



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Parks and Recreation Committee

Monday, January 8, 2024

6:15 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Pledge of Allegiance

3. Roll call of membership

4. Approval of minutes from previous meeting

[24-0011](#) Minutes of the December 11, 2023 Parks & Recreation Committee Meeting

Attachments: [Minutes of the 12-11-23 P & R Meeting.pdf](#)

5. **Public Hearing/Appearances**

6. **Action Items**

[23-1471](#) Adopt the Proposed Revised Houdini Plaza Rental and Fee Schedule Policy

Attachments: [Houdini Plaza Rental and Fee Schedule Policy Memo.pdf](#)
[Houdini Plaza Rental and Fee Schedule - CLEAN.pdf](#)
[Houdini Plaza Rental and Fee Schedule - REDLINED.pdf](#)

Legislative History

12/11/23	Parks and Recreation Committee	recommended for approval
12/20/23	Common Council	referred to the Parks and Recreation Committee

[23-1472](#) Request to Adopt the Proposed Revised Jones Park Rental and Fee Schedule Policy

Attachments: [Jones Park Rental and Fee Schedule Policy Memo.pdf](#)
[Jones Park - Rental Fee Policy - CLEAN.pdf](#)
[Jones Park - Rental Fee Policy - REDLINED.pdf](#)

Legislative History

12/11/23	Parks and Recreation Committee	recommended for approval
12/20/23	Common Council	referred to the Parks and Recreation Committee

7. Information Items

8. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



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Meeting Minutes - Final Parks and Recreation Committee

Monday, December 11, 2023

6:15 PM

Council Chambers, 6th Floor

1. Call meeting to order

The meeting was called to order at 7:04 p.m.

2. Pledge of Allegiance

Present: 4 - Siebers, Alfheim, Hayden and Wolff

Excused: 1 - Schultz

3. Roll call of membership

Present: 4 - Siebers, Alfheim, Hayden and Wolff

Excused: 1 - Schultz

4. Approval of minutes from previous meeting

[23-1470](#)

Minutes of the November 6, 2023 Parks & Recreation Committee Meeting

Attachments: [Minutes of the 11-06-23 P & R Meeting.pdf](#)

Aldersperson Hayden moved, seconded by Aldersperson Alfheim, that the Minutes of the November 6, 2023 Parks & Recreation Committee be approved. Roll Call. Motion carried by the following vote:

Aye: 4 - Siebers, Alfheim, Hayden and Wolff

Excused: 1 - Schultz

5. Public Hearing/Appearances

6. Action Items

[23-1471](#)

Adopt the Proposed Revised Houdini Plaza Rental and Fee Schedule Policy

Attachments: [Houdini Plaza Rental and Fee Schedule Policy Memo.pdf](#)
[Houdini Plaza Rental and Fee Schedule - CLEAN.pdf](#)
[Houdini Plaza Rental and Fee Schedule - REDLINED.pdf](#)

Aldersperson Hayden moved, seconded by Aldersperson Alfheim, that the proposed Revised Houdini Plaza Rental and Fee Schedule Policy be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Siebers, Alfheim, Hayden and Wolff

Excused: 1 - Schultz

[23-1472](#)

Request to Adopt the Proposed Revised Jones Park Rental and Fee Schedule Policy

Attachments: [Jones Park Rental and Fee Schedule Policy Memo.pdf](#)
[Jones Park - Rental Fee Policy - CLEAN.pdf](#)
[Jones Park - Rental Fee Policy - REDLINED.pdf](#)

Aldersperson Alfheim moved, seconded by Aldersperson Wolff, that the proposed Revised Jones Park Rental and Fee Schedule Policy be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Siebers, Alfheim, Hayden and Wolff

Excused: 1 - Schultz

7. Information Items

8. Adjournment

Aldersperson Wolff moved, seconded by Aldersperson Alfheim, that the Parks & Recreation Committee meeting be adjourned at 7:06 p.m.. Roll Call. Motion carried by the following vote:

Aye: 4 - Siebers, Alfheim, Hayden and Wolff

Excused: 1 - Schultz



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

TO: Parks and Recreation Committee

FROM: Dean R. Gazza

DATE: December 11, 2023

RE: Action: Adopt the Proposed Revised Houdini Plaza Rental and Fee Schedule Policy

The Parks, Recreation, and Facilities Management Department has reviewed the Houdini Plaza Rental and Fee Schedule Policy. Reviews are completed to ensure the policy remains current and reflects the current needs of the users. The following changes are being proposed upon review.

1. Increase rental fees by \$25.00
2. Allow outdoor propane fire pits for unique circumstances
3. Cleaning up language to comply with other city policies

Our department requests approval of the updates which will go into effect December 31, 2023.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.

CITY OF APPLETON POLICY		TITLE: HOUDINI PLAZA – RENTAL AND FEE SCHEDULE
ISSUE DATE: [Day of Council Adoption]		LAST UPDATE: March 6, 2019
POLICY SOURCE: Parks, Recreation and Facilities Management Department		TOTAL PAGES: 5
Reviewed by Attorney’s Office Date: November 3, 2023	Parks and Recreation Committee Approval Date:	Council Approval Date:

I. Purpose

To provide a policy to authorize the Parks, Recreation and Facilities Management Department to equitably administer rules and regulations, policies, fees and charges and manage the use of Houdini Plaza for private and/or community events. The Parks, Recreation and Facilities Management Department also recognizes Houdini Plaza provides quality of life uses for individuals, organizations and groups and bring certain benefits to the community, but has certain use limitations due to size, available facilities, site development and location.

