

Special Event Manual

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Introduction

Monroe, 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 Monroe is committed to supporting quality special events throughout the community. If you are planning a first time event or simply making changes or renewing 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 closing of a street 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.

We also recommend that you review the checklist included in this booklet. Even though you do not need to submit this checklist to the City, we believe it raises many of the most common details to address when preparing for an event. We encourage you to call the City Clerk's or Police Chief's office with 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. We want to ensure that your event will be a safe and enjoyable event for everyone.

City Clerk Carol Stamm **(608) 329-2530**
Police Chief Fred Kelley **(608) 329-2400**

Public Safety Committee Requirements

Because the Public Safety Committee makes recommendations on special event approval or denial, you will find it beneficial to begin your planning process early. You must turn your application into the City Clerk's office at least 30 days in advance of the event.

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 street system with regard to traffic routes or access? Are alternate routes available to accommodate the numbers of people?
- Are you planning to serve alcohol at the event? How will the use of alcohol affect the 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 Monroe's Special Event Policy defines a special event as: ...a planned extraordinary occurrence or temporary aggregation of attractions, open to the public, that: a) is conducted on public property; b) is conducted on private property and has a substantial impact on public property; c) has activities that request special temporary food or liquor licenses; or d) requires special city services, whether open to the public or not, including but not limited to, any of the following: street closures, provisions of barricades, garbage cans, stages or special no parking signs, special electrical services, or special police protection. Special events include, but are not limited to, neighborhood and community festivals, parades, processions, fairs, and bicycle or foot races. Farmer's markets and public assemblies are not special events.

If your event 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 Monroe Fire and Building Inspection Departments will need to review and approve your event. You are encouraged to contact those departments.

Who to Contact First

The Special Events application process is coordinated through the City Clerk's Office. The application can be obtained from the City Clerk. 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. Some events may not require the same permits due to their impact on public property.

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 Monroe park, you will first need to contact the Monroe 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, or if the event requires a full special event permit. 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.

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 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 the street construction season.

Make a plan of your event. You must supply an estimate of the number of people attending your event, including a peak maximum number and length of time that number will be present, the number of toilets available (also discussed later), a diagram of the location and a map of the area, including parking. 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. 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 Police Department and the Department of Public Works ways to accommodate those with special needs.

A map of your event **MUST** be attached to your Special Event Application form. Your map should include all street(s) to be used and the direction of the route, if applicable.

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 30 days before your event. It is recommended that you submit this application at the same time you submit your special event application.

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

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 sometimes a necessity. Events including alcohol or minors may involve a higher risk and may require more security. You may choose to have private security personnel for your event. One member of the security personnel must be designated as the "Head of Security" who can be contacted at any time by Police, or Fire Department personnel. Or, you may have chosen to seek police services for your event. If so, this must be arranged through the Police Chief.

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 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?

Amplified sound requires a permit from the City Clerk. Contact the Clerk's office for these permits and regulations.

Planning for Fire Prevention and Life Safety

The Monroe Fire and Building Inspections Departments are committed to a 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 Departments. 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 Building Inspector for his review. This review process is required for all special events.

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

To operate or erect a large tent you will need to submit a plan to the Fire and Building Inspection Departments. Tents, canopies, and membrane structures are all regulated. Please contact the Fire Department for additional information.

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 Monroe. 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 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 will be required for every special event held in the city. Proof of coverage will include naming the City of Monroe as an additional insured. The amount and type of insurance coverage varies, although \$1 million to \$2 million is a typical level. See the attached sheets for insurance requirements.

Toilet facilities and cleaning up after your event is over

Event planning must 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 will by Commercial Code, likely require portable restrooms. Guidelines for the number of portable restrooms required are as follows:

FEMA “Special Events Contingency Planning” Toilets

The following considerations will determine the number of toilets to be provided for particular events:

- Duration of the event
- Type of crowd
- Weather conditions
- Whether the event is pre-ticketed and numbers known or unticketed
- Whether finishing times are staggered if the event has multi-functions
- Whether alcohol will be consumed

Calculating the number of toilets required for an event is a matter for conjecture. Where local laws or regulations do not exist, the following guidelines can be applied. Better management of events can be achieved by providing additional facilities. Assume a 50/50 male/female split unless otherwise advised. The tables on the following page should only be used as a guide:

Toilet facilities for events where alcohol is not available

Patrons	Male			Female	
	Toilets	Urinals	Sinks	Toilets	Sinks
<500	1	2	2	6	2
<1000	2	4	4	9	4
<2000	4	8	6	12	6
<3000	6	15	10	18	10
<5000	8	25	17	30	17

Toilet facilities for events where alcohol is available

Patrons	Male			Female	
	Toilets	Urinals	Sinks	Toilets	Sinks
<500	3	8	2	13	2
<1000	5	10	4	16	4
<2000	9	15	7	18	7
<3000	10	20	14	22	14
<5000	12	30	20	40	20

These figures may be reduced for shorter duration events as follows:

Duration of event	Quantity Required
More than 8 hours	100%
6-8 hours	80%
4-6 hours	75%
Less than 4 hours	70%

Source: FEMA "Special Events Contingency Planning" Toilets Page 39

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.

