



Special Events Guide



City of New London *Reflecting the Pride*

215 N Shawano Street
New London, WI 54961
(920) 982-8500 • www.newlondonwi.org

Welcome!

Thank you for considering hosting your next event in the City of New London! We're proud to partner with many individuals and organizations that offer dozens of diverse and entertaining special events and festivals that make New London an exciting attraction. These events enhance the lives of our citizens and attract visitors to our community.

If you're looking to set up an event for the first time and need some assistance, feel free to contact us as our staff has valuable experience which can lead you to a successful outcome. Contact information for our individual departments can be found on the last page of this guide.

Included in this guidebook is information on all the rules and regulations you will need to know to have a safe and fun celebration. Please read it carefully as City policies and ordinances are periodically updated. The enclosed information should easily guide you step-by-step throughout the process, but if you have questions, don't be afraid to call! Our contact information is on the back cover. If you have general questions about the process or filling out the application, please call the New London Parks and Recreation Department.

Obviously you need time to advertise for your event, which in turn also means we need time to review your requests, so advanced planning is key and can make or break your event! All requests in general should be submitted a minimum of 45 days in advance of the event for City staff to fully review and approve them. Keep this in mind during your advertising timelines. Plan on submitting your requests 45 days in advance of your advertising campaign so you have approved permits BEFORE you start spending time and funds to promote your celebration.

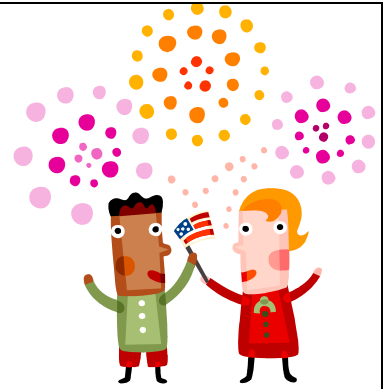
Once again, thank you for considering hosting your special event with the City of New London. Organizing an event can be overwhelming and time consuming, but good planning is the key and we truly hope your efforts translate into a celebration that is safe, enjoyable and memorable for everyone involved!



So what is a “Special Event”?

Per the City’s special event policy...

...A “Special Event” means any activity which occurs outside on public property, or which occurs on private property where the purpose is to attract the general public, within the City of New London, that affects or differs from the ordinary usual purpose of parks, public streets, places of public assembly, right of-ways, sidewalks, traffic, etc. and/or generates considerable public participation. Whether the event is considered within the normal, ordinary, or intended use of public facilities or property shall be determined by the city department that maintains jurisdiction over the proposed venue. .



Even if your event does not meet the definition of a special event, certain regulations may still apply. Please contact the City Clerk for more information.

When and where can I hold my special event?

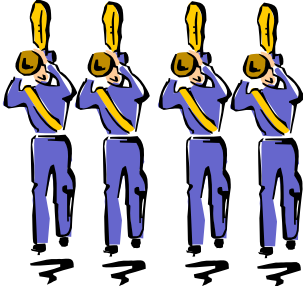
Will your event be held in a City park? If yes, you will first need to contact the New London Parks and Recreation Department to make a park reservation. The City is proud to have over 280 acres of park land and many different facilities for public use. Park rentals are booked as early as 1 year in advance of the event. Fees vary depending on the venue requested. Dates can fill up quickly so the sooner you can make the reservation the better off you’ll be at obtaining your desired date. Reservations can be made online (www.newlondonwi.org), over the phone or in person at the New London Parks and Recreation office. Special events in City parks may require a map to describe the layout of your event to ensure the event will utilize park resources as they are intended. Before any stakes or materials are driven into the ground, permission must be granted in advance by the Park and Recreation Director and all area utilities must be marked by calling Diggers Hotline. Please communicate your plans with Park and Rec staff when you are making the reservation.



Will your event be held on a public street or right-of-way?

