



GUIDEBOOK

FOR HOSTING EVENTS
IN NEWPORT CITY



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*This document is based on the event guides created by Montpelier Alive, The Downtown Rutland Partnership and Revitalizing Waterbury. **Our sincere thanks to them!***

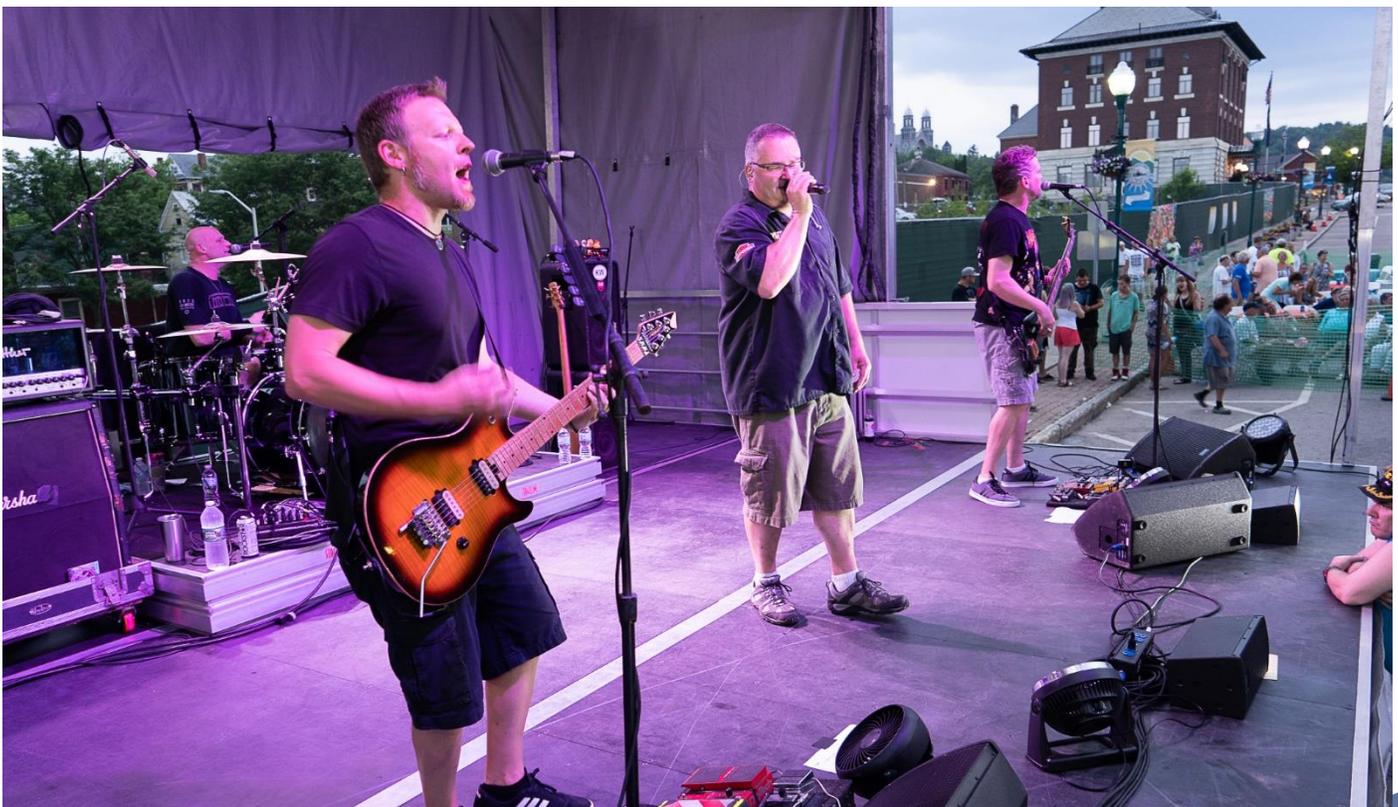
INTRODUCTION

We're excited that you're considering Newport City as your event location! We think you'll agree that Newport offers some of the best community spaces for large gatherings and activities in the Northeast Kingdom. As you know, launching a successful event is hard work that requires months of planning and a solid strategy.