II. Policy

This policy authorizes the Parks, Recreation and Facilities Management Department to charge fees for the use of Houdini Plaza within the rate schedule established by the Parks and Recreation Committee and City Council. The Parks, Recreation and Facilities Management Department has also established guidelines for the preservation of the public’s health, safety, welfare, and to promote the responsible use of publicly owned property and facilities. To effectively manage, protect facilities, and promote wise use of urban spaces, this policy authorizes the Parks, Recreation and Facilities Management Director and/or designees to:

1. Cancel and/or relocate any reservation that potentially threatens the integrity of Houdini Plaza due to misrepresentation of information on the Facility Reservation Agreement, or if conditions of the facility or grounds would potentially create an unsafe situation.
2. Limit the availability of Houdini Plaza to perform routine and/or required maintenance and renovations to preserve the plaza integrity, including hard surfaces, turf, trees, vegetation, amenities, etc.
3. Deny any facility reservation application if the expected attendance would endanger public health and safety or compromise the condition of facilities.
4. Enforce Park rules, regulations, and policies.
5. Require insurance coverage with limits established by the City Risk Manager for all activities or events scheduled for Houdini Plaza.

III. Definitions

- **Houdini Plaza** – Urban space on the southeast corner of Appleton Street and College Avenue as identified in the City of Appleton’s Comprehensive Outdoor Recreation Plan.
- **Local Non-Profit Organization** – Non-profit organization located in the Fox Cities that offers activity and/or event to promote quality of life experiences for citizens of Appleton and surrounding communities.
- **National Non-Profit Organization** – National non-profit organization that offers activity and/or event to promote its objectives and focus.
- **For-Profit Organization** – For-profit organization that offers activity and/or event for the primary purpose of raising money for its operations/objectives/programs.
- **Private Event** – Exclusive use of the plaza for an event and/or activity by an organization, group or individual that requires some or all of Houdini Plaza to be closed to the public.
- **Exchange of Money** – The exchange of any money at an event or program that is held in Houdini Plaza specifically reserved for that event or program.
- **Facility Reservation Policies and Procedures** – These policies and procedures are stated on the back of the Facility Reservation Agreement that explain reservations, sales of concessions, cancellation/refund procedures, alcohol policies and damage policies.
- **Park Rules & Regulations** – Are adopted by the City Council and published by the Parks, Recreation and Facilities Management Department. These rules and regulations are included with every Facility Reservation Agreement packet.
- **Processing Fee** – Fee charged to process a refund and/or cancellation request that is received before the reservation date.
- **Special Event** – An event or activity that meets the City of Appleton’s definition for a special event activity, is held in a city park and/or special area, and exceeds the normal and ordinary use of the park and/or special area.
- **Event Fee** – Fee charged for any rental of Houdini Plaza that is determined to be a special event.

IV. Discussion

This policy defines how Houdini Plaza shall be reserved by individuals, organizations and/or groups (herein “organizers”) for use of the facility. The policy shall also define the fee(s) charged to organizers for their reservation request.

V. Reservations:

1. All organizers reserving Houdini Plaza will be charged in accordance with the established rate schedule, including but not limited to: reservation fee, exchange of money permit, tent permit, tent inspection fee, late registration, and/or event fee for facility.
2. All reservations of Houdini Plaza shall be considered special events. The use of Houdini Plaza for a special event that is private must be approved by the Parks and Recreation Committee and Common Council. All other reservations that are open to the general public will be subject to review by the Director of Parks, Recreation, and Facilities Management Department or their designee.
3. The reservation of Houdini Plaza shall follow the procedures identified in the Special Events Policy and organizers will be required to pay the all the fees required under the

- Special Events Policy, including but not limited to a separate “Event Fee” of \$50.00 as listed in the Fee Schedule on the last page of this policy.
4. The reservation request for Houdini Plaza shall include the actual time needed for the activity or event, including the time for all set up, tear down, and clean up.
 5. All reservations for Houdini Plaza shall be considered for the entire day. Reservations for the same day by two different organizers are not permitted unless written confirmation is received from both organizers and the City of Appleton is not responsible for any additional service required to accommodate the multiple events.
 6. Houdini Plaza is available all year, however during the winter months (November through March) the Parks, Recreation and Facilities Management Department reserves the right to limit access to the plaza and facilities and charge back to the organizations/groups costs to prepare the plaza for any activity or event. Preparations services during the winter months include but are not limited to snow removal, ice control, waste containers, etc.
 7. If an organizer performs set up or tear down of any equipment on any date not included on the reservation, the organizer will be charged for the full day in which setup or takedown occurs. In addition, if these actions interfere with another rental, the City reserves the right to have any set up removed at the organizer’s cost.
 8. Organizers that have reserved Houdini Plaza for an event or activity shall have thirty (30) days after the date of the special event to reserve Houdini Plaza for the same weekend and/or date for the following year. After thirty (30) days, the Parks, Recreation and Facilities Management Department will make Houdini Plaza available to other interested parties.
 9. A special event license for Houdini Plaza will not be issued until all approvals have been received through the Special Events Permit process.
 10. All other reservations for Houdini Plaza are on a first-come, first-served basis and may be made no more than one (1) year in advance.
 11. The Parks, Recreation and Facilities Management Department reserves the right to require a security deposit for any reservation based on the type of event, number of participants, use of facility, etc. The amount of the security deposit will be based on factors listed earlier. The security deposit will be returned within 10-14 business days after the event if all conditions of the reservation request were met, including, but not limited to: facility clean-up, proper vacation of the facilities, removal of personal equipment/supplies/etc., and leaving the facility(s) in a clean and orderly condition.
 12. All applications for facility reservations should be made at least ninety (90) days in advance of the reservation date, depending on the size of the event and/or need for street closures. Please refer to the Special Event Policy for a more detailed breakdown of the minimum number of days before the event to apply for a license and the costs associated with your Special Event. No license will be granted less than ten days before the date of your event.
 13. This policy shall become effective for any events scheduled after December 31, 2023 and shall remain in effect until it is modified, changed, and/or repealed.