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.

**ATTACHED ARE THE APPLICATION PAGES. PLEASE COMPLETE,
DETACH, AND RETURN TO THE CITY CLERK'S OFFICE**

City of Monroe Special Event Permit

Received in Clerk's office on _____
By _____ Date Paid _____

Thank you for being willing to plan a community celebration or special event. This permit application form will provide the City information needed to assist you in sorting through departments and types of requirements needed to obtain proper permits and inspections so as to assist us all in creating a safe and lawful event.

Application must be turned in to the Clerk's office no later than 30 calendar days prior to the start of the event. A late fee of \$50.00 will apply for any permit applications turned in less than 30 calendar days prior to the start of the event. The permit application must be complete with the proper insurance certificate, fees, maps, other necessary permit applications, and signatures included in order to be considered on time to avoid the late fees. There are no exemptions to the fees.

Special events are governed by city ordinances and organizers are responsible for all necessary permits, trash and litter pickup, and for damage to any property as well as possible billing for city services. The organization/organizer agrees to be responsible for the supervision of the event and conduct of persons present.

1. Name and Address

a. Name, address, and telephone number of Sponsor:

Name: _____

Address: _____

Phone: _____

Person in Charge _____

b. Names, addresses and telephone numbers of not less than (3) individuals who will hold positions of responsibility with respect to the Special Event:

Name: _____ Name: _____ Name: _____

Address: _____ Address: _____ Address: _____

Phone: _____ Phone: _____ Phone: _____

2. Convictions A statement of any conviction of the Sponsor, any officer or director of the Sponsor, the person in charge, and the three (3) individuals listed under 1b above, for any violation of any criminal law or municipal ordinance other than traffic violations. Such statement shall include a statement of the nature of the offense and the punishment or penalty assessed therefore.

3. Description of Special Event

NAME OF EVENT: _____

TYPE OF EVENT: _____

(Example: run, walk, parade, festival, neighborhood event)

LOCATION OF EVENT: _____

NUMBER OF YEARS THIS EVENT HAS BEEN IN EXISTANCE: _____

NUMBER OF PEOPLE ANTICIPATED: _____

PEAK HOURS OF EVENT: _____

ESTIMATED CROWD SIZE DURING PEAK HOURS: _____

NUMBER OF PEOPLE AT LAST EVENT: _____

WILL THIS YEARS EVENT INCLUDE, USE OR PROVIDE (Indicate “yes” or “no”)

_____ beer/wine _____ carnival _____ tents _____ electrical usage _____ barricades
_____ food service _____ noise amplification _____ fireworks _____ 2-way radios
_____ use of city hydrants _____ medical assistance or first aid
_____ outdoor signs/banners

ARE YOU CHARGING FOR PARKING, PARTICIPANT FEES, OR ANY TYPE OF ADMISSION OR SPECTATOR FEES? PLEASE EXPLAIN.

ARE YOU SELLING CONCESSIONS? PLEASE EXPLAIN.

HAVE PROVISIONS BEEN MADE FOR PORTABLE/PERMANENT RESTROOMS? ATTACH PLAN FOR ANY NEEDED PORTABLE RESTROOMS, INCLUDING NUMBER RENTED AND COPY OF RENTAL AGREEMENT

NUMBER OF SITES AND LOCATIONS WHERE MONEY WILL BE HANDLED: _____

THE EVENT IS RESPONSIBLE FOR TRASH AND LITTER CONTROL. HOW WILL THIS BE HANDLED?

WILL ANYTHING BE SERVED IN GLASS, METAL OR PLASTIC CONTAINERS? (If yes, please attach a copy of your recycling plan) _____yes _____no

PLEASE INDICATE ANY ADDITIONAL SECURITY MEASURES BEING TAKEN AND DESIGNATE HEAD OF SECURITY IF APPLICABLE: (private security, fences, persons checking identification, etc.)

IF STREET CLOSURES ARE REQUESTED, please indicate exact requested location, dates, and times, including set up and take down: (attach map and site plan of the area)

PLEASE INDICATE ANY NEED FOR POLICE SERVICES OR ANY OTHER CITY SERVICES:

4. Term of Permit

Special Event Begins: Date: _____ Hour: _____

Special Event Ends: Date: _____ Hour: _____

Hours of operation each day

(Attach separate sheet located at end of form if necessary) From: _____ To: _____

5. Prior Suspensions or Revocations

A statement of any prior suspension or revocation of a Special Event permit of the Sponsor or any Individual who will hold a position of responsibility with respect to the special event _____

6. Mapped Routes

When the proposed Special Event will feature foot or bicycle races, runs, rides or parades, the Sponsor shall submit the proposed route at the time of filing the application.