This guide, developed in 2019 by an appointed committee that included city officials, experienced event planners and Newport City residents, was created to help Event Organizers like yourself navigate venues, permits, logistics and the many other details that need consideration when hosting an event in Newport City. This booklet is intended to assist with planning and hopefully make things easier. This information was compiled to the best of our knowledge at the time, so be sure to confirm all details with the appropriate entities, as we cannot speak for the future, or on behalf of any other entities.

On the following pages you'll find some event planning strategies that may be helpful throughout your process. If you have questions or would like to offer suggestions on how this guide can be more useful, we would like to hear from you! This document is intended to be a resource for Event Organizers who host a variety of activities, and our goal is to see you and the Newport City community have a positive and memorable experience in our beautiful town.

We appreciate your commitment to making Newport City a better, more vibrant place for everyone!



THE ROLE OF NEWPORT PARKS & RECREATION



Each year, Newport Parks & Recreation serves hundreds of families by offering fun events and beautiful places to play. Our municipal department strongly believes that recreation is an important part of a healthy and positive lifestyle, and our goal is to provide high quality experiences to Newport residents and visitors. As an organization, the City of Newport hosts about a dozen large community events through our department and another fifteen-twenty programs geared toward youth, adults and seniors on an annual basis. The municipality works to create and maintain attractive parks, develop infrastructure and support local commerce through outdoor recreation opportunities.

Often, we're asked to help run events for other organizations. While we love to see events in Newport, we do not have the capacity and budget to get directly involved in implementing them. While our mission does include hosting our own series of events, our primary role as a municipal department is not to fill the job of community event planner. We have limited staff and resources to accomplish the goals and projects we are already committed to each year.

Taking on other events, even when they include really fun ideas, is generally outside of our ability and scope. And often, your event may have an entirely different goal that does not directly relate to us, such as raising funds for your own organization, or rallying awareness around a meaningful cause. Please know that just because we can't organize your event for you, doesn't mean we can't support your efforts!

Here's how we can help...

- We can offer insight on your event date and specific location. We can advise you about other events, potential conflicts and the most logical spaces in the City to host your gathering. Newport Parks & Recreation is responsible for the scheduling, use and management of many local event venues. Once you've decided on a location, we can help you book the space if you're planning to use Newport City property.
- We can provide rental items like tents, tables, chairs, waste receptacles, parking signs and other equipment that might be useful to you. Event Organizers can view a full listing of the items we have available for rent by visiting: www.NewportRecreation.org/RENT. Don't see what you're looking for? Just ask! We may have it or know where you can find it.
- If you're expecting 200+ attendees on municipal property, or will need to alter the normal flow of traffic for a road closure or parade, you'll need to obtain a Special Event Permit from the City of Newport. Our office can assist you with this process.
- If you choose to host an activity in conjunction with an existing Parks & Recreation event (such as the July 4th Celebration, Halloween Monster Bash or Winter Festival) we may be able to include your activity on the schedule of events and help advertise through our website and social media. You may find success joining these efforts, as an alternative to starting your own.

CONCEPTUALIZING YOUR EVENT

WHAT

What is your goal or purpose of your event? To raise money? Create awareness? Something else? An event should always have a goal and purpose that is clear to everyone involved.

What is your event? What makes it unique? If there are similar events already happening, try thinking outside the box to get the most interest from the community. The event name should be fun, interesting and/or exciting! But clear. A vague description will not resonate with people.



WHO

Who is your target audience? Families? Young professionals? Older adults? “Everyone” is often too broad of an audience and will not engage the community as powerfully as a targeted audience.

Who will participate? Are you having vendors? Asking downtown businesses?

Who will volunteer to help? Hosting an event is more work than most people realize. Be sure to establish a team early with members who are as passionate about the cause/event as you are, and who are willing to commit time to planning and accomplishing tasks.

WHEN

Timing is key. If you plan your event on the same day as several other events, or in close proximity to an event that does not compliment yours, you will compete for people’s time and energy. Look through community calendars, newspapers, school calendars, local theatre schedules and sport schedules. If you’re planning to fundraise, consider who else may be fundraising at the same time. If you’re targeting the same audience, you may reconsider to avoid competing for the same dollars.



WHERE

Community events are awesome! But they may have unintended impacts. Think about where your event is located and how it may disrupt the normal schedule of business and residents in the City. Also keep in mind important logistics, such as where will attendees park, if the space accommodates the anticipated crowd, the location of restrooms, waste receptacles and accessibility for all. Safety for event attendees and community members is of the utmost importance.