If so, a City street closure permit will need to be obtained. There may be some limitations on the use of certain streets during street construction season. Also, keep in mind that if your request is to close a street which is also designated as a county highway, a street closer permit will also be required from the Waupaca or Outagamie County Highway Departments. Examples include: Pearl Street, North Water Street and Shawano Street which are also designated as Business Hwy 45; Division Street is also designated as CTY HWY D. To contact the Waupaca Highway Department for a street closure permit please call 715.258.7152, or the Outagamie Highway Department at 920.832.5673. Street closures will require a map of your event layout. The map needs to show which streets need to be closed, where barricades need to be placed and where you are proposing to reroute traffic. Event sponsors will be responsible for obtaining barricades and placing them in the proper locations (some assistance may be provided with larger events). Will you have adequate parking near your event? Larger events should consider off site parking with shuttling participants to the celebration. Ensure adequate parking is available and designated near your event for those with disabilities. There is no fee for a street closure permit. If you have questions about street closures or need assistance with your closure plan, please contact the Department of Public Works and the Police Department.





Strike up the Bands, it's time for a parade!

Per Municipal Code 12.18, those looking at sponsoring a parade need to request a special parade permit in addition to the street closure permit. Please see above section in regards to obtaining a street closure permit. Parade permits can be obtained by contacting the New London Chief of Police.

Do I need Security?

Public safety is always the most important factor with any event gathering. So depending on the event type and the number of people expected, security personnel may be required at the event. Each event will designate a person to be in charge of the event who can be contacted at any time by City staff. The number of security personnel required will be determined by the Chief of Police or his designee, as they deem necessary during the application review process. If you have questions on potential security needs, please contact the New London Police Department.



What's for dinner?

The City of New London does not require a license for food sales; however, both Waupaca and Outagamie Counties have regulations and may require a Non Profit Temporary Food Services License. For more information on each county's regulations please contact the respective County Sanitarian at their Health and Human Services Office.



Crank up the music and let's boogie!



If the main purpose of your event is to provide amplified music between the hours of 9:00 p.m. and 6:00 a.m. a special "Outdoor Music Events" permit is required per Municipal Code 17.04(6). This permit may be applied for up to twice per month between Memorial Day through Labor Day to extend the time until midnight. A \$25.00 fee is required. If you have questions on outdoor amplified music, please contact the New London Clerk's Office.

Can I light up the sky?

Per City Ordinance 9.05(1)(e), the lighting of Fireworks or pyrotechnics is prohibited without a special permit approved by the New London City Council. The user fee for this permit is \$100.00 and must be received by the City Clerk no less than 45 days prior to the requested date of use. For more information on Fireworks please contact the New London City Clerk.



No trash talking allowed!

Toilets - Event planning should include requirements for sanitation and waste management. The last thing you want people to remember is how long they had to wait in line to use a toilet or seeing trash strewn about because there were not enough trash containers (worse yet, how long it took you to clean up the event site because of all the trash laying around!). The City of New London does not have regulations on toilet facilities; however, Wisconsin Code Com 55.32 states that

approved toilet facilities for each sex shall be provided with the following requirements: 1 toilet for each 75 males, 1 urinal for each 50 males, and 1 toilet for each 30 females. Please note that due to new ADA laws, handicap accessible portable toilets are required to be available with regular sized toilets. Typically you need 5% of the units to be ADA accessible in a “cluster”. These toilets need to have an accessible path to them as well (so placing them in the middle of a grass area is not permitted). Please contact the New London Parks and Recreation Department for more information.

Garbage - If you need garbage cans for your event, please contact the Department of Parks and Recreation. 55 gallon plastic drum size containers can be borrowed for your event; however, in many cases the event sponsor will be responsible for cleaning them out and disposing of the trash. For larger events, dumpsters can be rented from Graichen Sanitation by calling (920) 982-4116.

Recycling - Why think about recycling at a special event? Well, because it’s the law! Both Outagamie and Waupaca Counties have special bins available for rent to clearly show people which containers are marked for recycling. For more information about renting these units, call Outagamie County or Waupaca County Solid Waste Departments.



Picnic Tables- Park picnic tables may be available for your event, in general the event holder is responsible for picking up and returning the picnic tables for the event. Please contact the Department of Parks & Recreation for more information.

Are you looking at selling something?

Per Municipal Code 12.05 Transient merchants and sellers may need to be registered and licensed with the City of New London prior to engaging in direct sales or solicitations within the City limits. An application for merchants and solicitors can be obtained at the Clerk’s Office and must be accompanied with a \$35.00 processing fee. For more information on these regulations, please contact the Clerk’s Office.

Need some cover?