VI. Terms & Conditions of Use:

- The special event license holder must bring their copy of the approved reservation to show City personnel upon request. In all cases, special event license holders shall be given preference for the use of the space designated on the approved agreement.

- Vehicles are not allowed on any park surface at any time; this includes trucks, cars, Utility Task Vehicles (“UTVs”), golf carts, etc. Authorization may be given for unique circumstances, but must be approved in advance by the Director of Parks, Recreation and Facilities Management or their designee.
- Organizers shall leave the facility in a clean and orderly condition. Groups are not permitted to remove any City equipment or supplies. The City will not be held financially or legally responsible for any injuries or damage that occurs as a result of the rental and reserves the right to pursue all legal remedies against the organizer and/or organization for the costs incurred by such injury and/or damage during the rented timeframe.
- No equipment that utilizes fuels or electrical power shall be allowed within the park. Authorization may be given for unique circumstances for the use of outdoor propane fire pits, but must be approved in advance by the Director of Parks, Recreation and Facilities Management or their designee.

VII. Cancellation/Refunds:

- A full refund of the rental fee will be made if the reservation is cancelled more than 90 days in advance of the event. A full refund of the rental fee for a cancellation of Houdini Plaza less than 90 days in advance of the event will be made only if the facility is rented to another party for the date cancelled. Refunds are subject to a \$10.00 processing fee.
- A full refund of the rental fee will be made if the reservation is cancelled by the Parks, Recreation and Facilities Management Department due to unsafe conditions, issues or concerns with plaza facilities, construction activities, etc. These refunds are not subject to the \$10.00 processing fee.

HOUDINI PLAZA

FEE SCHEDULE

<u>Organization/Group</u>	<u>Fees</u>
Local Non-Profit Organization	\$50.00 per day
National Non-Profit Organization	\$125.00 per day
For-Profit Organization	\$325.00 per day
Private Event	\$525.00 per day
<u>Other Services</u>	<u>Fees</u>
Exchange of Money Permit	\$25.00 per day \$100.00 per season
Tent Permit	\$15.00 per tent, per day
Fire Inspection (for tents)	\$25.00 per event
Late Reservation	\$10.00
Processing Fee	\$10.00
Event Fee	\$50.00 per event

CITY OF APPLETON POLICY		TITLE: HOUDINI PLAZA – RENTAL AND FEE SCHEDULE
ISSUE DATE: Day of Council Adoption	LAST UPDATE: March 6, 2019	TEXT NAME:
POLICY SOURCE: Parks, Recreation and Facilities Management Department		TOTAL PAGES: 5
Reviewed by Attorney’s Office Date: November 3, 2023	Parks and Recreation Committee Approval Date:	Council Approval Date:

I. Purpose

To provide a policy to authorize the Parks, Recreation and Facilities Management Department to equitably administer rules and regulations, policies, fees and charges and manage the use of Houdini Plaza for private and/or community events. The Parks, Recreation and Facilities Management Department also recognizes Houdini Plaza provides quality of life uses for individuals, organizations and groups and bring certain benefits to the community, but has certain use limitations due to size, available facilities, site development and location.

II. Policy

This policy authorizes the Parks, Recreation and Facilities Management Department to charge fees for the use of Houdini Plaza within the rate schedule established by the Parks and Recreation Committee and City Council. The Parks, Recreation and Facilities Management Department has also established guidelines for the preservation of the public’s health, safety, welfare, and to promote the responsible use of publicly owned property and facilities. To effectively manage, protect facilities, and promote wise use of urban spaces, this policy authorizes the Parks, Recreation and Facilities Management Director and/or designees to:

1. Cancel and/or relocate any reservation that potentially threatens the integrity of Houdini Plaza due to misrepresentation of information on the Facility Reservation Agreement, or if conditions of the facility or grounds would potentially create an unsafe situation.
2. Limit the availability of Houdini Plaza to perform routine and/or required maintenance and renovations to preserve the plaza integrity, including hard surfaces, turf, trees, vegetation, amenities, etc.
3. Deny any facility reservation application if the expected attendance would endanger public health and safety or compromise the condition of facilities.
4. Enforce park rules, regulations, and policies.
5. Require insurance coverage with limits established by the City Risk Manager for all activities or events scheduled for Houdini Plaza.