HOW

How will you set up your event budget? What will it cost to put this event on? Think rental fees, staff, entertainment, supplies, giveaways, and advertising. Then consider opportunities to generate income. Think sponsorships, and participation fees.

How will people know about your event? Go back to your target attendees, then think how and where you can best reach them through marketing.

How will your timeline look? Planning a successful event takes time and organization. Professional event planners suggest 3-6 months for a single day event or up to 9-12 months for a major event or fundraiser. Plan committee meetings and detailed due dates for various aspects, such as sponsorship commitments, bookings and marketing releases.

ADDITIONAL CONSIDERATIONS

WORKING WITH LOCAL BUSINESSES

When you host an event in Newport City, please consider the businesses that are most directly impacted by the outcome of your event - especially when requesting a street closure or an event downtown. If hosting a large event (200+ attendees), it is the Event Organizer's responsibility to inform nearby businesses of plans as soon as your Special Event permit has been approved by the Municipality. The most effective method of outreach is a personal visit to share pertinent details (dates, times, map of event layout, street closures etc.) Be sure to leave behind your contact information and clarify that *you* are the person to get in touch with regarding the event - the City of Newport cannot speak on your behalf.

Sometimes it's helpful to pitch creative ways for businesses to get involved, but consider that staying open late, hosting a sidewalk sale or other requests outside normal operations may not be feasible for businesses with limited staff and resources.

Listen to the thoughts and concerns of business owners. Although you may bring people into town, it does not necessarily equate to sales for businesses. Just think, if you're running a race, would you want to stop and do some shopping afterwards, when you're all sweaty and tired? Likely not. Your event could potentially disrupt a busy day and cost them hundreds or possibly thousands of dollars if not coordinated properly in advance. Business owners may have simple suggestions or request that you can accommodate to ensure mutual success during your community event.



MARKETING, BANNERS & ADVERTISING

Half the battle of a good event is getting people to know about your event and convincing them to care. You may host the biggest, best party of the year, but if you don't send invitations, no one will attend.

Create a marketing plan and timeline early, so all the hard work you put into planning your event will pay off with high attendance numbers. Brainstorm all possible outlets to promote your event, then choose the most appropriate options based on your target demographic. Newspapers, social media, radio, television, banners, flyers and various digital platforms are all great ways to spread the word. We can't emphasize this enough! You won't believe how many people will say "we didn't know that was going on." Here are a few ideas to get started...

- Create a Facebook event page, then "boost" it
- Send press releases to local news outlets
- Add your event to the community calendar of local newspapers or Front Porch Forum
- Create event signage and banners, then request permission from the City Manager's office to hang them on public property around the City

POLICIES, ORDINANCES, LAWS

When hosting an event, it's important that you're familiar with local policies. It is the responsibility of the Event Organizer to ensure that all activities associated with your event are in full compliance with state laws, federal laws and City ordinances. As the Event Organizer, you're accountable to inform all your participants, guests, vendors, caterers and contractors of rules and regulations too. Information on City laws and policies that may be relevant for your event can found at the Newport City Clerk's office.

- ✓ Ordinance #97, Regulating the Parking of Motor Vehicles on Certain Streets
- ✓ Ordinance #101, Regulating the Possession and Use of Alcoholic Beverages
- ✓ Ordinance #115, Regulating Noise
- ✓ City of Newport Smoking & Tobacco Policy
- ✓ City of Newport Street Closure & Parade Policy



POST-EVENT DEBRIEF

Taking time to analyze your event once it's finished is almost as important as the time you put into planning it! Event reflection has many benefits and gives organizers a tangible grasp on what happened and how you can build on the experience next year. Debriefs capture post-event thoughts and give organizers a concrete list of what worked, what didn't, and what relevant people (your attendees, sponsors, vendors, etc.) want to see at your event in the future. This exercise will make future planning much easier. It's also a good time to consider thanking everyone involved, either with personal thank you cards or publicly in some fashion.

The best time to reflect on your event is as soon as possible after it's finished. Bring together everyone involved, designate a note taker and spend about an hour reflecting and evaluating all the fine details of execution.

The questions below can help you get started! Don't limit yourself to this list. These questions will likely prompt important discussion crucial to the assessment of your event. As you go through the exercise, you'll create an important tool for yourself or other future organizers of the event.