7. Vendors

Is Sponsor requesting suspension of vendors (Vendors, Canvassers, Peddlers) that are not associated with Special Event? If yes, describe area in which vendors are suspended during special event. _____

THE CITY REQUESTS THAT ALL NEIGHBORS/BUSINESSES IN THE CLOSED AREA BE NOTIFIED. HAVE THE REQUIRED LEVELS OF INSURANCE INDEMNIFYING THE CITY BEEN OBTAINED? _____

ATTACH A COPY OF INSURANCE CERTIFICATE TO COMPLETED SPECIAL EVENT PERMIT APPLICATION. (PLEASE NOTE INSURANCE REQUIREMENT THAT THE CITY OF MONROE BE NAMED AS AN ADDITIONAL INSURED ON THE CERTIFICATE OF INSURANCE)

Special Event Permit Fee - \$25.00 fee per event or series of same event within a calendar year.

Late fee – \$50.00 late fee for applications received less than 30 calendar days prior to the start of the event.

(NO REFUND ON FEES)

The applicant agrees to indemnify and save harmless the City against all liabilities, claims, demands, and losses, including costs, expenses, and reasonable attorney fees, for injury or death of any individual or loss or damages to the property of any person arising from any activity undertaken pursuant to a permit issued under this chapter. Applicant agrees to provide insurance binder or certificate of insurance as required by 3-13-10 INSURANCE REQUIREMENTS (Attached). Applicant further agrees to comply with 3-13-13 SPECIAL EVENT REGULATIONS (Attached).

By submitting this form, I certify that: (1) I am authorized to submit this form on behalf of the individual or entity for whom the form is being submitted; (2) The individual or entity for whom I am submitting this form is solely responsible for the accuracy and currency of all information contained in this form.

_____/_____
Signature of Applicant Date

TO BE COMPLETED BY CITY OF MONROE

Approved by:

Fire Chief

Police Chief

Building Inspector

City Clerk

Approved by Public Safety Committee on: _____

Approved by City Council on: _____

3-13-10: INSURANCE REQUIREMENTS

(A) Each sponsor shall provide the city clerk with an insurance binder or certificate of insurance showing that the sponsor has insurance coverage for all liabilities and obligations that may result from the activities undertaken pursuant to the permit. If a binder is provided, a certificate of insurance shall be provided prior to the issuance of a permit. Such coverage shall include:

1. Coverage for operations by the sponsor's employees, agents, contractors, and subcontractors.
2. Coverage of the City as an additional named insured.
3. Coverage for personal injury to participants in the special event.
4. Coverage for property damage occurring as a result of the special event. (11-2-1999)

(B) The certificate of insurance shall provide that the insurance company shall furnish the City with a ten (10) day written notice of cancellation, nonrenewal, or material change.

(C) The insurance company issuing the certificate of insurance shall be licensed in the State of Wisconsin and shall be approved by the City.

(D) The insurance shall be written in comprehensive form and shall protect the sponsor and City against all claims arising from injuries to members of the public or damages to property of others arising out of any act or omission of the sponsor, its employees, agents, contractors or subcontractors.

(E) The policy of insurance shall provide coverage in such amounts as are set, from time to time, by resolution of the Council upon recommendation of the Insurance Committee. (11-6-1991)

(\$1,000,000.00)

3-13-13: SPECIAL EVENTS REGULATIONS:

(A) Notwithstanding other provisions of this Code, the Council may grant a sponsor:

1. The exclusive right to select and control vendors who shall be authorized to operate within the area designated for such special event;
2. The right to designate sites within such area where such vendors shall be permitted to operate for the duration of the special event;
3. The right to charge such vendors a fee or commission for the privilege of operating within the area designated for the special event.

(B) Any sponsor that is granted any of the rights set forth in subsection 3-13-13(A) above shall be liable for all acts of such vendors, including all violations of this Chapter by such vendors.

1. This subsection shall not prevent the sponsor from requiring subrogation agreements from such vendors, or from requiring such vendors to provide insurance coverage for their actions at the special event.
2. The City shall not be bound by any subrogation agreement or insurance agreement between a vendor and a sponsor.

(C) Each sponsor shall exhibit its permit at the request of any police officer or citizen.

(D) It shall be unlawful for a sponsor to do any of the following:

1. Operate in violation of a condition or restriction placed upon its permit.
2. Fail to comply with any licensing or inspection requirement of the State of Wisconsin.

(E) Unless authorized by the special event permit issued by the City, it shall be unlawful for a sponsor to do any of the following:

1. Permit vending activities associated with such special event to be operated within twenty feet (20') of any portion of the front of any store which sells merchandise or services of the same or similar nature.
2. Permit ropes or other equipment to be attached to any bench, flower planter, tree, light pole, utility pole or trash receptacle for display of merchandise or cause or permit any of the foregoing to be used for display of merchandise or advertising materials.
3. Permit equipment, goods or advertising materials to be stored on any street, sidewalk, alley or other public place when no individual is present on behalf of the sponsor or when special event activities are not permitted

1. Permit any part of the operations of the sponsor to interfere with the free flow of pedestrian or vehicle traffic.

(F) Except pursuant to a special event permit issued by the City, each sponsor shall:

1. Keep all areas in and around any stationary location or display used in connection with the special event clean and hazard free
2. Remove all equipment, including carts, tables, apparatus and merchandise from the streets, sidewalks, alleys, or other public places during times when the sponsor is not operating a special event.