



SPECIAL EVENTS APPLICATION USER GUIDE

Introduction

It is the policy of the City of Altoona to encourage and support community events in River Prairie, such as festivals, parades, and athletic events while regulating these events in a manner to promote the equitable and efficient use, and continued protection of limited public park and other lands, to allow for the efficient use of limited city staff resources through proper planning for such events and to protect the public health, safety, and welfare.

Questions

To learn more or for questions, call Roy Atkinson, Management Analyst - 534-444-5432.

Application Procedure

1. The event organizer must complete a River Prairie Special Events Application and submit it to the Altoona City Clerk along with the application fee. Information noted on required checklist is also due at the time of the application submittal.
2. Following the submittal of the application, a meeting with City staff and applicant is required to review event plans and logistics. This meeting will be scheduled and held within 10 business days of application submittal.
3. Within 20 business days of city/applicant meeting, the city will notify applicant of application approval, approval with conditions or denial.
4. Upon application approval, the applicant will receive the River Prairie Special Events Agreement for execution. This agreement will include applicable conditions, fees, and requirements. All anticipated fees and insurance are due at the time of agreement execution.

*At the discretion of City staff, for the public safety and well-being, events may be brought before the City Council for consideration. If a council meeting is required, application processing timelines may be extended.

Where to Obtain Forms

Application forms are available at the Parks and Recreation Office, Altoona City Hall or via the <http://www.ci.altoona.wi.us/> website.

Form Submission

It is important to thoroughly review this information prior to completing the attached application(s). Incomplete applications will be returned to you for completion. To receive timely approval of your complete application, supporting documents and fees need to be submitted a minimum of 60 days prior to your event to:

**City of Altoona, Wisconsin
City Clerk
1303 Lynn Avenue
Altoona, WI 54720
715-839-6092**

While the city will work hard to achieve the maximum review timeline of 60 days, extenuating circumstances may extend the review timeline. In any case, the event organizer should submit the application at a time that provides them ample time to effectively market their event.

RIVER PRAIRIE SPECIAL EVENTS APPLICATION CHECKLIST

To assure a complete application please be sure to provide the following materials along with your application.

- EVENT LOCATION DESCRIPTION
- EVENT DESCRIPTION
- SITE PLAN/ROUTE MAP
- EVENT SCHEDULE
- ATTENDANCE ESTIMATES
- PARKING PLAN
- EMERGENCY ACTION PLAN
- TRAFFIC CONTROL PLAN
- STREET/SIDEWALK CLOSURE - PUBLIC NOTIFICATION (IF REQUIRED)
- EVENT RESOURCES REQUIRED
- SECURITY PLAN
- POTENTIAL NOISE IMPACTS
- EMERGENCY ACTION PLAN
- PARTICIPATING VENDOR INFORMATION
- DESCRIPTION OF ALCOHOL TO BE PROVIDED AT EVENT
- TEMPORARY RESTROOMS PLAN
- GARBAGE AND LITTER REMOVAL PLAN
- LIABILITY INSURANCE CERTIFICATE
- APPLICATION FEE
A \$50 special event application fee must accompany your application (Please submit check made payable to the City of Altoona). Application fee waived for non-profit groups. Credit cards will be left on file to cover damages and incidental charges that may occur.



RIVER PRAIRIE SPECIAL EVENTS APPLICATION

City of Altoona | 1303 Lynn Avenue | Altoona | WI | 54720
ph: 715-839-6092 | fax: 715-839-1800
e-mail: roya@ci.altoona.wi.us
www.ci.altoona.wi.us

Application Date:
Event Name:
Event Date(s) and Time(s):
Applicant Name, Address, Email Address and Telephone:
Secondary Contact Person(s) Name, Address, Email Address and Telephone:
Onsite Liaison Contact Person(s) Name, Address, Email Address and Telephone:

Event Location

- 1) What areas within or near River Prairie are you planning to use? (Please list all areas. You may use the attached River Prairie map to mark areas):

- 2) Will private property be used in conjunction with this event?