EVENT DETAILS TO RECORD

- Title of the event, dates held, location
- What was the weather like?
- How many people attended?
- What were the ages of those who attended?
- Where were your attendees from?

REFLECTION QUESTIONS

- Did the date and time of your event work well?
 - Did the location and layout of your event work well?
 - Did set-up and break-down work well?
 - Did the event fulfil its purpose?
 - Did the event meet the organization's goals?
 - What parts of your publicity plan worked best?
 - Was your anticipated budget on target? Are there areas that need refinement?
 - Did you use vendors/performers? If so, how were they? Would you hire them again?
 - Did you have enough volunteers and staffing for a low-stress event?
 - Were there any safety concerns during your event?
 - What were the biggest successes of the event?
 - What were the biggest challenges of the event?
 - Did the event meet the needs of the community?
 - How could the event have been better?
 - Do you plan to host the event again next year?
 - Any other thoughts?
- 

EVENT LOGISTICS

When organizing an event in the City, it is the Event Organizer's responsibility to coordinate all the necessary logistics. Below are some of the most common needs followed by a resource list of local service providers who can help.

VENUES

There are many public and private venue choices for indoor or outdoor events in the City of Newport. Newport Parks & Recreation is responsible for the scheduling, use and management of the City's recreational facilities. Most venues, whether public or private will accept reservations on a first-come, first-serve basis and will require a deposit to hold the space. Checking on site availability should be one of your first tasks and may help determine the date of your event. A listing of local event venues can be found in this guide.

RESTROOMS

Consider the anticipated attendance at your event and where attendees will access restrooms. Most local businesses do not have public restrooms and do not appreciate having people come in to use their facility during an event. Please consider hiring portable restrooms and situating them in out-of-the-way areas that will not be disruptive. To determine the number of restrooms needed, consider attendance numbers, the duration of your event, and whether beverages are being served. Generally we suggest one restroom for everyone 150 people in attendance, but a portable restroom company can help you make the most accurate determination based on your unique event.

TRASH & RECYCLING

Waste receptacles on streets, at parks or facilities are designed to support standard park use. They are not sufficient to accommodate large events. Activities that attract high numbers of attendees or generate a high yield of waste (for example when concessions or food are served), must contact a trash hauler to inquire about portable containers. Newport Parks & Recreation has event trash receptacles available for rent. Event organizers are responsible for removing all waste after the event and ensuring that no litter is left behind. Recycling is also required by the State of Vermont and all users are responsible for adhering to the law.

PARKING

Most public parks and facilities have on-site parking available. There are also several public parking areas throughout downtown Newport. In all parks, vehicles are restricted to roads or parking areas maintained for vehicular traffic. Parking, loading and unloading is not permitted on grassy areas without prior permission. Please be sure the number of spaces available at your venue is compatible with the number of guests you expect to attend. If guests will be coming from out of town, consider additional signage for parking. There are also public transportation options in Newport. Please see the resource page for shuttles, taxis and commissioned transportation vehicle companies.

POWER & ELECTRICITY

Access to power is available at most parks and facilities, but outlets and wattage vary based on location. Most power sources are suited only for powering lights, electronics, and small equipment with a low power draw. Bounce houses, vendor trucks or other large equipment that require high volumes of power should be approved in advance to ensure that they are accommodated. Too much demand on outlets can knock out power to your entire event, an unpleasant surprise! When in doubt, consider using generators or solar powered batteries. If you have specific questions regarding what you can and cannot power, be sure to contact the venue long before your event.

ACCESSIBILITY

It is important to consider whether your event is accessible for individuals with disabilities. This may include handicap accessible restrooms, handicap parking spaces, ease of access into the event space, and allowance of service animals, to name a few. The ADA National Network offers an online *“Planning Guide For Making Temporary Events Accessible to People With Disabilities,”* which can be used as an excellent resource.

CLEAN-UP

It is the sole responsibility of the Event Organizer to leave your venue in the same condition as it was found. When planning a staff tasks for your event, it is crucial to schedule individuals to pick up and survey the area after following the event. Leaving streets, parks or facilities a mess will reflect poorly on your organization, will incur additional costs for maintenance or repair if municipal staff must clean-up after you. This will jeopardize future requests for Special Event Permits or facility bookings.