III. Definitions

- **Houdini Plaza** – Urban space on the southeast corner of Appleton Street and College Avenue as identified in ~~Attachment A—the City of Appleton’s Comprehensive Outdoor Recreation Plan.~~
- **Local Non-Profit Organization** - Non-profit organization located in the Fox Cities that offers activity and/or event to promote quality of life experiences for citizens of Appleton and surrounding communities.
- **National Non-Profit Organization** – National non-profit organization that offers activity and/or event to promote its objectives and focus.
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- **Private Event** – Exclusive use of the plaza for an event and/or activity by an organization, group or individual that requires some or all of Houdini Plaza to be closed to the public.
- ~~Concessions/Sales/Exchange of Money - The sale of food, beverage and other associated products or~~ **Concessions/Sales/Exchange of Money** - The exchange of any money at an event or program that is held in Houdini Plaza specifically reserved for that event or program.
- **Facility Reservation Policies and Procedures** - These policies and procedures are stated on the back of the Facility Reservation Agreement that explain reservations, sales of concessions, cancellation/refund procedures, alcohol policies and damage policies.
- **Park Rules & Regulations** - Are ~~formulated-adopted~~ by the City Council and published by the Parks, Recreation and Facilities Management Department. These rules and regulations are included with every Facility Reservation Agreement packet.
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IV. Discussion

This policy defines how Houdini Plaza shall be reserved by individuals, organizations and/or groups (herein “organizers”) for use of the facility. The policy shall also define the fee-(s) charged to ~~these~~ organizers for their reservation request.

V. Reservations:

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2. ~~All reservations of Houdini Plaza shall be limited to events and activities open to the general public and considered special events. The use of Houdini Plaza for a private event must be approved by the Parks and Recreation Committee and City Common Council. All reservations of Houdini Plaza shall be considered special events. The~~

use of Houdini Plaza for a special event that is private must be approved by the Parks and Recreation Committee and Common Council. All other reservations that are open to the general public will be subject to review by the Director of Parks, Recreation, and Facilities Management Department or their designee.

3. The reservation of Houdini Plaza shall follow the procedures identified in the Special Events Policy and organizers will be required to pay the all the fees required under the Special Events Policy, including but not limited to a separate “Event Fee” of \$50.00 as listed in the Fee Schedule on the last page of this policy.
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5. All reservations for Houdini Plaza shall be considered for the entire day. Reservations for the same day by two different ~~organizations or groups~~organizers ~~is~~are not permitted unless written confirmation is received from both ~~organizations or groups~~organizers and the City of Appleton is not responsible for any additional service required to accommodate the multiple events.
6. Houdini Plaza is available all year~~around~~, however during the winter months (November through March) the Parks, Recreation and Facilities Management Department reserves the right to limit access to the plaza and facilities and charge back to the organizations/groups costs to prepare the plaza for any activity or event. Preparations services during the winter months include but are not limited to snow removal, ice control, waste containers, etc.
7. If an organizer performs set-up or ~~takedown~~tear down of any equipment on any date not included on the reservation, the organizer will be charged for the full day in which setup or takedown occurs. In addition, if these actions interfere with another rental, the City reserves the right to have any set-up removed at the ~~organizations~~organizer’s cost.
8. Organizers that have reserved Houdini Plaza for an event or activity shall have thirty (30) days after the date of the special event to reserve Houdini Plaza for the same weekend and/or date for the following year. After thirty (30) days, the Parks, Recreation and Facilities Management Department will make Houdini Plaza available to other interested parties.
9. A ~~reservation request~~special event license for Houdini Plaza will not be issued until all approvals have been received through the Special Events Permit process.
10. All other reservations for Houdini Plaza are on a first-come, first-served basis and may be made no more than one (1) year in advance.
11. The Parks, Recreation and Facilities Management Department reserves the right to require a security deposit for any reservation based on the type of event, number of participants, use of facility, etc. The amount of the security deposit will be based on factors listed earlier. The security deposit will be returned within 10-14 business days after the event if all conditions of the reservation request were met, including, but not limited to: facility clean-up, proper vacation of the facilities, removal of personal equipment/supplies/~~eteetc.~~, and leaving the facility-(s) in a clean and orderly condition.
12. All applications for facility reservations should be made at least ninety (90) days in advance of the reservation date, depending on the size of the event and/or need for street closures. Please refer to the Special Event Policy for a more detailed breakdown of the minimum number of days before the event to apply for a license and the costs

associated with your Special Event. No license will be granted ~~with~~ less than ten days before the date of your event.

13. This policy shall become effective for any events scheduled after ~~March 1, 2019,~~ December 31, 2023 and shall remain in effect until it is modified, changed, and/or repealed.

Terms & Conditions of Use:

- The special event license holder must bring ~~his/her~~their copy of the approved reservation to show City personnel upon request. In all cases, special event license holders shall be given preference for the use of the space designated on the approved agreement.
- Vehicles are not allowed on any park surface at any time; this includes trucks, cars, Utility Task Vehicles (“UTVs”), golf carts, etc. ~~used for the unloading and loading of equipment and supplies.~~ -Authorization may be given for unique circumstances, but must be approved in advance by the ~~Deputy~~ Director of Parks, Recreation and Facilities Management or ~~his/her~~their designee.
- Organizers shall leave the facility in a clean and orderly condition. Groups are not permitted to remove any City equipment or supplies. The City will not be held financially or legally responsible for any injuries or damage that occurs as a result of the rental and reserves the right to ~~bill~~ pursue all legal remedies against the organizer and/or organization ~~for the repair and replacement~~ costs incurred by such injury and/or damage ~~to parks and/or park amenities~~ during the rented timeframe.
- No equipment that utilizes fuels or electrical power ~~for food preparation, craft making, etc.~~ shall be allowed within the park. Authorization may be given for unique circumstances for the use of outdoor propane fire pits, but must be approved in advance by the Director of Parks, Recreation and Facilities Management or his/her ~~their~~ designee.