Tents many times are necessary for an event. However, they are considered “Temporary Structures” and are regulated by fire code to ensure public safety. Below are some of the items that need to be addressed (a more detailed listing can be found at www.newlondonwi.org/fire.htm):

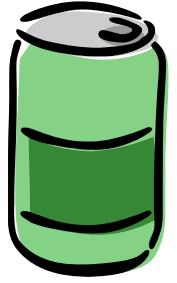
- A permit is required to operate or erect temporary structures, in excess of 200 square feet unless it is used exclusively for camping or on the premises of a one or two family dwelling
- A permit must be obtained at least 30 days prior to the operation and construction of a temporary structure. The permit shall be posted or readily accessible at each place of operation. The permit fee is \$25.00.
- Before a permit is issued, the owner or agent shall file with the city of New London a certificate executed by an approved testing laboratory, certifying that the temporary structure and their appurtenances, sidewalls, drops, and tops of temporary structures, canopies, tarpaulins, floor coverings, bunting, combustible decorative materials and effects, including sawdust when used on floors or passageways, shall be composed of flame-resistant material or shall be treated with a flame retardant in an approved manner and meet the requirements for flame resistance as determined in accordance with NFPA 701, and that the flame resistance is effective for the period specified by the permit.
- Tent fabric and structures– must be flame resistant.
- Temporary structures shall not be located within 20 feet of lot lines, buildings, other temporary structures, parked vehicles, or internal combustion engines. Temporary structures may not be erected on any flammable surface.
- Fire extinguishers need to be present.
- Sufficient exits need to be provided and marked.
- Capacity signs will be supplies and are must be clearly displayed.
- No Smoking shall be allowed inside the structure.
- Heating devices shall be approved and UL listed.



If you’re planning on having a large tent at your event that will provide shelter for your spectators, please contact the New London Fire Department so you can address the above mentioned items.

Will Alcohol be sold?

If you plan on selling beer or wine at your event, a “Temporary Class B Liquor License” (per Municipal Code 12.02(3)) will be required. Temporary licenses can only be granted to bona fide non-profit clubs which have been in existence for at least 6 months prior to the application. On the day of the event, at least one person who holds a valid City of New London operator’s (bartender’s) license or temporary operator’s license must be present during all sales. The fee for a Temporary Class “B” Liquor License is \$1.00 per day. For more information on all of these licenses/permits, please contact the New London City Clerk’s Office.



Thinking of playing with matches and having a bonfire?



Well think again! Strict regulations are in place to protect the public from the dangers of spreading fires. In general, per Municipal Code 9.12, open fires and bonfires are strictly prohibited. There are exceptions to this rule like outdoor cooking in structures designed for that use and ceremonial burning of American flags. Special permits may be necessary to obtain for these types of fires. For more information please contact the New London City Clerk and the New London Fire Department.

Sorry, can’t bring Fido to the parade...

Special events are great for people, but many times they are not so great for your favorite pet. For example, large groups of people or loud vehicles at a parade can frighten an animal and make them do things they may not normally do. Per Municipal Code 9.41, animals are prohibited on public property at any time the public is invited to an event. Exceptions do apply when the event permit holder gives written permission that specific animals are allowed to the event (say for a dog show or horses in a parade), or any dog specifically trained to assist someone with a disability or emergency personnel. For more information please contact the New London Clerk’s Office.



Do you see the light?

Are you in need of special electricity needs at your event? Depending on where the event is located, New London Utilities may be able to supply extra temporary power at your event site. If not you may need to consider renting a generator for your event. If the event is located on public property, advance permission is required before temporary electrical changes can be made as you may be responsible for those electrical costs. Contact the New London Building and Grounds Department for permission and NL Utilities for temporary electrical service possibilities.

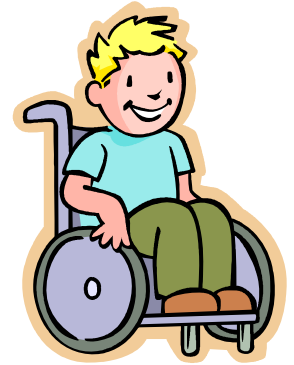
How high can you jump?

Are you looking at having a bounce house or another type of air inflated equipment on city property? If you are we want to make sure everyone is protected as injuries and lawsuits sometimes occur. The city’s policy requires you to have signed an indemnification form and have a \$2,000,000 insurance policy protecting you and the city incase an injury and lawsuit occurs. If you have additional questions please call the New London Parks and Rec office.