SPECIAL EVENT PERMIT

Special Event Permits are required for any event on municipal property that expects more than 200 attendees or requires alterations to the normal flow of traffic (parades/street closures). Applicants must communicate Special Event requests through the City Clerk’s office at least 30 days prior to the date of their event by submitting a Special Event Permit application. The application requires a review process from relevant municipal departments (Public Works, Newport Police, Newport City Fire and Newport Parks & Recreation) which can take up to two weeks and must be completed before the application is submitted to the City Clerk’s office. **Please allow at least 45 days for the entire Special Event Permit process to be completed.** Permit applications can be found online at www.NewportRecreation.org/RENT or at the Parks & Recreation or City Clerk’s office.

INSURANCE

The City’s insurance carrier requires proof of \$1,000,000 in liability coverage for anyone hosting an event on municipal property to protect the City from a third-party lawsuit if a damaging incident occurs. Many Event Organizers can obtain this coverage through their existing personal or institutional insurance. For the situations where no other liability insurance is available, the Vermont League of Cities and Towns makes it easy for renters to purchase a temporary Tenant User Liability Insurance Policy (TULIP) online at <https://www.vlct.org/tulip-liability-protection>.

ROAD CLOSURES & PARADES

There are additional logistics to consider when closing City streets. Please refer to Newport City’s policy on Street Closures and Parades for additional information.

LOCAL RESOURCES & CONTACTS

The following are a few local contacts to service and support your event. The list is neither comprehensive nor an endorsement of any particular business.