Cancellation/Refunds:

- A full refund of the rental fee will be made if the reservation is cancelled more than 90 days in advance of the event. A full refund of the rental fee for a cancellation of Houdini Plaza less than 90 days in advance of the event will be made only if the facility ~~can is be~~ rented to another party for the date cancelled. Refunds are subject to a \$10.00 processing fee.
- A full refund of the rental fee will be made if the reservation is cancelled by the Parks, Recreation and Facilities Management Department due to unsafe conditions, issues or concerns with plaza facilities, construction activities, etc. These refunds are not subject to the \$10.00 processing fee.

HOUDINI PLAZA

FEE SCHEDULE

<u>Organization/Group</u>	<u>Fees</u>
Local Non-Profit Organization	\$25 50.00 per day
National Non-Profit Organization	\$100 125.00 per day
For-Profit Organization	\$300 325.00 per day
Private Event	\$500 525.00 per day
<u>Other Services</u>	
<u>Fees</u>	
Concessions/Sales/Exchange of Money Permit	\$25.00 per day \$100.00 per season
Tent Permit	\$15.00 per tent, per day
Fire Inspection (for tents)	\$25.00 per event
Late Reservation	\$10.00
Processing Fee	\$10.00
Event Fee	\$50.00 per event

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"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

TO: Parks and Recreation Committee

FROM: Dean R. Gazza

DATE: December 11, 2023

RE: Action: Request to Adopt the Proposed Revised Jones Park Rental and Fee Schedule Policy

The Parks, Recreation, and Facilities Management Department has reviewed the Jones Park Rental and Fee Schedule Policy. Reviews are completed to ensure the policy remains current and reflects the current needs of the users. The following changes are being proposed upon review.

1. Allow propane gas cooking equipment to be used within the new outdoor food preparation area
2. Cleaning up language to comply with other city policies

Our department requests approval of the updates which will go into effect December 31, 2023.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.

CITY OF APPLETON POLICY		TITLE: JONES PARK – RENTAL AND FEE SCHEDULE	
ISSUE DATE: March 6, 2019		LAST UPDATE: November 16, 2023	
POLICY SOURCE: Parks, Recreation and Facilities Management Department		TOTAL PAGES: 5	
Reviewed by Attorney’s Office Date: November 17, 2023	Parks and Recreation Committee Approval Date:	Council Approval Date:	

I. Purpose

To provide a policy to authorize the Parks, Recreation and Facilities Management Department to equitably administer rules and regulations, policies, fees and charges, and manage the use of Jones Park for private and/or community events. The Parks, Recreation and Facilities Management Department recognizes Jones Park provides quality of life uses for individuals, organizations and groups and brings certain benefits to the community, but has certain use limitations due to size, available facilities, site development, and location.

II. Policy

This policy authorizes the Parks, Recreation and Facilities Management Department to charge fees for the use of Jones Park within the rate schedule established by the Parks and Recreation Committee and City Council. The Parks, Recreation and Facilities Management Department has also established guidelines for the preservation of the public’s health, safety, welfare, and to promote the responsible use of publicly owned property and facilities. To effectively manage, protect facilities, and promote wise use of urban spaces, this policy authorizes the Parks, Recreation and Facilities Management Director and/or designees to:

1. Cancel and/or relocate any reservation that potentially threatens the integrity of Jones Park due to misrepresentation of information on the Facility Reservation Agreement, or if conditions of the facility or grounds would potentially create an unsafe situation.
2. Limit the availability of Jones Park for the city to perform routine and/or required maintenance and renovations to preserve the park’s integrity, including facilities, hard surfaces, turf, trees, vegetation, amenities, etc.
3. Deny any facility reservation application if the expected attendance would endanger public health and safety or compromise the condition of Jones Park.
4. Enforce park rules, regulations, and policies.
5. Require insurance coverage with limits established by the City Risk Manager for all activities or events scheduled for Jones Park.

III. Definitions

- **Jones Park** – Urban space located at 301 W. Lawrence Street consisting of the park, pavilion, performance stage and parking lot.
- **Local Non-Profit Organization** – Non-profit organization located in the Fox Cities that offers activity and/or event to promote quality of life experiences for citizens of Appleton and surrounding communities.
- **National Non-Profit Organization** – National non-profit organization that offers activity and/or event to promote its objectives and focus.
- **For-Profit Organization** – For-profit organization that offers activity and/or event for the primary purpose of raising money for its operations/objectives/programs.
- **Private Event** – Exclusive use of the park for an event and/or activity by an organization, group or individual that requires some or all of Jones Park to be closed to the public.
- **Exchange of Money** – The exchange of any money at an event or program that is held in Jones Park specifically reserved for that event or program.
- **Facility Reservation Policies and Procedures** – These policies and procedures are set forth on the back of the Facility Reservation Agreement and detail reservations, sales of concessions, cancellation/refund procedures, alcohol policies and damage policies.
- **Park Rules & Regulations** – Regulations adopted by the City Council and published by the Parks, Recreation and Facilities Management Department. These rules and regulations are included with every Facility Reservation Agreement packet.
- **Processing Fee** – Fee charged to process a refund and/or cancellation request that is received before the reservation date.
- **Special Event** – An event or activity that meets the City of Appleton’s definition of a special event, and is held in a city park and/or special area, and exceeds the normal, ordinary or intended use of the park and/or special area.
- **Event Fee** – Fee charged for any rental of Jones Park facilities and/or parking lot that is determined to be a special event.

