



# Town of Greenville

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## SPECIAL EVENT POLICY

### I. PURPOSE

It is recognized that special events often bring many benefits to the community. However, when these events are held on public premises or public right-of-way, they have the potential to impact the Town's resources, facilities and property. Each event has unique characteristics and will have a different impact. Therefore, events need to be considered on a case by case basis in order to promote the responsible use of publicly owned premises and right-of-way.

### II. POLICY

Events or planned occurrences on Town premises and right-of-way that exceed the normal and ordinary use of such property, may be considered a special event and are subject to review and approval by the Town Board.

### III. DEFINITION

A "special event" is defined as any planned extraordinary occurrence requiring Town services on public right-of-way or public premises including, but not limited to, concerts, festivals, fairs, parades, runs/walks, large company picnics, athletic events, block parties, organized rummage sales (10 or more participating sellers), and processions which is not within the normal and ordinary use of that property or which, by the nature of the event, may have a greater impact on Town 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 property shall be determined by the Town department that maintains jurisdiction over the proposed venue.

### IV. PERMIT PROCEDURE

1. An application for a Special Event Permit along with ALL the required support materials shall be filed with the Town Clerk a minimum of 60 days prior to the event.
2. Along with the application, the event organizer must provide a map of the event area showing the proposed location of all facilities and services to include, but not limited to, concessions, rides, parking, lighting, fencing, portable toilets, dumpsters, etc. If a walk/run, parade, block party, organized rummage sale or procession is part of an event, a map must be provided showing the proposed route including road closures or traffic control requested. If an event requires a closure of a primary or secondary roadway, provide a detour route for vehicular traffic. Contact the Director of Public Works for assistance if needed establishing detour route.
3. The Special Event Committee is comprised at least one representative from the following departments: Administration, Parks and Recreation, Public Works, Community and Economic Development and Public Safety. The committee shall review the application and recommend approval or denial (listing any reasons for denial) 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 Town property
4. If the application is denied by one or more departments, the applicant will have the opportunity to change the event's plans to address the concerns of the denying department(s).
  5. The Town Board will make the final determination based on their review of the application and the recommendation of the Special Event Committee. The Town Clerk will issue the Special Event Permit upon approval.
  6. The granting of a Special Event Permit does not guarantee the availability of any park pavilion. Those requests must be made through a separate application process and should be done before the special event application process.
  7. The Town of Greenville reserves the right to deny a Special Event Permit if the event is incompatible with the Town property or conflicts with other scheduled or unscheduled activities or events.
  8. The Park Commission, Town Board, Special Event Committee or any Town department may request a special meeting with the event organizer at any time during the application process or leading up to the event to discuss any questions or details of the event.

## **V. FEES & PERMITS**

### **A. Special Event Fees**

A non-refundable application fee must be submitted with the application materials. The Special Event Fee and deposit will be charged based on the size of the event and can be found in the Town Fees and Charges Schedule. These fees will be due at the time the Special Event Permit is issued. The permit will not be issued until payment has been received in full.

### **B. Refunds**

Cancellations must be made at least twenty-eight (28) days prior to the event date in order to receive a full refund. All refunds are subject to a \$20 processing fee. 100% of the security deposit will be refunded. The application fee is non-refundable.

### **C. Other Fees and Permits**

Permits and fees do not include permission for temporary sales, alcohol sales or consumption, or other activities for which separate permits may be required. There must be designated an event organizer who shall be responsible for obtaining all of the necessary approvals and separate permits for activities taking place at the event.

### **D. Fees for Extraordinary Service**

There may be times when the Town must provide additional services before, during or after an event. This may include, but is not limited to, delivering barricades, setting temporary traffic control devices, temporary parking restrictions, providing temporary traffic control, cleaning up after an event, etc. Estimated fees for these services will be quoted to the event organizer prior to permit approval. All actual expenses, following the event's conclusion, must be paid within 30 days of invoice.

### **E. Waiver of Fees**

The Town may waive the special event permit fee or fees for extraordinary services for any public or private non-profit group, or municipal entity, which is sponsoring a youth organization or community special event or service. If there is a question as to an organization's eligibility for a waiver of fees, the Town Board shall make a final determination upon recommendation of Town staff.

## **VI. EVENT REQUIREMENTS**

A. Rules and Regulations

Organizers of Special Events must comply with all applicable town ordinances, traffic rules, park rules and regulations, state health laws, fire codes and liquor licensing regulations.

B. Capacities

All Town facilities and properties have maximum capacities set by the overseeing department based on safety code regulations, seating capacities, parking provisions and intended use. Departments reserve the right to deny any application if the expected attendance will exceed the safe capacity of the facility or property.

C. Accessibility

Event organizers are responsible for ensuring their public event complies with the accessibility requirements of the Americans with Disabilities Act (ADA). Many events change the normal use patterns or exceed the normal design capabilities of Town public facilities.