MUNICIPAL CONTACTS

Newport City Clerk's Office
802-334-2112

Newport City Manager's Office
802-334-5136

Newport Parks & Recreation
802-334-6345

Newport Police Department
802-334-6733

Newport City Fire Department
802-334-7919

BANNERS & PRINTING

Legacy Signs, Newport VT
802-487-0777

The Front Desk, Newport VT
802-334-5830

The Memphremagog Press, Newport VT
802-334-2780

The UPS Store, Newport VT
802-487-0643

TAXIS & PUBLIC TRANSPORTATION

Rural Community Transportation (RCT),
Lyndonville, VT
802-748-8170

Butler's Bus Service, Orleans VT
802-754-6508

Orleans County Taxi Service, Newport VT
802-673-9380

TRASH & RECYCLING

Austin's Rubbish & Roll-Off, West Charleston VT
802-895-4396

Dave's Rubbish Removal, Derby VT
802-766-8042

RESTROOMS

Juddy's, Morgan VT
802-895-4445

Taplin's, Derby VT
800-339-4735

TABLE, TENT & EQUIPMENT RENTALS

Newport Parks & Recreation, Newport VT
802-334-6345

Newport Rental, Derby VT
802-334-8011

Northern Vermont Tent Rental, Troy VT
802-744-6502

The Farmyard Store, Derby VT
802-766-2714

SECURITY

ADA Security, Newport VT
802-891-6439

MUNICIPAL EVENT VENUES

OUTDOOR GREEN SPACES



**PROUTY BEACH
WATERFRONT OR FIELD**
286 Prouty Beach Road, Newport
(802) 334-6345
Approx. Capacity: 300-500



POMERLEAU PARK
1 Main Street, Newport
(802) 334-6345
Approx. Capacity: 100-200



**GARDNER PARK
SHORELINE & POINT AREA**
155 Gardner Park Road, Newport
(802) 334-6345
Approx. Capacity: 500-1,500



**GARDNER PARK
CAUSEWAY & BANDSTAND**
155 Gardner Park Road, Newport
(802) 334-6345
Approx. Capacity: 400-500

OPEN AIR SHELTERS & PAVILIONS



**PROUTY BEACH
WATERFRONT PAVILION**
286 Prouty Beach Road, Newport
(802) 334-6345
Approx. Capacity: 100-120



**PROUTY BEACH
UPPER TENT SHELTER**
286 Prouty Beach Road, Newport
(802) 334-6345
Approx. Capacity: 50-70



**GARDNER PARK
PLAYGROUND PAVILION**
155 Gardner Park Road, Newport
(802) 334-6345
Approx. Capacity: 20-40



**NEWPORT CITY DOCK
PICNIC PAVILION**
84 Fyfe Drive, Newport
(802) 334-6345
Approx. Capacity: 20-30

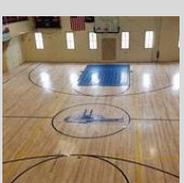
INDOOR VENUES



**NEWPORT CITY DOCK
GATEWAY CENTER**
84 Fyfe Drive, Newport
(802) 334-2626
Approx. Capacity: 99



**GARDNER PARK
SKATE SHACK**
155 Gardner Park Rd, Newport
(802) 334-6345
Approx. Capacity: 50



**NEWPORT MUNICIPAL BUILDING
GYMNASIUM**
222 Main Street, Newport
(802) 334-6345
Approx. Capacity: 200-300



**NEWPORT MUNICIPAL BUILDING
COMMUNITY CENTER**
222 Main Street, Newport
(802) 334-6345
Approx. Capacity: 30-50

OTHER LOCAL VENUES



STATE PROPERTY

The Emory Hebard State Building lawn and boardwalk is an amazing venue for local events, however the property is not owned by the City of Newport. To host an event on this space, you will need approval from the State of Vermont Department of Buildings and General Services. Rules for use of State Facilities can be found online at www.bgs.vermont.gov/content/request-use-state-facilities, as well as the “Request for Use of State Facilities” form.

As a courtesy, if you’re hosting a large event on state property and expect more than 200 guests, please notify the City of Newport in advance so that emergency services can be aware of the influx of vehicles and population in the area. Call the City Manager’s office at (802)334-5136.

OTHER INDOOR EVENT VENUES



THE AMERICAN LEGION
 35 Veterans Avenue, Newport
 (802) 334-6181
Approx. Capacity: 200



NORTH COUNTRY UNION HIGH SCHOOL
 209 Veterans Avenue, Newport
 (802) 334-7921
Approx. Capacity: Varies



GOODRICH MEMORIAL LIBRARY
 202 Main Street, Newport
 (802) 334-7902
Approx. Capacity: 75



THE ELKS LODGE
 3736 US-5, Derby
 (802) 766-8838
Approx. Capacity: 300-500

GETTING STARTED CHECKLIST

<p>6-12 MONTHS BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Review this entire guidebook. <input type="checkbox"/> Work through the details of your event by using the “Conceptualizing Your Event” section of this guide. <input type="checkbox"/> Connect with Newport Parks & Recreation and other local organizations to check on the timing of your event. <input type="checkbox"/> Establish a staff or volunteer committee to assist with planning and carry out necessary tasks. <input type="checkbox"/> <input type="checkbox"/>
<p>3-6 MONTHS BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Start planning the finer details of your event by considering the “Event Logistics” section of this guide. Begin booking your venue, entertainers and vendors, and event services. <input type="checkbox"/> Outline the schedule of activities. <input type="checkbox"/> Create a site map for your event. <input type="checkbox"/> Develop a marketing timeline to release publications and advertising to engage the community. <input type="checkbox"/> <input type="checkbox"/>
<p>1-3 MONTHS BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Submit a Special Event Permit application to the City Clerk’s Office if your event is being hosted on city property and expected to draw 200+ participants OR requires alteration to the normal flow of traffic (parades/street closures). <input type="checkbox"/> Connect with downtown businesses and affected residents once your Special Event Permit has been approved by the City of Newport (if applicable). <input type="checkbox"/> <input type="checkbox"/>
<p>15-30 DAYS BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Create a DAY-OF strategy considering setup tasks, participant check-in, troubleshooting and clean-up. <input type="checkbox"/> Assign roles for staff and volunteers. Create a schedule, be sure staff and volunteers know where they need to be, when they need to be there, what they need to bring and what their responsibilities are. <input type="checkbox"/> Confirm entertainers, vendors. <input type="checkbox"/> Review requirements for permits, licenses, insurance etc. <input type="checkbox"/> Conduct a site walk with relevant participants, vendors, entertainers, volunteers to finalize set-up details and update site map. <input type="checkbox"/> Hang banners and push marketing promotions to meet your goals. <input type="checkbox"/> <input type="checkbox"/>
<p>1 WEEK BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Send reminders to participants, staff, volunteers, entertainers, vendors etc. <input type="checkbox"/> Prepare day-of signage, announcements, and attendee communication. <input type="checkbox"/> Make a to-do list of last tasks and tie up loose ends. <input type="checkbox"/> <input type="checkbox"/>