IV. Discussion

This policy defines how Jones Park shall be reserved by individuals, organizations and/or groups (herein “organizers”) for use of the facility. The policy shall also define the fee (s) charged to organizers for their reservation request.

V. Reservations:

1. All organizers reserving Jones Park will be billed in accordance with the established rate schedule, including but not limited to: reservation fee; exchange of money permit; tent permit; tent inspection fee; event fee for facility. Organizers that are non-profit need to provide proof of status.
2. All reservations of Jones Park shall be considered special events. The use of Jones Park for a special event that is private must be approved by the Parks and Recreation Committee and Common Council. All other reservations that are open to the general public will be subject to review by the Director of Parks, Recreation, and Facilities Management Department or their designee.
3. The reservation of Jones Park shall follow the procedures identified in the Special Events Policy and organizers will be required to pay all the fees required under the Special Events

Policy, including a separate “Event Fee” of \$50.00 as set forth in the Fee Schedule on the last page of this policy.

4. The rental of the performance stage and/or parking lot requires rental of the park pavilion.
5. The reservation request for Jones Park shall include the actual time needed for the activity or event, including the time period for all set up, tear down and clean up. The organizer who completes the reservation will be the responsible party and main contact for the event.
6. All reservations for Jones Park shall be considered for the entire day. Reservations for the same day by two different organizations or groups is not permitted unless written confirmation is received and approved by the Director of Parks, Recreation, and Facilities Management, from both organizers. The City of Appleton is not responsible for any additional service required to accommodate the multiple events. Each organizer will pay the full rate.
7. If an organizer performs set-up or take down of any equipment outside of the rental dates they will be charged for the full day, no exceptions. In addition, if these actions interfere with another rental, the City reserves the right to have any set-up removed at the organizer’s cost, which includes but is not limited to services provided by private contractors and/or third parties i.e., dumpsters, portables, tents.
8. Jones Park is available year-round; however, during the winter months (November through March), the Parks, Recreation and Facilities Management Department reserves the right to limit access to any portion of the park and charge the organizer the actual cost to prepare the park for any activity or event. Preparations services during the winter months include but are not limited to snow removal, ice control, waste containers, etc.
9. Organizers that have reserved Jones Park for an event or activity shall have thirty (30) days after the date of the special event to reserve Jones Park for the same weekend and/or date for the following year. After thirty (30) days, the Parks, Recreation and Facilities Management Department will make Jones Park available to other interested parties.
10. All other reservations for Jones Park are on a first-come, first-served basis and may be made no more than one (1) year in advance.
11. The Parks, Recreation and Facilities Management Department reserves the right to require a security deposit for any reservation based on the type of event, number of participants, use of facility, etc. The security deposit will be returned within 30 business days after the event if all conditions of the reservation request were met, including, but not limited to: facility clean-up, proper vacation of the facilities, keys not returned, removal of personal equipment/supplies/etc., and leaving the facilities and grounds in a clean and orderly condition. Damage and/or loss of property may also result in future rental requests being denied.
12. All facility reservation requests should be made at least ninety (90) days in advance of the reservation date, depending on the size of the event and/or need for street closures. Please refer to the Special Event Policy for a more detailed breakdown of the minimum number of days before the event to apply for a license and the costs associated with your Special Event. No special event license will be granted with less than ten days before the date of your event.
13. This policy shall become effective December 31, 2023, and shall remain in effect until it is modified, changed, and/or repealed.

V. Terms & Conditions of Use:

- The special event license holder must bring their copy of the approved reservation to the special event to show City personnel upon request. In all cases, special event license holders shall be given preference for the use of the space designated on the approved agreement.
- Motorized vehicles are allowed in the parking lot only. Vehicles are not allowed on any other park surface at any time; this includes trucks, cars, Utility Task Vehicles (UTVs), golf carts,

etc. used for the unloading and loading of equipment and supplies. Authorization may be given for unique circumstances but must be approved in advance by the Director of Parks, Recreation and Facilities Management or designee.

- No equipment that utilizes fuels or electrical power shall be allowed within the park. Propane gas cooking equipment is allowed within the concrete food preparation area located outside the pavilion with prior authorization and approval. No cooking equipment shall be utilized within the pavilion. The parking lot may be utilized for food preparation if reserved accordingly, with prior authorization and approval.
- Organizers shall leave the facility in a clean and orderly condition. Organizers shall not remove any City equipment and/or supplies. The City will not be held financially or legally responsible for any damage or loss of property that occurs as a result of the rental and reserves the right to bill the applicant for repair and replacement costs incurred by such damage to parks and/or park amenities during the rented timeframe.
- Access to the Exhibition Center shall not occur through Jones Park for loading and unloading of equipment/materials/supplies, etc.

