



SPECIAL EVENTS MANUAL



Effective February 2017

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Section A. Introduction

The City of Appleton offers many exceptional and entertaining special events throughout the year that help to make this an exciting and vibrant City. Special events enhance the lives of our citizens and attract visitors. The City is committed to supporting quality special events held throughout the community.

If you are planning a first-time event or thinking about making changes to an annual event, give us a call before you complete your event plans. City staff members have valuable experience and want to see your event succeed.

A preliminary conversation with City staff may also help you save valuable time and can provide you with guidance in the development of your special event plan – staff can answer questions ranging from the availability of a site on a particular date, to the cost of a special event license, to how to legally sell food or alcohol at an event.

In order to help event organizers coordinate their plans with City requirements, we have compiled this Special Event Manual, containing application forms, policies, and related materials 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 also available to answer 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 at the end of this manual. A meeting with the Special Events Committee can also be arranged to discuss your application. We want to ensure that your event will be a safe and enjoyable event for everyone.

1. 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.

2. Who to call for help

If you're planning a special event and have questions, give the City a call – City employees are here to help!

The best place to start is by calling the City department that has jurisdiction over the question. In other words, if you have questions about how to serve alcohol at your event, you should call the City Clerk's Office. If you're wondering how to get permission for fireworks, you can should the Appleton Fire Department.

Below is a list of the common questions asked of each City department, along with the phone number to contact the department.

CITY DEPARTMENT	AREAS OF EXPERTISE	PHONE NUMBER
City Clerk's Office	- Licensing and fees - Application deadlines	920-832-6443
Department of Public Works	- Alcohol sales - Parking changes - Road closures	920-832-5580
Fire Department	- Event maps - Fire safety - Tents/temporary structures - Fireworks/pyrotechnics	920-832-5810
Health Department	- Food safety and handling - License for food sales - Amplified sound/bands	920-832-6429
Inspections	- Structure safety - City codes	920-832-6411
Parks, Recreation and Facilities Management Department	- Using parks and facilities - Using trails - Park and facility reservations	920-832-5905
Police	- Event safety - Event maps - Coordination of services	920-832-5500
Risk Management (HR)	- Road closures - Risk evaluation - Insurance requirements	920-832-6300

In addition to the City departments, there is a Special Events Committee made up of City staff members working for different City departments. The Special Events Committee evaluates special event applications and makes recommendations on license approval or denial. You may request to meet with the Special Events Committee during one of their regularly scheduled meetings at any time in your planning process to discuss your event and receive feedback from the Committee. To attend a meeting please call the **City Clerk's Office at 920-832-6443.**

Section B. Things to Consider for your Special Event

As you begin to make plans for your special event, think carefully about the impacts and benefits the event will bring to the community. The following are suggestions of some of the things you should think about when planning your event:

- ✓ When a street is closed for a special event, even for two or three blocks, traffic for miles around can be affected because 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 proposed street closure block or impede access to police stations, fire stations, hospital emergency access routes, churches, schools, businesses or residences? If yes, you may be asked to modify your event or your application may be denied.
- ✓ How does your event affect public transportation, such as bus routes or airport access? Are alternate routes available?
- ✓ If you want alcohol served at the event, have you thought about how alcohol will 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? 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 which may result in the denial of your application?

1. WHEN AND WHERE TO HOLD YOUR EVENT

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

If you decide to have your event in a City park, you will be asked to complete a Facility Reservation Agreement and pay the appropriate reservation fees. The fees for the park pavilions vary with the size of the pavilion and the extra amenities available. All park rules, regulations and policies must be adhered to at all times during a special event.

Following is a listing of the city parks:

Name of Park	Maximum Capacity
Alicia Park	≤ 120 Individuals
Appleton Memorial Park	≤ 5,000 Individuals
City Park	≤ 120 Individuals
Colony Oaks Park	≤ 120 Individuals
Derks Park	≤ 120 Individuals
Erb Park	≤ 5,000 Individuals
Green Meadows Park	≤ 120 Individuals
Highview Park	≤ 120 Individuals
Hoover Park	≤ 120 Individuals
Houdini Plaza	Contact Director of Parks, Recreation & Facilities Management
Jaycee Park	≤ 120 Individuals
Jones Park	≤ 120 individuals
Kiwanis Park	≤ 120 Individuals
Linwood Park	≤ 120 Individuals
Lion's Park	≤ 120 Individuals
Kiwanis Park	≤ 120 Individuals
Peabody Park	≤ 120 Individuals
Pierce Park	≤ 5,000 Individuals
Schaefer Park	≤ 120 Individuals
Telulah Park	≤ 5,000 Individuals

In addition to City parks, the USA Youth Sports Complex located at 3300 East Evergreen Drive, Appleton, WI 54913, is available for rental for soccer, baseball and softball tournaments.

Please contact the **Parks, Recreation and Facilities Management Department at 920-832-5905** for more information.

2. WILL A PUBLIC STREET OR RIGHT-OF-WAY BE USED OR CLOSED?

If your special event will result in a public street or right-of-way being used or closed, 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.

