

The [Appleton Fire Department](#) is committed to a fire prevention program that places a high priority on the safety and welfare of the public while minimizing potential fire and life safety hazards. Establishing fire prevention and life safety procedures at your special event is an essential component of the event planning process.

If you are holding an outdoor event, your event must be reviewed by the Fire Department. Items of concern include general fire and life safety, crowd capacity, access for emergency vehicles, configuration and identification of all vendors cooking with flammable and combustible liquids and/or gases, or potentially hazardous cooking appliances. A copy of your Special Event application will be forwarded to the Fire Department for review. This review process is required for all special events.

- Will any fireworks, open flame, or pyrotechnic devices be used?

If yes, you will need to contact the Appleton Fire Department for the necessary permits and regulations. Permits must be applied for a minimum of 7 days prior to the event.

The use of any pyrotechnic device shall be handled by a competent adult operator and shall be of such composition, character and be located, discharged or fired as in the opinion of the fire Chief shall not be hazardous to property or endanger any persons. City Ordinances and State Statutes shall regulate the outdoor use of pyrotechnic devices.

- Will you be erecting a tent, canopy, membrane or other temporary structure?

To operate or erect a tent in excess of two hundred (200) square feet you will need a permit from the Appleton Fire Department. Tents, canopies, and membrane structures are all regulated within the City of Appleton. Please contact the Fire Department for additional information.

In addition, if this tent is to be erected in a city park, special approval may be needed from the Appleton Parks and Recreation Department.

Risk Management/Insurance requirements

Risk Management in special events is defined as "Recognizing the possibility of meeting danger or suffering harm or loss and organizing or planning to minimize or eliminate said danger, harm or loss." Ensuring that appropriate risk management practices are in place is a priority for the City of Appleton.

Some areas of risk management that should be observed by special event organizers:

- Develop volunteer management practices - identify who is in charge and communicate this to all volunteers. Monitor the event volunteers to ensure that the necessary work is being completed.
- Be clear about the role of the Appleton Police Department at your event and enhance communication throughout the event. Consult with police and emergency personnel for input and advice while developing the safety/risk management plan.

- Be aware of safety standards and/or inspections related to buildings, vehicles, carnival rides and tents, ensuring safe egress from tents and fenced in areas.
- Have emergency plans specific to the events activities, including communication and responsibilities, coordination with authorities, weather conditions, lightning, and personal and property damage.
- Coordinate fire safety/protection for all tents and commercial cooking functions, and the safe handling of propane gas.
- Inform all participants of safety requirements specific to events that take place on waterways.
- Have a bleacher inspection and certificate of insurance from the installer.
- Do a "walk through" of the event, looking out for tent stakes and ropes, electrical connections, compressed gas cylinders like helium, cables and hoses across walkways, absence of barriers to restricted areas; try to see the grounds through the eyes of an excited youngster or a not so nimble senior.

Insurance coverage (A Certificate of Insurance or a Hold Harmless Agreement) will be required for every special event held in the city. A certificate of insurance must be provided if your event involves more than 250 people, you request a street closure or you are bringing additional items/structures onto the public premises. Proof of coverage will include naming the City of Appleton as an additional insured. The amount and type of insurance coverage varies, although \$1 million to \$2 million is a typical level.

If you need assistance obtaining insurance for your event, contact an insurance broker or you may contact the [City of Appleton's Risk Manager](#) who can provide you with information on an insurer who specializes in event liability insurance.

The level of insurance requirements is as follows:

SPECIAL EVENTS

Insurance Requirements - Exhibits attached

Significant Events

- This would include all events where attendance is over 5,000 people.
Exhibit D-1 or D-2 would normally apply.

Large Events

- This would include events with attendance between 1,000 and 5,000 people.
Exhibit D-3 would normally apply.

Small Events

- This would include all events with under 1,000 people in attendance.
Exhibit D-3 may apply to these events.

Inform and Train volunteers

Volunteers can be the most valuable people at your event. They should be briefed prior to the event on what they may and may not do. They should be thoroughly informed and it is often a good idea to provide them with job descriptions. Tell them who is in charge and who to contact if a problem develops. Be sure they are familiar with the building or area so they can direct people to restrooms, fire exits, or other key locations.