VI. Cancellation/Refunds:

- A full refund of the rental fee will be made if the reservation is cancelled more than 90 days in advance of the event. A full refund of the rental fee for a cancellation of Jones Park less than 90 days in advance of the event will be made only if the facility can be rented to another party for the date cancelled. Refunds are subject to a \$10.00 processing fee.
- A full refund of the rental fee will be made if the reservation is cancelled by the Parks, Recreation and Facilities Management Department due to unsafe conditions, issues or concerns with park facilities, construction activities, etc. These refunds are not subject to the \$10.00 processing fee.

JONES PARK

FEE SCHEDULE

<u>Organization/Group</u>	<u>Park Rental Fees</u>	<u>Stage Rental Fees</u>	<u>Parking Lot Rental Fees</u>
Local Non-Profit Organization	\$125.00 per day	\$125.00 per day	\$125.00 per day
National Non-Profit Organization	\$175.00 per day	\$175.00 per day	\$175.00 per day
For-Profit Organization	\$325.00 per day	\$325.00 per day	\$325.00 per day
Private Event	\$525.00 per day	\$525.00 per day	\$525.00 per day

<u>Other Services</u>	<u>Fees</u>
Exchange of Money Permit	\$25.00 per day \$100.00 per season
Tent Permit	\$15.00 per tent, per day
Fire Inspection (for tents)	\$25.00 per event
Processing Fee	\$10.00
Event Fee	\$50.00 per event

CITY OF APPLETON POLICY		TITLE: JONES PARK – RENTAL AND FEE SCHEDULE	
ISSUE DATE: March 6, 2019	LAST UPDATE: March 6, 2019 November 16, 2022		
POLICY SOURCE: Parks, Recreation and Facilities Management Department		TOTAL PAGES: 5	
Reviewed by Attorney’s Office Date: October 28, 2022 <u>November 17, 2023</u>	Parks and Recreation Committee Approval Date: November 7, 2022	Council Approval Date: November 16, 2022	

I. Purpose

To provide a policy to authorize the Parks, Recreation and Facilities Management Department to equitably administer rules and regulations, policies, fees and charges, and manage the use of Jones Park for private and/or community events. The Parks, Recreation and Facilities Management Department recognizes Jones Park provides quality of life uses for individuals, organizations and groups and brings certain benefits to the community, but has certain use limitations due to size, available facilities, site development, and location.

II. Policy

This policy authorizes the Parks, Recreation and Facilities Management Department to charge fees for the use of Jones Park within the rate schedule established by the Parks and Recreation Committee and City Council. The Parks, Recreation and Facilities Management Department has also established guidelines for the preservation of the public’s health, safety, welfare, and to promote the responsible use of publicly owned property and facilities. To effectively manage, protect facilities, and promote wise use of urban spaces, this policy authorizes the Parks, Recreation and Facilities Management Director and/or designees to:

1. Cancel and/or relocate any reservation that potentially threatens the integrity of Jones Park due to misrepresentation of information on the Facility Reservation Agreement, or if conditions of the facility or grounds would potentially create an unsafe situation.
2. Limit the availability of Jones Park for the city to perform routine and/or required maintenance and renovations to preserve the park’s integrity, including facilities, hard surfaces, turf, trees, vegetation, amenities, etc.
3. Deny any facility reservation application if the expected attendance would endanger public health and safety or compromise the condition of Jones Park.
4. Enforce park rules, regulations, and policies.
5. Require insurance coverage with limits established by the City Risk Manager for all activities or events scheduled for Jones Park.

III. Definitions

- **Jones Park** – Urban space located at 301 W. Lawrence Street consisting of the park, pavilion, performance stage and parking lot.

- **Local Non-Profit Organization** – Non-profit organization located in the Fox Cities that offers activity and/or event to promote quality of life experiences for citizens of Appleton and surrounding communities.
- **National Non-Profit Organization** – National non-profit organization that offers activity and/or event to promote its objectives and focus.
- **For-Profit Organization** – For-profit organization that offers activity and/or event for the primary purpose of raising money for its operations/objectives/programs.
- **Private Event** – Exclusive use of the park for an event and/or activity by an organization, group or individual that requires some or all of Jones Park to be closed to the public.
- **Exchange of Money** – ~~The sale of food, beverage and other associated products requiring~~ the exchange of any money at an event or program that is held in Jones Park specifically reserved for that event or program.
- **Facility Reservation Policies and Procedures** – These policies and procedures are set forth on the back of the Facility Reservation Agreement and detail reservations, sales of concessions, cancellation/refund procedures, alcohol policies and damage policies.
- **Park Rules & Regulations** – Regulations ~~formulated-adopted~~ by the City Council and published by the Parks, Recreation and Facilities Management Department. These rules and regulations are included with every Facility Reservation Agreement packet.
- **Processing Fee** – Fee charged to process a refund and/or cancellation request that is received before the reservation date.
- **Special Event** – An event or activity that meets the City of Appleton’s definition of a special event, and is held in a city park and/or special area, and exceeds the normal, ordinary or intended use of the park and/or special area.
- **Event Fee** – Fee charged for any rental of Jones Park facilities and/or parking lot that is determined to be a special event.

IV. Discussion

This policy defines how Jones Park shall be reserved by individuals, organizations and/or groups (herein “organizers”) for use of the facility. The policy shall also define the fee (s) charged to ~~these~~ organizers for their reservation request.