Barricading 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 four (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 and services must be provided by a contractor who has extensive experience in the industry and is approved in advance by the Department of Public Works.

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 people 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 or significant events, consider establishing parking at other sites and shuttling participants to the event.

Contact the **Department of Public Works at 920-832-6474** 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 with 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. If you request special parking restrictions, you must contact the **Appleton Police Department at 920-832-5500** to discuss this request.

Remember: A detailed map of the event location, proposed street closures, and intended route, if applicable, must be presented at the time of license application!

We suggest you also contact **Valley Transit at 920-832-7627** to determine if their bus routes conflict with the location and time of your event. Valley Transit may be able to assist you with transporting event attendees to your location as well!

Please remember to always consider parking and accessibility for the disabled. If there are no disabled parking stalls within a reasonable distance from your event site, call the Appleton Police Department and the Department of Public Works to discuss with the ways you can accommodate those with special needs.

3. WILL ALCOHOL BE SERVED OR SOLD?

If your event will be selling or serving beer or wine (distilled alcoholic beverages cannot be sold or served at special events) a separate Special Class "B" License will be required. This license application may be obtained from City Clerk and must be filed with the Clerk at least ten (10) calendar days before your event. It is recommended that you submit this application at the same time you submit your special event application.

Alcohol cannot be served after midnight. If your event is in a City park, you can only serve alcohol between the hours of 10:00 a.m. and 10:00 p.m. unless an extension is granted by the Director of Parks, Recreation and Facilities Management. You cannot sell alcohol in a park without approval the Director of Parks, Recreation Committee and the Common Council of the City of Appleton. This approval process may take up to or longer than thirty (30) days so please plan accordingly.

You will need to have licensed bartenders selling and dispensing alcohol if you plan 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.

Please be aware that having alcohol at an event may result in greater costs and risks, so please read the insurance requirement section of this manual thoroughly.

Here are some helpful tips to organize a safe and successful event where alcohol is served or sold.

- ✓ Sales of beer or wine must be under the control of your organization at all times.
- ✓ No person/organization may give away alcohol or use any other means to evade any law of the State of Wisconsin relating to the sale of alcohol
- ✓ You, the applicant, will be the responsible, legally liable party if problems arise because of the improper conduct of beverage servers.
- ✓ The legal drinking age is 21. Government issued identification must be requested from anyone who appears under the age of 30.
- ✓ Do not sell, furnish or give beer or wine to anyone who is obviously intoxicated.
- ✓ Identify non-drinking designated drivers and consider offering them free non-alcoholic beverages.
- ✓ Limit sales 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.

4. WILL FOOD OR BEVERAGES BE SERVED OR SOLD?

If food and/or beverages will be served or sold at your event you will need to obtain a special license and/or permit.

A Concession Permit may be needed if you food and/or beverages are sold in a City park. Please contact the **Park, Recreation and Facilities Management Department at 920-832-5905** for additional information.

A Mobile Restaurant License is required to sell food and/or beverages from a vehicle, such as a food truck. Please contact the **Health Department at 920-832-6429** for additional information

A Temporary Restaurant License is required for the sale of food and/or beverages intended for immediate consumption. Please contact the **Health Department at 920-832-6429** for additional information

A Temporary Retail Food License is required for the sale of food and/or beverages that will not be immediately consumed. Please contact the **Health Department at 920-832-6429** for additional information

If you are considering serving food or offering food for sale at your event, here are some things you should consider beforehand:

- How will you ensure food is handled safely and stored at the proper temperature?
- Where will food handlers wash their hands?
- What will you do if someone suffers an allergic reaction to the food?
- Will you need additional trash cans or recycling bins?

5. WILL THERE BE A BAND OR AMPLIFIED SOUND?

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 between the hours of 7:00 a.m. and 10:00 p.m.

There may be times where strict adherence to the noise ordinance may be difficult or unreasonable due to special circumstances. When it is anticipated that this will occur, you will need to apply for a noise variance. Please contact the **Health Department at 920-832-6429** for additional information.

If the City does not approve your request for a noise variance, you have the right to appeal the decision to the Board of Health. 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 or more than sixty (60) days to complete, so plan accordingly.

If you are considering having a band or amplified sound at your event, here are some things you should consider beforehand:

- Is there a stage available at your proposed location, or will you need to obtain one?
- Is there sufficient electricity and the right number of electrical outlets?
- Will a tent be required?
- What hours will the band be playing – will this comply with the City’s noise ordinance?

6. WILL THERE BE FIREWORKS, OPEN FLAMES OR PYROTECHNIC DEVICES?

If you plan on having fireworks, open flames and/or pyrotechnics at your special event you will need to contact the **Fire Department at 920-832-5810** for the necessary permits and regulations. Permits must be applied for at least seven (7) days prior to the event.

