

City Manager..... (802) 334-5136  
City Clerk / Treasurer..... 334-2112  
Public Works..... 334-2124  
Zoning Adm. / Assessor..... 334-6992  
Recreation / Parks..... 334-6345  
Fax..... 334-5632



City of Newport  
222 Main Street  
Newport, Vermont 05855  
[www.newportvermont.org](http://www.newportvermont.org)

**Newport City Council Meeting**  
**Regular Meeting Agenda**  
**Monday, November 18, 2019, beginning at 6:30 p.m.**  
**Council Room**

City Council: Paul Monette, Mayor  
Julie Raboin, President  
Kevin Charboneau  
Dan Ross  
Melissa Pettersson

Laura Dolgin, City Manager  
James D. Johnson, City Clerk/Treasurer

1. Call the Regular Council Meeting to Order
2. Approve the Minutes of the November 4, 2019
3. Comments by Members of the Public
4. Downtown Designation Presentation; Gary Holloway, Downtown Program Manager, Community Planning and Revitalization, Vermont Department of Housing and Community Development; and Conrad Bellavance, Chair, Newport City Downtown Development
5. Event Subcommittee Presentation on the Guidebook, Proposed Street Closure Policy, and Events Permit; Possible Vote
6. Designate Handicap Parking Space in Central St. Parking Lot; Zoning Admin Charles Elliott; Vote
7. Audit Review & Set FY20-21 Budget Schedule
8. New Business
9. Old Business
10. Set next meeting: Regularly Scheduled Council Meeting: December 2, 2019 @ 6:30 p.m.
11. Adjourn

**Newport City Council Meeting Participation Guidelines**

Newport City Council meetings are for the purpose of allowing Council members to conduct City business. Distinct from public hearings or town meetings, City Council meetings are held in public, but are not meetings of the public. City Council meetings are the only time the City Council members have to discuss, deliberate and decide upon City matters. In an effort to conduct an orderly and efficient meetings, the Mayor kindly requests your cooperation and compliance with the following guidelines per the policy adopted on December 21, 2015 and ratified on January 23, 2017, and adopted again on April 1, 2019:

1. Please be respectful of each other, Council members, city staff, and the public.
2. Please raise your hand to be recognized by the Mayor. Once recognized, please state your name and address or affiliation.
3. Please address only the Mayor and not members of the public, staff, or presenters.
4. Please abide by any time limits. Time limits will be used to insure everyone is heard and that there is sufficient time for the Council to complete their agenda within a reasonable timeframe.
5. The Mayor will make a reasonable effort to allow everyone to speak once before speakers address the Council a second time per the limits adopted on January 23, 2017.
6. Once public comment has been heard, discussion will be limited to the City Council members.
7. Please do not interrupt or mock other speakers or otherwise exhibit disruptive behavior during the City Council meeting.
8. Please do not repeat the points made by others, except to indicate agreement or disagreement with other views.
9. Please use the hallway for side conversation. It is difficult to hear speaker remarks when side conversations are occurring in the Council Chamber.
10. Presentations to the Council are not open to public comment. However, per the policy adopted on December 21, 2015, matters on the agenda requiring a vote are open to public comment immediately prior to the Council vote.
11. Individuals who do not abide by these procedures will be asked to leave the Council Chamber.

DRAFT

## **Council Minutes**

**November 4, 2019**

A duly warned meeting of the Newport City Council was held on Monday, November 4, 2019 in the council room in the Newport Municipal Building. Present were Mayor Paul Monette, Council President Julie Raboin, council members Kevin Charboneau, Melissa Pettersson and Daniel Ross, City Manager Laura Dolgin, City Clerk/Treasurer James Johnson, Chief Jamie LeClair, Tom Bernier, Chief Seth DiSanto, Becky Therrien, Jessica Booth, Charles Elliott, Jennifer Smith, Ann and Robert Kelley, members of the Press and Public.

Mayor Monette called the meeting to order at 7:10 PM immediately following a Public Hearing on the proposed Capital Investment Plan.

### **Approval of Minutes**

Ms. Pettersson moved to approve the minutes of October 21, 2019. Seconded by Mr. Charboneau, motion carried unanimously.

### **Comments by the Public**

Anne Chiarello commented on the ATV issue.

Penny Thomas stated that she supports the appointment of Paul Dreher to the Planning Commission.

### **Rec Committee Member Appointment**

Mr. Ross moved to appoint Amy Pickering to replace Nicole Gratton to the Rec Committee until March 2020. Seconded by Mr. Charboneau, motion carried unanimously.