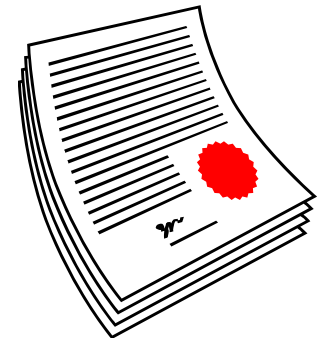
Let's include everyone!

In 2010 the federal government passed new ADA (American Disabilities Act) regulations which required governments to make special accommodations so that those with disabilities have opportunities to access the same programs and services that everyone else can. For example, if your event is held in the middle of a grass area in a city park, considerations will need to be made to allow those with mobility disabilities access to the event as grass is not considered an accessible surface. Please contact the New London Parks and Recreation Department if you need guidance making your event ADA accessible.



Insurance? Yep, you need it!

For most events, depending on the number of spectators and the types of activities, the City of New London has special insurance requirements that need to be followed. Special events fall into three classifications which have different requirements.



Low Exposure Special Events are events involving no physical activity by participants, no severe exposure of spectators to hazards, no alcoholic beverages and crowd sizes up to 250 persons. Low exposure events shall include, but are not limited to: indoor and outdoor meetings, small theatrical performances, and auctions. Low exposure events do not require certificates of insurance; however, the sponsoring organization is responsible for any losses which may occur as a result of their activity and is encouraged to carry adequate insurance to protect them and must indemnify the City.

Level 1 Exposure Special Events are special events involving alcoholic beverages, no severe exposure of participants/spectators to hazards, and crowd sizes between 250 and 10,000 persons. Medium hazard events shall include, but not be limited to: dances, animal shows, sporting events, large political rallies, flea markets, circuses/carnivals with rides and small/medium parades. See Exhibit A on the following pages for Level 1 Exposure Special Event requirements.

Level 2 Exposure Special Events are those events involving the use of Bounce Houses and/or other air inflated equipment. See Exhibit B on the following pages for Level 2 Exposures Special Event requirements.

Level 3 Exposure Special Events are those events involving crowd sizes over 10,000 or any event with high exposure activities like fireworks and vehicle races. See Exhibit C on the following pages for Level 3 Exposures Special Event requirements.

If you don't know which classification your event would fall under, give the Clerk's Office a call and we'll assist you the best we can. All insurance documents are due in the Clerk's Office at least one week prior to your event; otherwise your event will be cancelled.

“Exhibit A”
LEVEL 1 EXPOSURE EVENTS
INSURANCE/INDEMNIFICATION REQUIREMENTS
FOR CITY OF NEW LONDON

It is hereby agreed and understood that the insurance required by the City of New London is primary coverage and that any insurance or self-insurance maintained by the City of New London, its officers, council members, agents, employees or authorized volunteers will not contribute to a loss. This insurance shall be written for not less than any limit of liability specified herein, or required by law, whichever is greater, notwithstanding that the policy may have lower limits applying elsewhere in the policy. All applicable insurance and endorsements shall be in full force and evidenced prior to commencing the event and remain in force throughout the entire event, including the clean up period after the event.

GENERAL LIABILITY COVERAGE

- A. Commercial General Liability
 - (a) \$1,000,000 general aggregate
 - (b) \$1,000,000 products - completed operations aggregate
 - (c) \$1,000,000 personal injury and advertising injury
 - (d) \$1,000,000 each occurrence limit
- B. Claims made form of coverage is not acceptable.
- C. Insurance must include:
 - (a) Premises and Operations Liability
 - (b) Blanket Contractual Liability including coverage for the joint negligence of the City of New London, its officers, council members, agents, employees, authorized volunteers and the named insured
 - (c) Independent Contractors

BUSINESS AUTOMOBILE COVERAGE

- A. Minimum limits - \$250,000 each person/\$500,000 each accident for Bodily Injury and \$100,000 for Property Damage
OR
\$500,000 Combined Single Limit for Bodily Injury and Property Damage each accident
- B. Must cover liability for "Any Auto" - including Owned, Non-Owned and Hired Automobile Liability

WORKERS COMPENSATION AND EMPLOYERS LIABILITY

- A. Must carry coverage for Statutory Workers Compensation and Employers Liability minimum limit of:
\$100,000 Each Accident
\$500,000 Disease Policy Limit
\$100,000 Disease - Each Employee

AIRCRAFT LIABILITY (including helicopter) - Owned, Non-Owned or hired.