Yes _____ No _____

 - If Yes, and you are not the owner of the property, *you must attach a letter or other written evidence that you have obtained permission for the special event from the property owner.*

Event Description

3) Please provide a complete narrative description of your event. (Attach a separate sheet if needed): _____

Site Plan or Route Map

4) Please provide a site plan for your event. *A scaled site drawing shows location of generators, tents/temporary structures, stages, booths, utility poles, stands, signs, banners, vendors, portable toilets, orientation of amplifiers and loudspeakers, lighting, viewing stands, bleachers, VIP areas, disability access, emergency exits, etc.* (Please provide on a separate sheet of paper):

Event Schedule

5) Please provide a detailed schedule of your event. (Attach an additional sheet if necessary):

Attendance Estimate

6) How many people do you anticipate will attend your event? (Provide range if unknown) :

Parking Plan

7) How will parking needs be accommodated? (Please provide a parking plan)

8) Will your event provide shuttle services?

Yes

No

- If yes, please note company name, contact information, and shuttle location(s):

Noise

14) Will your event require any amplified sound?

Yes _____ No _____

- All amplified sound or other noise in conjunction with a special event in outdoor areas of River Prairie will be required to end at 10PM.

Emergency Action Plan

15) Please provide an emergency response plan narrative that discusses the following if applicable:

Designated “lost child” area, evacuation procedure, securing valuables, crowd control, emergency response procedures and contact information, weather conditions. (Attach an additional sheet if needed):

Participating Vendor Information

16) Will your special event have any participating vendors (persons, groups, associations, partnerships, corporations or firms, selling, bartering, trading, exchanging or advertising goods or services)?

Yes _____ No _____

- If yes, you are required to comply with the rules regarding temporary vendor licensing.
- If food vending will be present at your event, event holder is responsible for contacting the Eau Claire County Health Department, (715) 839-4718 to obtain the necessary permits and information on proper food dispensing and handling procedures.

17) Please provide the City with a list of all participating vendors. (If applicable, please provide separate sheet).

18) Are you open to the City sharing your contact information to vendors who make inquiries to the City regarding future events?

Yes _____ No _____

Alcohol

19) Do you intend to serve alcohol at your event?

Yes _____ No _____

- If so, come prepared to discuss your plans for providing alcohol at the city/applicant meeting, and the City will be prepared to discuss viable options for alcohol service..

Temporary Restrooms

20) Will your event require portable toilets?

Yes _____ No _____

- If yes, how many portable toilets do you plan to have at your event?

Garbage and Litter Removal

21) Describe the waste disposal and recycling plan for your event. *You are required to clean up immediately after your event.*

Liability Insurance

Renter shall maintain, at its own expense, throughout the term of this contract, and any extensions thereof, the insurance coverages and minimum required limits as described below:

22) Event holder shall provide an insurance certificate reflecting the following minimum coverages:

General Liability – Occurrence Form – ISO or Equivalent

Limits: \$1,000,000 per occurrence
 \$1,000,000 personal and advertising injury limit
 \$2,000,000 general aggregate
 \$2,000,000 products/completed operations aggregate

If alcohol is consumed or sold at the event the following additional coverage is also required: Liquor Liability: \$1,000,000 Limit per occurrence/ \$2,000,000 aggregate.

Insurance Companies and Underwriters

All policies must be written with carriers who are licensed to write business in the state that work is being performed. Carriers must maintain an AM Best Rating of A- or better, with a financial size category of X or better.

Additional Insured Requirement on Policy and Certificate of Insurance for the General Liability policy and Liquor Liability (if applicable):

The City of Altoona and **King Pin Management of Wisconsin INC**, its members, subsidiaries, directors, officers, and employees shall be included as additional insureds under the Commercial General Liability and Liquor Liability (if applicable) coverages. Additional insured coverage shall include both the ongoing operations (CG 20 10 or equivalent) and completed operations hazards (CG 20 37 or equivalent).

Indemnification

Applicant agrees to defend, indemnify and hold harmless the City, its officers, officials, employees and volunteers from all claims, injuries, damages, losses or suits including attorney fees, arising out of or in connection with the activities or operations performed by the Applicant or on the Applicant's behalf out of issuance of this Permit, except for injuries and damages caused by the sole negligence of the City.

Applicant is responsible for any and all losses or claims that are in any way connected to their Special Event.

I also certify by my signature below that I am a duly qualified representative of my organization and authorized to sign this hold harmless agreement.

Signature of Applicant

Date

Fees: **\$50 due at time of application submission. Application fee waived for non-profit groups.
All anticipated fees and proof of insurance are due upon execution of the agreement.
Credit cards will be left on file to cover damages and incidental charges that may occur.**

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