### **Invitation to the Light Up the Night Parade.**

Bob and Ann Kelley gave the council an update on the proposed Light Up the Night Parade. This will be the second year of the parade. This year it will run from the former Teddy Bear Factory to the Jr. High School in Derby. The parade will be held on December 7, 2019. The Police Dept will do traffic control within the City.

**Addendum to Recreation Rates and Fees Schedule to Include Commercial boat Docking Fee (attached)**

Ms. Petterson moved to approve the addendum to include the fee for commercial vessels at a rate of \$72 per foot (seasonally) from May to October. Seconded by Ms. Raboin, motion carried unanimously.

**Municipal Plan Draft**

Ms. Raboin moved to acknowledge Receipt of the 2020 Municipal Plan. Seconded by Mr. Ross, motion carried unanimously.

**Vicious Dog Complaint**

The council held a Public Hearing on a vicious dog owned by Mark Roy and Sarah Ray. The council heard and received evidence from the dog owners and officer Lancaster. Mr. Ross moved to close the Public Hearing. Seconded by Ms. Petterson, motion carried unanimously.

Mr. Ross moved to enter deliberative session on the vicious dog complaint. Seconded by Ms. Petterson, motion carried unanimously.

In open session the council allowed the owner to keep the dog with conditions as follows; The male dog (Bubbles) must be vaccinated and neutered by November 11, 2019. The owner must provide a valid rabies certificate and register the dog with the City immediately. Also, the female dog must be vaccinated and spayed by December 1, 2019. Once this has been completed a copy of the valid rabies certificate must be presented to the City and the dog must be registered annually. The male dog must be muzzled when outside must be on a leash or tethered and be accompanied by an adult.

**New Business**

None

**Old Business**

None

**Executive Session to Discuss the Appointment of a Public Officer, 1 VSA 313(3)(a)(3)**

Ms. Petterson moved to enter executive session. Seconded by Mr. Ross, motion carried unanimously.

In open session Ms. Petterson moved to re-advertise the Planning Commission Vacancy. Seconded by Mr. Ross, motion carried. Charboneau, Ross and Petterson in favor, Raboin Against.

**Executive Session for Real Estate Purchase or Lease Option 1 VSA 313 (a)(2)**

Mr. Charboneau moved to enter executive session. Seconded by Ross, motion carried unanimously  
No action.

**Executive Session for Personnel, 1 VSDA 313 (4)**

Ms. Raboin moved to enter executive session. Seconded by Mr. Charboneau, motion carried  
unanimously.  
No action.

**Next Meeting Date**

November 18, 2019

**Adjournment**

Mr. Charboneau moved to adjourn at 9:44 PM. Seconded by Ms. Raboin, motion carried unanimously.

Attested; \_\_\_\_\_ This \_\_\_\_\_ Day of \_\_\_\_\_ 2019

\_\_\_\_\_ Mayor

To: Newport City Council  
Cc James Johnson, Memphremagog Community Maritime (MCM) Board of Directors  
From: Laura Dolgin, City Manager; and Jess Booth, Director of Parks & Recreation   
Re: Addendum to Recreation Rates & Fees Schedule to include Commercial Rates for Dock Fees  
Date: November 1, 2019

The Northern Star lease with the North Country Federal Credit Union expired on October 31, 2019. Parks & Recreation is preparing to transfer a lease agreement to Memphremagog Community Maritime Inc. (MCM) retro-active to November 1.

We met with the MCM Board of Directors and as a result we are proposing an addendum to the 2020 Parks & Recreation Rates and Fees Schedule for updated commercial rates at the Newport City Dock, as follows:

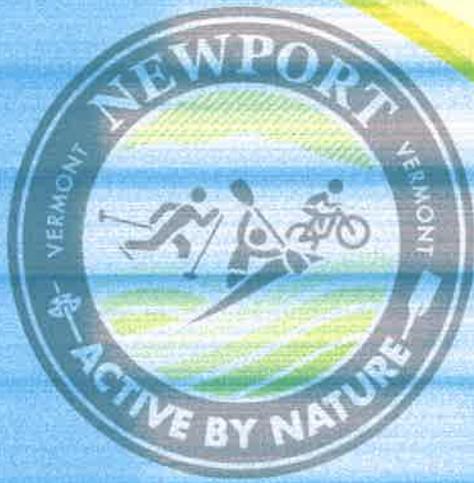
A new summer commercial rate of \$72/foot billed once seasonally (May 1 - October 31) reflects our current non-resident slip rate (\$60/foot) + 20%. This is similar to the formula used by the City of Burlington at their waterfront facilities, the only other municipal owned marinas in the state.