- A. If this exposure shall exist, the minimum limit must be at least \$5,000,000 combined single limit for bodily injury (injury passenger liability) and property damage.
- B. Any liability exclusions relating to slung cargo must be deleted.

LIQUOR LIABILITY - If the event holder is selling alcoholic beverages then Liquor Liability with the following limit and coverage must be carried:

- A. Minimum limits - \$500,000 each occurrence/ \$500,000 aggregate

ADDITIONAL PROVISIONS

*** Additional Insured –**

On the General Liability Coverage, Aircraft Liability, and Liquor Liability. City of New London, and its officers, council members, agents, employees, and authorized volunteers shall be “Additional Insureds.”

*** Endorsement -**

The Additional Insured Policy endorsement must accompany the Certificate of Insurance.

*** Indemnification –**

The Applicant/organization shall indemnify, defend, and hold harmless the City and its officers, employees, and volunteers from and against any and all claims, damages, losses, and expenses arising out of the applied for activity/event except where caused by the sole negligence or willful misconduct of the City.

*** Certificates of Insurance -**

A copy of the Certificate of Insurance must be on file with the Risk Management.

*** Notice -**

City of New London requires 10-day written notice of cancellation, otherwise any labor or materials costs the city incurs will be charged to the event organizer.

*** Acceptability of Insurers -**

No insurance required hereunder shall be carried with an insurer not authorized to do business in Wisconsin. The City reserves the right to disapprove any insurance company. A minimum AM Best Rating of A-VII is required.

**“Exhibit B”
LEVEL 2 EXPOSURE EVENTS
INSURANCE/INDEMNIFICATION REQUIREMENTS
FOR CITY OF NEW LONDON**

It is hereby agreed and understood that the insurance required by the City of New London is primary coverage and that any insurance or self-insurance maintained by the City of New London, its officers, council members, agents, employees or authorized volunteers will not contribute to a loss. This insurance shall be written for not less than any limit of liability specified herein, or required by law, whichever is greater, notwithstanding that the policy may have lower limits applying elsewhere in the policy. All applicable insurance and endorsements shall be in full force and evidenced prior to commencing the event and remain in force throughout the entire event, including the clean up period after the event.

GENERAL LIABILITY COVERAGE

- A. Commercial General Liability
 - (a) \$2,000,000 general aggregate
 - (b) \$2,000,000 products - completed operations aggregate
 - (c) \$2,000,000 personal injury and advertising injury
 - (d) \$2,000,000 each occurrence limit
- B. Claims made form of coverage is not acceptable.
- C. Insurance must include:
 - (a) Premises and Operations Liability
 - (b) Blanket Contractual Liability including coverage for the joint negligence of the City of New London, its officers, council members, agents, employees, authorized volunteers and the named insured
 - (b) Independent Contractors

BUSINESS AUTOMOBILE COVERAGE

- A. Minimum limits - \$250,000 each person/\$500,000 each accident for Bodily Injury and \$100,000 for Property Damage
OR
\$500,000 Combined Single Limit for Bodily Injury and Property Damage each accident
- B. Must cover liability for "Any Auto" - including Owned, Non-Owned and Hired Automobile Liability

WORKERS COMPENSATION AND EMPLOYERS LIABILITY

- A. Must carry coverage for Statutory Workers Compensation and Employers Liability minimum limit of:
 - \$100,000 Each Accident
 - \$500,000 Disease Policy Limit
 - \$100,000 Disease - Each Employee

AIRCRAFT LIABILITY (including helicopter) - Owned, Non-Owned or hired.

- A. If this exposure shall exist, the minimum limit must be at least \$5,000,000 combined single limit for bodily injury (injury passenger liability) and property damage.

B. Any liability exclusions relating to slung cargo must be deleted.

LIQUOR LIABILITY - If the event holder is selling alcoholic beverages then Liquor Liability with the following limit and coverage must be carried:

A. Minimum limits - \$500,000 each occurrence/ \$500,000 aggregate

ADDITIONAL PROVISIONS

*** Additional Insured –**

On the General Liability Coverage, Aircraft Liability, and Liquor Liability. City of New London, and its officers, council members, agents, employees, and authorized volunteers shall be “Additional Insureds.”

*** Endorsement -**

The Additional Insured Policy endorsement must accompany the Certificate of Insurance.