Event organizers are responsible for providing any additional facilities such as accessible parking, travel-ways, seating, restrooms, drinking water, etc., plus service and program access for individuals with physical, sight, speech, hearing and other impairments covered by the Act.

D. Parking

Organizers of Special Events must submit a parking plan with the application. The plan must address the expected number of vehicles, locations of parking areas, traffic control, safety and security. The event organizer shall provide an adequate number of individuals to control and regulate the parking of vehicles in designated parking areas. Parking in certain turf areas may be allowed only for special events and with department approval. Contact the Parks, Recreation and Forestry Department during the planning stages to arrange parking areas on turf. Any costs associated with repairing damage from parking and driving in turf areas will be the sole responsibility of the event organizer. The Town of Greenville reserves the right to deny parking on turf areas if conditions leading up to the event indicate that severe damage may occur should parking on turf be allowed. Event organizers should prepare a secondary parking plan should parking on turf be denied.

E. Public Street or Right of Way Closures

All road closures or use of town roads or right of ways as part of an event must be approved through the Public Works Department and may require a separate permit or documentation (detour map, event layout, etc.). Please allow sufficient time for this process.

F. Security and Safety

For the safety of an event's participants, security personnel are a necessity. Events including alcohol or minors may involve higher risk and may require more security. Events must have security personnel at the rate of one security guard for every 300 people present if alcohol is available, or one security guard present for every 600 people if alcohol is not available. The Sheriffs and Fire Department, depending on facts and circumstances specific to each event, shall have the discretion to modify this ratio, as they deem necessary.

1. 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, (iv) able to call 911 during the event, and (v) able to contact and instruct the security personnel, as applicable, during the event.
2. 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) reachable at all times by the head of security during the event, (iv) able to call 911 during the event, and (v) be able to act on instructions of the head of security, or any other authorized person, in case of emergency.

G. Emergency Management Plan

For events with an expected attendance of more than 1,000 an Emergency Management Plan may be required. Contact the Emergency Management Director at (262) 989-2000 for plan requirements. If a plan is required, a copy must be submitted along with the special event application.

H. Alcohol

If an event will be selling beer or wine (distilled alcoholic beverages cannot be sold or served at Special Events) the appropriate license must be obtained from the Town Clerk. The organizer of the event is the responsible, legally liable party if problems arise because of improper conduct of the beverage servers.

All license holders issued a Temporary Class "B" Retailers License (picnic license) shall post in a conspicuous location at the main point of sale and at all entrances to the facility a sufficient number of signs disclosing that no fermented malt beverage shall be served to any underage person.

A licensed operator (bartender) shall be on premises at all times during the event.

I. Food/Concessions/Admission Fees

Use of Town property for private profit making activities is not permitted. Sale/vending activities may be permitted for approved Special Events and are subject to Town approval. If food is to be sold as part of an event, all necessary permits/licenses must be obtained from the Outagamie County Health Department. Admission fees to an event may only be charged as part of an approved Special Event and are subject to Town approval.

J. Fireworks, Open Flames & Pyrotechnics

If fireworks, open fires or pyrotechnics are part of an event, a Fireworks Display Permit is required. 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, not to be hazardous to property or endanger any persons.

The appropriate number and type of fire extinguishers shall be on premises for all events where a potential fire hazard exists including, but not limited to, grills, fireworks, open flames, fryers or other cooking equipment, electrical appliances, etc.

K. Medical Services

The level of medical services required for a special event will vary depending on many factors including expected attendance, time of day, time of year, weather, demographics of attendees, alcohol, nature of the event and many others. At the minimum all special events should have a first aid kit easily accessible on the event site. The organizer of a special event must have a plan to address medical services. Events with expected attendance of 6,000 or higher shall contract dedicated ambulance coverage for the duration of the event.

L. Toilet Facilities

The toilet facilities at a park may not be sufficient for a special event. In this case portable toilets must be secured by the organizer of the event. Toilet facilities shall be provided by the event organizer based on the anticipated peak crowd size and the duration of the event. The organizer of the event is responsible for ensuring that the toilets are kept in a clean and useable condition. Location of portable toilets is subject to Town approval and must be indicated on the event map.

M. Refuse Collection and Site Clean-up

The organizer of a special event must have a waste management plan in place that addresses litter control, trash removal and recycling. Litter shall be picked up before, during and after an event that is open to the public. It is the responsibility of the event organizer to ensure that there are a sufficient number of trash cans located throughout the event grounds and that they are emptied during the event in order to prevent overflow. It is the event organizer's responsibility to remove all waste generated by the event from the site. This may require refuse and recycling dumpsters to be secured by the event organizer. Location of dumpsters must be indicated on the map and approved by the Town. Dumpsters shall be removed from the premises on the first business day following the event.