MCM also asked that we investigate a reduced rate for the winter season when services provided by the City are reduced. To that end, we are recommending \$10/foot winter commercial rate, billed once seasonally (November 1 - April 30).

At these recommended rates, total slip fees for the Northern Star for 2020 will be \$5,330.00 for the year. In addition to the proposed slip fees, MCM has agreed to install their own electric meter and be responsible for the boat's electricity all year round. This agreement is for docking fees only and does not include use of municipal facilities for ticketing or restrooms. MCM knows they are subject to the same annual rate and fees adjustments as other seasonal boaters.

We believe this represents a rate that is fair and equitable to the taxpayers of Newport as well as provides MCM a reasonable rate in which to budget and begin their initiation year.

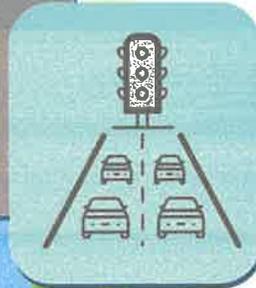
We ask the council to approve this new Commercial Boat Slip rate as an addendum to the Parks & Recreation rates & fees schedule that was approved on September 9, 2019.



# Building Newport's Outdoor Recreation Economy



Outdoor  
Recreational  
Activities



Investments  
in the  
Downtown



Marketing &  
Destination  
Development





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# NEWPORT CITY DOWNTOWN DEVELOPMENT



Downtown Newport City is the place where community and commerce meet. While community is the heart of Newport, business is its lifeblood — and developing the interests of both is necessary to create a healthy, livable community and a vibrant local economy that fulfills the needs of those who live, play and work in Newport.

## VISION

Newport City Downtown Development’s vision is for Newport to serve as the economic, social, recreational and cultural center for northeastern Vermont, with a thriving downtown that reflects a unique sense of place.

## MISSION

Newport City Downtown Development (NCDD) is a 501(c)6 non-profit organization working with partners and volunteers to revitalize, preserve and promote historic downtown Newport as a strong and resilient economic hub, a livable and walkable community, and a vibrant residential, social, recreational and cultural center for residents and visitors to enjoy.

## STRATEGIC INTENT

Investing in the people and the infrastructure of Newport is an evolving process. NCDD strives to make purposeful strategic investments that leverage Newport’s natural assets and human capital, emerging opportunities, and other financial strategies to make a real difference for Newport’s businesses, residents and visitors.

Successful community investment is a balance of art and analysis. NCDD has adopted a “building block” strategy to economic development. Each “block” is a foundation for the next step and every step is inclusive of community input, based on current data of market conditions, and flexible to adapt to emerging opportunities. This process ensures that funding acquired from partner organizations, as well as the organization’s programmatic activities, all contribute to NCDD’s guiding transformation strategy of building Newport’s outdoor recreation economy. Developing this sector takes advantage of Newport’s incredible natural assets and is a sustainable and scalable strategy that will be an economic engine to attract and support development in the downtown.





## A BRIEF ECONOMIC HISTORY OF NEWPORT

Like many northern New England communities, Newport has struggled to re-define its economic strengths in the last several decades since the decline of the forestry-related industry. Lumber mills that dotted the shores of Lake Memphremagog closed, with the last mill along the lake shuttered in the 1980s, eliminating jobs and lumber-related businesses.



Other changes in land-use impacted Newport's economy. Once numerous family farms within City limits gradually were sold and divided into residential and business properties. Newport's railroad, an integral part of its logging history, carried commodities, and later passengers, between Boston and Montreal to and from downtown Newport several times a day. Newport prospered and hotels, stores and restaurants flourished.



By the 1960s the new interstate highway system replaced passenger rail service. The last passenger train left Newport in 1965 and, almost overnight, the reliable and ready-made consumer market for the downtown businesses was eliminated.

The interstate system created a standardized experience of travel— with same sized roads and uniform speed limits designed to optimize speed between destinations, relegating the secondary roads that went through towns to local traffic. This marked a shift in traveler/consumer behavior. The interstate was designed to bypass traffic of small towns, with exit signage standardized with the same color, lettering, size and information. With the exception of the words and mileage, for example, the sign to Newport looks the same as the one to Miami, Florida.



In addition to adapting uniform directional signage, Vermont was the first of four states to ban business billboards on the interstate with travel information signs distilled down to basic icons of food, rest, and gas. Prohibiting billboards along the interstate helped to reduce visual clutter but an unintended consequence was to erase any individuality of a town that might entice travelers to stop and visit. This was a fundamental change in traveler-consumer behavior.