Remember, the volunteer's task may seem clear to you, but they are not as familiar with all of the plans you have made.

Make your volunteers easily identifiable to those attending your event; provide them with vests, pins, armbands, hats, etc.

Toilet Facilities and Cleaning up after your event is over

Event planning should include requirements for sanitation and waste management plans. An event that does not provide for the personal comfort

of patrons, or leaves an unsightly mess with litter and trash strewn about, will hurt its own future and will negatively affect the image of the city.

Portable Restrooms. Special events held in parks, in open spaces, and on public roads may require portable restrooms. Guidelines for the number of portable restrooms required are as follows:

Special Event Chart for Portable Restrooms

Number of Units required when no pumping service is provided

50/50 Mix of Men and Women

One unit provides approximately 200 uses.

Average hours at the event

Ave. Crowd size	1	2	3	4	5	6	7	8	9	10
500	2	4	4	5	6	7	9	9	10	12
1,000	4	6	8	8	9	9	11	12	13	13
2,000	5	6	9	12	14	16	18	20	23	25
3,000	6	9	12	16	20	24	26	30	34	38
4,000	8	13	16	22	25	30	35	40	45	50
5,000	12	15	20	25	31	38	44	50	56	63
10,000	15	25	38	50	63	75	88	100	113	125
15,000	20	38	56	75	94	113	131	150	169	188
20,000	25	50	75	100	125	150	175	200	225	250
25,000	38	69	99	130	160	191	221	252	282	313
30,000	46	82	119	156	192	229	266	302	339	376
35,000	53	96	139	181	224	267	310	352	395	438
40,000	61	109	158	207	256	305	354	403	452	501
45,000	68	123	178	233	288	343	398	453	508	563
50,000	76	137	198	259	320	381	442	503	564	626
55,000	83	150	217	285	352	419	486	554	621	688
60,000	91	164	237	311	384	457	531	604	677	751
65,000	98	177	257	336	416	495	575	654	734	813
70,000	106	191	277	362	448	533	619	704	790	876
75,000	113	205	296	388	480	571	663	755	846	938
80,000	121	218	316	414	512	609	707	805	903	1001
85,000	128	232	336	440	544	647	751	855	959	1063
90,000	136	246	356	466	576	686	796	906	1016	1126
95,000	143	259	375	491	607	724	840	956	1072	1188
100,000	151	273	395	517	639	762	884	1006	1128	1251

Refuse collection and site cleanup -

The event sponsor should have a litter control plan in place and pick up litter before, during and after an event that is open to the public. A recycling plan can also be part of the waste management plan.

The event organizer will be responsible for setting trash cans at various locations and emptying them during the event to prevent overflow. If food vendors are a part of the event, waste management will require more effort and expense on the part of the organizer.

The City of Appleton does not provide dumpster services for Special Events. If your event will generate enough trash to require a dumpster, it is the sole responsibility of the user to arrange for the drop-off / pick-up of the dumpster so that the facility you are hosting your event in is left clean. If you decide to not arrange for a dumpster and the facility requires additional clean-up at the conclusion of your event, you will be charged back for the time needed for the clean-up efforts.

Medical Services

When planning a special event, there are important questions you should ask to determine your first aid needs:

- How many people will be attending your event? Medical demands vary. An event hosting 200 people will have different first aid needs than an event with 5,000 or more participants.
- Is your event being held during daylight hours or is it a night event? If it is held during nighttime hours, is there good or limited lighting in the area?
- What are the demographics of your anticipated crowd? Does your particular group have any potential health issues that should be taken into consideration?

- What time of year is your special event being held? Do you anticipate hot weather, cold weather, wet conditions, or excessive insects?
- What is the length of the event? Does your event run for a few hours, a full day or is it a multi-day event?
- Will there be alcohol available?
- Is there a single location for your event? Will there be multiple venues, such as in a foot or bike race?
- Have you encountered any first aid related problems with the event in the past?
- If this is an athletic or sporting event, how strenuous is the activity?

It is recommended that every special event have a first aid kit easily accessible on the event site. The first aid kit should contain, at a minimum: compresses, ice packs, bandages and antiseptic.

Different Levels of Medical Services

Depending on your answers to the previous questions, you will need to determine the appropriate level of medical services for your event.