V. Reservations:

1. All organizers reserving Jones Park will be billed in accordance with the established rate schedule, including but not limited to: reservation fee; exchange of money permit; tent permit; tent inspection fee; event fee for facility. Organizers that are non-profit need to provide proof of status.
2. ~~All reservations of Jones Park should be limited to events and activities open to the general public and considered special events. The use of Jones Park for a private event must be approved by the Parks and Recreation Committee and Common Council.~~ All reservations of Jones Park shall be considered special events. The use of Jones Park for a special event that is private must be approved by the Parks and Recreation Committee and Common Council. All other reservations that are open to the general public will be subject to review by the Director of Parks, Recreation, and Facilities Management Department or their designee.
3. The reservation of Jones Park shall follow the procedures identified in the Special Events Policy and organizers will be required to pay all the fees required under the Special Events Policy, including a separate “Event Fee” of \$50.00 as set forth in the Fee Schedule on the last page of this policy.
4. The rental of the performance stage and/or parking lot requires rental of the park pavilion.

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5. The reservation request for Jones Park shall include the actual time needed for the activity or event, including the time period for all set up, tear down and clean up. The ~~event~~ organizer who completes the reservation will be the responsible party and main contact for the event.
6. All reservations for Jones Park shall be considered for the entire day. Reservations for the same day by two different organizations or groups is not permitted unless written confirmation is received and approved by the Director of Parks, Recreation, and Facilities Management, from both ~~organizations or groups~~organizers. The City of Appleton is not responsible for any additional service required to accommodate the multiple events. Each ~~reservation organizer~~ will pay the full rate.
7. If an organizer performs set-up or take down of any equipment outside of the rental dates they will be charged for the full day, no exceptions. In addition, if these actions interfere with another rental, the City reserves the right to have any set-up removed at the ~~organization's organizer's~~ cost, which includes but is not limited to services provided by private contractors and/or third parties i.e., dumpsters, portables, tents.
8. Jones Park is available year-round; however during the winter months (November through March), the Parks, Recreation and Facilities Management Department reserves the right to limit access to any portion of the park and charge the organizer the actual cost to prepare the park for any activity or event. Preparations services during the winter months include but are not limited to snow removal, ice control, waste containers, etc.
9. Organizers that have reserved Jones Park for an event or activity shall have thirty (30) days after the date of the special event to reserve Jones Park for the same weekend and/or date for the following year. After thirty (30) days, the Parks, Recreation and Facilities Management Department will make Jones Park available to other interested parties.
10. ~~A special event license for Jones Park will not be issued until all approvals have been received through the Special Events Permit process. Private rentals will need Parks and Recreation Committee and Common Council approval.~~
11. All other reservations for Jones Park are on a first-come, first-served basis and may be made no more than one (1) year in advance.
12. The Parks, Recreation and Facilities Management Department reserves the right to require a security deposit for any reservation based on the type of event, number of participants, use of facility, etc. The security deposit will be returned within 30 business days after the event if all conditions of the reservation request were met, including, but not limited to: facility clean-up, proper vacation of the facilities, keys not returned, removal of personal equipment/supplies/etc. and leaving the facilities and grounds in a clean and orderly condition. Damage and/or loss of property may also result in future rental requests being denied.
13. All facility reservation requests should be made at least ninety (90) days in advance of the reservation date, depending on the size of the event and/or need for street closures. Please refer to the Special Event Policy for a more detailed breakdown of the minimum number of days before the event to apply for a license and the costs associated with your Special Event. No special event license will be granted with less than ten days before the date of your event.
14. This policy shall become effective December ~~15~~31, 202~~2~~3, and shall remain in effect until it is modified, changed, and/or repealed.

Terms & Conditions of Use:

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holders shall be given preference for the use of the space designated on the approved agreement.

- Motorized vehicles are allowed in the parking lot only. Vehicles are not allowed on any other park surface at any time; this includes trucks, cars, Utility Task Vehicles (UTVs), golf carts, etc. used for the unloading and loading of equipment and supplies. Authorization may be given for unique circumstances but must be approved in advance by the Director of Parks, Recreation and Facilities Management or designee.
- No equipment that utilizes fuels or electrical power ~~for food preparation, craft making, etc.~~ shall be allowed within the park. Propane gas cooking equipment is allowed within the concrete food preparation area located outside the pavilion with prior authorization and approval. No cooking equipment shall be utilized within the pavilion. The parking lot may be utilized for food preparation upon approval if reserved accordingly, with prior authorization and approval.
- Organizers shall leave the facility in a clean and orderly condition. Organizers shall not remove any City equipment and/or supplies. The City will not be held financially or legally responsible for any damage or loss of property that occurs as a result of the rental and reserves the right to bill the applicant for repair and replacement costs incurred by such damage to parks and/or park amenities during the rented timeframe.
- Access to the Exhibition Center shall not occur through Jones Park for loading and unloading of equipment/materials/supplies, etc.

Cancellation/Refunds:

- A full refund of the rental fee will be made if the reservation is cancelled more than 90 days in advance of the event. A full refund of the rental fee for a cancellation of Jones Park less than 90 days in advance of the event will be made only if the facility can be rented to another party for the date cancelled. Refunds are subject to a \$10.00 processing fee.
- A full refund of the rental fee will be made if the reservation is cancelled by the Parks, Recreation and Facilities Management Department due to unsafe conditions, issues ~~or~~ concerns with park facilities, construction activities, etc. These refunds are not subject to the \$10.00 processing fee.

JONES PARK

FEE SCHEDULE

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