These large-scale changes in industry, infrastructure, and land-use have combined to change Newport's economic environment and challenge traditional models of advertising and consumer behavior. The lack of replacement economies have eroded the vibrancy of our community with the loss of businesses, schools, housing and our youth, who move away in search of sustainable economic opportunities.

While there are challenges for its development, Newport has incredible existing assets that—with planning, key partnerships, and strategic investments in infrastructure, promotions, and destination development—can spur the local economy. What follows is Newport City Downtown Development's *FY2018-FY2020 Strategic Plan* to move Newport's economy forward.

## BASIS OF STRATEGIC DIRECTION

### *Downtown Newport: Where Community Meets Commerce*



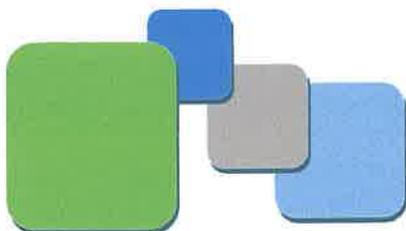
While community is the heart of Newport commerce is its lifeblood. Downtown Newport is where community and commerce meet – developing the interests of both is necessary to create a vibrant local economy and healthy, livable community that fulfills the needs of those who live, play and work in Newport. While these interests are interdependent and reinforce each other, their activities and outcomes differ:

- Community development is the process of making the community a better place to live, work and play by improving its environment. This process occurs primarily in the public sector and is funded with public monies and some private investment.
- Economic development is the process of creating wealth, from which many community benefits are created as a secondary result. Successful businesses drive growth, draw in new people and interests to the area, create jobs and pay the taxes that finance services and investment in a community. This process happens in both the private sector and the public sector.

Community development is an important component to enhance the environment for business growth in a community. To drive that growth however, economic development is necessary for the successful, sustained operation of businesses. Economic development activities include creating new markets and tapping into existing ones, driving consumer traffic, leveraging investments etc. To expand current businesses and attract prospective employers, conditions for successful business operations must be created that include the existence of viable strong markets.

Throughout its 12-year history, the Downtown Development Organization has been largely focused on community development activities with many successful projects: downtown flower pots, new zoning regulations; an age-friendly advisory team with AARP to promote aging in place strategies; wayfinding signs; website and promotional platforms; All of these activities contribute toward creating a livable and functioning community. Alone, however, they will not drive Downtown Newport's economy forward.

What has been lacking is a specific identifiable economic growth strategy that will create the demand to drive business growth. In Newport, the focus of economic development has been largely around attracting a major employer to the area such as manufacturers or large retailers. Newport City Downtown Development will complement this recruitment strategy by using an assets-based approach as the foundation for sustainable and scalable local economic development.



# NEWPORT'S TRANSFORMATION STRATEGY



The Board of Newport City Downtown Development adopted a transformation strategy which articulates a focused, deliberate path to revitalizing the downtown and commercial district's economy. This transformation strategy is based on a solid understanding of local and regional market data and includes sustained community engagement and input. The transformation strategy informs the work of the four points of Main Street development: Economic Vitality, Design, Promotions, and Organization and informs investments, promotions and programmatic activities.



With the purchase of the Bluffside Farm by the Vermont Land Trust in 2015, and based on a series of community engagement meetings about potential activities on the Farm, in 2016 the Newport City Downtown Development Board of Directors adopted the transformation strategy of developing Newport's four-season outdoor recreation economy. This goal is based on the Board's strategic intentions:

- to create a sustainable and scalable economic engine that incorporates the values and authentic local culture of the northern Vermont lifestyle and the Vermont brand;
- to balance the need for development in Newport with a desire to preserve and conserve Newport's natural assets;
- to create new consumer markets for Newport that encourage business growth;
- to attract employers and families to Newport;
- to provide increased public access to Newport's magnificent international lake;
- to create opportunities that improve and support healthy lifestyle choices for both residents and visitors alike;

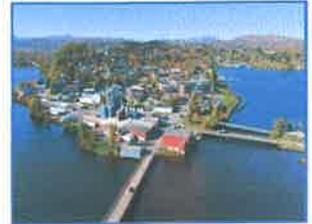


Recognizing that change does not happen overnight and that capacity, working capital and investments are limited, the Board has adopted a "building block" strategy where each "block" of activities and investments is a foundation for the next step and every step is inclusive of community input, based on current data of market conditions, and flexible to adapt to emerging opportunities. This focused approach drives all efforts in a coordinated direction, so that activities and investments are leveraged for their greatest impact and chance of success.