The use of any pyrotechnic device must be handled by a professionally managed firework company that has have competent, trained adult operators. The pyrotechnics must be of

such composition, character and be located, discharged or fired as, in the opinion of the fire Chief, will not be hazardous to property or endanger any persons. City Ordinances and State Statutes regulate the outdoor use of pyrotechnic devices.

7. WILL YOU BE ERECTING A TENT, CANOPY OR OTHER TEMPORARY STRUCTURE?

Tents, canopies, and membranes and other temporary structures are all regulated by the City of Appleton. Please contact the **Fire Department at 920-832-5810** for additional information. In addition, if a tent, canopy, membrane or other temporary structure is to be erected in a City park, special approval may be needed from the **Parks, Recreation and Facilities Management Department, reachable at 920-832-5905.**



SECTION C. SECURITY AND SAFETY

For the safety of your special event's participants, security personnel are a necessity. Some events, like those selling alcohol, may involve higher risk and may require more security. It is equally important to be mindful of fire and building safety and to adequately prepare ahead of time for emergencies.

1. RISK MANAGEMENT/INSURANCE

Risk management for 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.

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, if you request a street closure, or if 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. Please call the **City of Appleton's Risk Manager at 920-832-6300** for additional information including the required amount of insurance for your event.

If you need assistance obtaining insurance for your event, contact an insurance broker or the **Risk Manager at 920-832-6300** for assistance.

Here are 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 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.

2. WHAT SECURITY WILL BE NEEDED?

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,” and all security personnel must be clearly identified as security. It is suggested that security personnel and the head of security wear brightly colored t-shirts or other items of clothing that clearly identifies them as security. Security personnel must also be at least 18 years old, able to request help if needed, and be reachable at any time by Police, Fire or Health Department personnel.

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. For additional information call the **Police Department at 920-832-5500** and/or the **Fire Department at 920-832-8510**.

3. 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. For more information please call the **Fire Department at 920-832-8510**.

4. INFORM AND TRAIN VOLUNTEERS

Volunteers are often critical to a successful event. They should be briefed prior to the event on what they may and may not do 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. Make sure they are familiar with the building or event 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 may not be as familiar with all of the plans you have made. Also, make sure your volunteers easily identifiable to those attending your event; provide them with vests, pins, armbands, hats, etc.

5. MEDICAL SERVICES

When planning a special event, there are important considerations regarding first aid needs. Depending on your answers to these questions, you will need to determine the appropriate level of medical services for your event:

- How many people will be attending your event?
 - ✓ 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 adequate lighting in the area?
- What time of year is your special event being held?
 - ✓ Do you anticipate hot weather, cold weather, wet conditions, or excessive insects?
 - ✓ Do you have a plan in place to monitor weather conditions prior to and during your event?
 - ✓ Have you created an emergency severe weather plan?
- 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? Food?
- Is there a single location for your event? Or will there be multiple venues, such as in a foot or bike race?
- If this is an athletic or sporting event, how strenuous is the activity?



SECTION D. COMFORT AND CLEAN UP

Event planning includes 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.

1. TOILET FACILITIES

Special events held in parks, 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 recommended when no pumping service is provided
50/50 Mix of Men and Women
One unit provides approximately 200 uses.**

Average number of hours at the event										
Average 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

2. SET-UP AND TAKE-DOWN TIME

If a special event requires set-up or take-down before or after the event, such as putting up a stage, placing vendor stalls, marking an event route, or be aware that the City ordinance only allows for four (4) hours setup and takedown time. If you will need extra time, contact the **Parks, Recreation and Facilities Management Department at 920-832-5905.**

Only use non-permanent markings on sidewalks, streets and curbs, and only with permission from the City!

3. REFUSE COLLECTION AND SITE CLEANUP

The event sponsor must 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 must also be part of the waste management plan. Dumpsters and recycling bins are not be provided by the City. You must provide your own or contact Outagamie County Solid Waste at 920-832-4711 for additional options.

The event organizer is 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.

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 for all the time and material needed for the clean-up efforts.



SECTION E. SPECIAL EVENTS COMMITTEE

The following is a list of the current members of the Special Events Committee. Membership may change at any time.

Kami Lynch, City Clerk	920-832-6443
Erica Ziegert, City Clerk's Office	920-832-6448
Amanda Abshire, Assistant City Attorney	920-832-6423
Steve Patterson, Fire Department	920-832-5810
Steve Kihl, Environmental Supervisor	920-832-6429
Brian Margan, Risk Manager	920-832-6300
Ross Buetow, City Engineer/Deputy Director DPW	920-832-6474
Eric Lom, Traffic Engineer	920-832-5580
Maureen Hanley, Parks, Recreation & Facilities Management Department	920-832-5905
Dale VandeWalle, Inspections	920-832-6411
Matt Rehbein, Community & Economic Development	920-832-6463
Amy Erickson, Valley Transit	920-832-1627
Mark Moderson, Police Operations Coordination Specialist	920-832-5500

SECTION F. CONCLUSION

The City hopes you found this Special Event Manual informative and helpful. If there are any suggestions for how to improve this Manual or ways to make the application process easier, please let us know!