*** Indemnification –**

The Applicant/organization shall indemnify, defend, and hold harmless the City and its officers, employees, and volunteers from and against any and all claims, damages, losses, and expenses arising out of the applied for activity/event except where caused by the sole negligence or willful misconduct of the City.

*** Certificates of Insurance -**

A copy of the Certificate of Insurance must be on file with the Risk Management.

*** Notice -**

City of New London requires 10-day written notice of cancellation, otherwise any labor or materials costs the city incurs will be charged to the event organizer.

*** Acceptability of Insurers -**

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"EXHIBIT C"
LEVEL 3 EXPOSURE EVENTS
INSURANCE/INDEMNIFICATION REQUIREMENTS
FOR CITY OF NEW LONDON

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GENERAL LIABILITY COVERAGE

A. Commercial General Liability

- (a) \$5,000,000 general aggregate
- (b) \$5,000,000 products - completed operations aggregate
- (c) \$5,000,000 personal injury and advertising injury
- (d) \$5,000,000 each occurrence limit

B. Claims made form of coverage is not acceptable. \$10,000 SIR or less is required.

C. Insurance must include:

- (a) Premises and Operations Liability
- (b) Blanket Contractual Liability including coverage for the joint negligence of the City of New London, its officers, council

- members, agents, employees, authorized volunteers and the named insured
- (c) Independent Contractors
- (d) **The general aggregate must apply separately to this event**

BUSINESS AUTOMOBILE COVERAGE

- A. Minimum limits: \$250,000 each person/\$500,000 each accident for Bodily Injury and \$100,000 for Property Damage
- OR
- \$500,000 Combined Single Limit for Bodily Injury and Property Damage each accident

Must cover liability for "Any Auto" - including Owned, Non-Owned and Hired Automobile Liability

WORKERS COMPENSATION AND EMPLOYERS LIABILITY

- A. Must carry coverage for Statutory Workers Compensation and Employers Liability minimum limit of:
 - \$100,000 Each Accident
 - \$500,000 Disease Policy Limit
 - \$100,000 Disease - Each Employee

AIRCRAFT LIABILITY (including helicopter) - Owned, Non-Owned or hired.

- A. If this exposure shall exist, the minimum limits must be at least \$5,000,000 combined single limit for bodily injury (injury passenger liability) and property damage.
- B. Any liability exclusions relating to slung cargo must be deleted.

LIQUOR LIABILITY - If the event holder is selling alcoholic beverages then Liquor Liability with the following limit and coverage must be carried:

- A. Minimum limits - \$500,000 each occurrence/ \$500,000 aggregate

ADDITIONAL PROVISIONS

*** Additional Insured –**

On the General Liability Coverage, Aircraft Liability, and Liquor Liability. City of New London , and its officers, council members, agents, employees, and authorized volunteers shall be “Additional Insured”

*** Endorsement -**

The Additional Insured Policy endorsement must accompany the Certificate of Insurance.

*** Indemnification –**

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*** Certificates of Insurance -**

A copy of the Certificate of Insurance must be on file with the city 10 days before the event.

*** Notice -**

City of New London requires 10-day written notice of cancellation.

*** Acceptability of Insurers -**

No insurance required hereunder shall be carried with an insurer not authorized to do business in Wisconsin. The City reserves the right to disapprove any insurance company. A minimum AM Best Rating of A-VII is required.

Special Event Contacts



Clerk's Office
215 N. Shawano Street
New London, WI 54961
(920) 982-8500

Police Department
700 Shiocton Street
New London, WI 54961
(920) 982-8505

Fire Department
215 N. Shawano Street
New London, WI 54961
(920) 982-8507

Department Of Public Works
215 N. Shawano Street
New London, WI 54961
(920) 982-8503

Department of Parks & Recreation/Bldg &
Grounds
215 N. Shawano Street
New London, WI 54961
(920) 982-8521

New London Utilities
400 East North Water Street
New London, WI 54961
(920) 982-8516

Outagamie County - Public Health Division
401 S. Elm Street
Appleton, WI 54911
Phone: (920) 832-5100

Outagamie County - Department of Solid Waste
1419 Holland Road
Appleton, WI 54911
(920) 920-832-5277

Waupaca County - Solid Waste & Recycling
811 Harding St.
Waupaca, WI 54981
715-258-6240

Waupaca County - Health & Human Services
811 Harding
Waupaca, WI 54981
(715) 258-6300