N. Markings

Any instructions or information about or pertaining to an event applied directly to Town property, such as streets, sidewalks, trails or parking lots, must be no more than twelve (12) inches in height and two (2) feet in length. Only white, temporary (lasting no longer than 30 days), water-based marking paint or landscape chalk is permitted to be used.

O. Bands/Amplified Music

If an event will be having a band or amplified music, the organizer shall ensure compliance with all noise ordinances established by the Town of Greenville. Failure to abide may result in penalties as provided in the ordinance, termination of the event and denial of future use of the facility. There may be times or events 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, special approval may be requested from the Town Board.

P. Electricity

The existing electrical service at a facility may be inadequate for certain special events. It is the responsibility of the event organizer to insure that there is adequate electrical capacity to hold the event and to obtain additional electrical supply if needed. Any damage to existing electrical services due to overload will be the responsibility of the event organizer.

Q. Mechanical Rides, Inflatables & Dunk Tanks

Use of mechanical rides, inflatables, dunk tanks or other amusements must be approved by the Town and may only be used in approved locations. Proposed locations must be indicated on the map. A certificate of insurance must be provided. If stakes are to be driven into the ground, the event organizer must call Diggers Hotline to have public utilities located. The event organizer shall also contact the Park Department in advance of the event to have private utilities located. Any damage to turf, pavement or utilities as a result of the amusements will be the responsibility of the event organizer and must be repaired immediately upon removal of said amusement.

R. Tents

Use and location of tents, canopies or other overhead coverings are subject to Town approval. Placement must be indicated on the map. If stakes are to be driven into the ground, the event organizer must call Diggers Hotline to have public utilities located. The event organizer shall also contact the Park Department in advance of the event to have private utilities located. Any damage to turf, pavement or utilities as a result of tent placement will be the responsibility of the event organizer and must be repaired immediately upon removal of the tent(s).

S. Insurance Requirements

Insurance coverage is required for most special events held on Town property. A certificate of insurance, with all the coverages listed and naming the Town of Greenville as an additional insured, must be provided to the Parks, Recreation and Forestry Department upon approval of the Special Event Application. The Special Event Permit will not be issued until the certificate of insurance has been received.

Individuals who are registering to participate in a race, walk or athletic event must complete a waiver statement provided by the event organizer acknowledging their acceptance of any risk to participate.

Cancellation insurance is recommended for all large exposure events.

The level of insurance required is based on the event's classification. Each class shall be determined by its characteristics. An event does not have to have all the characteristics listed to be in the classification. The Town reserves the right to make final determination of an event's classification and the related requirements that will be imposed upon the event organizer.

1. **Class A:** Large exposure events including, but not limited to, concerts, parades, fairs, bike races, auto shows, circuses, or activities that have the potential to draw over 3,000 people or events with amusement devices, pony rides, bleachers used to seat more than 500 people, or fireworks displays.
2. **Class B:** Medium exposure events including, but not limited to, parades, concerts, dances, runs/walks, athletic events, animal shows or any activity that is likely to draw between 500 and 3,000 people. Any event that serves alcohol and is likely to draw more than 300 people will be considered a Class B event.
3. **Class C:** Small exposure events including, but not limited to, block parties, small concerts, plays, private gatherings on public property, organized rummage sales, processions or similar events that are likely to draw less than 500 people. Class C events do not require certificates of insurance; however, the event organizer is responsible for any losses which may occur as a result of their activity and is encouraged to carry adequate insurance to protect them and must indemnify the Town.

## **VII. TOWN LABOR**

Town employees are not normally available to work as part of a special event. Special arrangements may be made in advance and the cost of any labor will be charged to the event organizer. Park Department staff visit each park daily in the morning to ensure the facilities are in a safe and sanitary condition. If staff is called in outside of normal working hours to address a problem related to a special event, the event organizer will be charged for labor and materials. All actual expenses, following the event's conclusion, must be paid within 30 days of invoice.

## **VIII. DAMAGE TO PUBLIC PROPERTY**

The organizer of a special event shall take all precautions necessary to prevent any damage to public property including, but not limited to, vandalism, defacement, and breakage/damage to any buildings, fences, equipment, gardens, trees, tables, benches, lawn, trails, etc. In the event that any damage should occur as a result of a special event, the event organizer shall be responsible for all costs associated with repairing the damage. Charges for any damage to Town property shall be invoiced and paid by the event organizer within 30 days of invoice.

## **IX. EVENT CANCELLATION**

The Town Chairman, or designee, may cancel an event without prior notice for any condition affecting the public health or safety of the Town, 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.

## **X. EXCEPTIONS**

This policy shall not apply to funeral processions and government agencies acting within the scope of their functions.

## **XI. PERMIT APPEALS**

Event organizers can appeal any action or decision by the Town administration to the Town Board for final determination.