## BUILDING BLOCKS OF NEWPORT'S TRANSFORMATION STRATEGY

Newport's economic history is helpful in informing the needed building blocks to achieve the transformation strategy of developing Newport's outdoor recreation economy. For example, Newport's magnificent Lake Memphremagog is an obvious focus of the outdoor recreational economy. However Newport's railroad history has left a legacy of railway tracks that gird the downtown and follow the contours of the lakefront, creating infrastructure access challenges between the downtown and lakefront.



Another key observation from Newport's history is the change in traveler-consumer behavior once the interstate system largely replaced passenger rail service in this area. Newport needs to develop a proactive marketing and promotions strategy to draw visitors into Newport—and it then must deliver on the experiences it is marketing.

Therefore, as the cover of this Strategic Plan indicates, there are four major building blocks to achieving Newport's Transformation Strategy of building an outdoor recreation economy:

- (1) Identifying Newport's Outdoor Recreational Assets;
- (2) Securing investments in the downtown to support this emerging economic sector;
- (3) Updating or building the infrastructure to support Newport's Outdoor Recreation Economy;
- (4) Engaging in Marketing and Destination Development activities to cultivate new markets for Newport and to assist in preparing businesses for their arrival;

Each of these building blocks requires planning and sequencing so that efforts and investments lay a solid foundation for the success of this economic sector. Beginning in FY 2018, the Board has set a three-year strategic plan using the building block approach.

- FY2018—Focus on identifying Newport's Outdoor Recreational Assets, their needs, and their potential impact; perform market studies and feasibility studies on Newport's market area;
- FY2019—Secure investments in the downtown and begin infrastructure updates to create a safe and enjoyable environment for recreational consumer traffic that will be coming to Newport; create a marketing plan to begin targeting new consumer markets for Newport's outdoor recreational assets;
- FY2020—Begin Destination Development activities to prepare local businesses for the needs of new consumer markets;

A yearly work plan is devised with the goal of having Newport, the community, the businesses, and the infrastructure, prepared for the 2020 opening of the Bluffside recreation trail. This trail is the key piece to creating a 7-mile waterfront non-motorized recreational corridor from the Canadian border (and their high-use recreational trails) directly into downtown Newport.

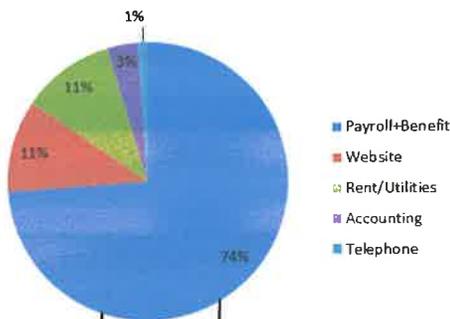


# FY2019 INVESTMENTS IN THE DOWNTOWN

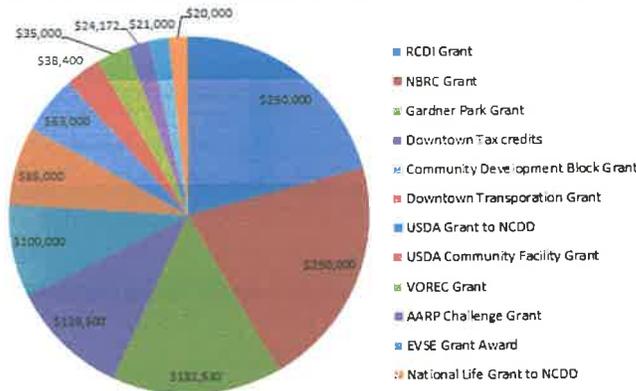


Based on the award-winning *Downtown Waterfront and Main Street Master Plan* created in 2018, part of the work plan in 2019 was to secure investments for infrastructure updates to create a safer, more enjoyable environment for recreational consumer traffic that will be increasing in Newport as a result of the new trail connectors. Red stars on the map are for locations of infrastructure developments and blue stars indicate sponsorships for activities in the downtown. In FY2019, the City's investment of \$60,000 into NCDD has been leveraged into \$1,198,582 in grants for investments in City infrastructure, equipment and businesses to support Newport's emerging outdoor recreational economy. In addition, through the downtown designation, NCDD has assisted the Vermont Land Trust in raising over \$1.2 million to support development of the Bluffside Farm Trail Connector which links downtown Newport directly to the Canadian Border over a 7-mile non-motorized waterfront recreational corridor.

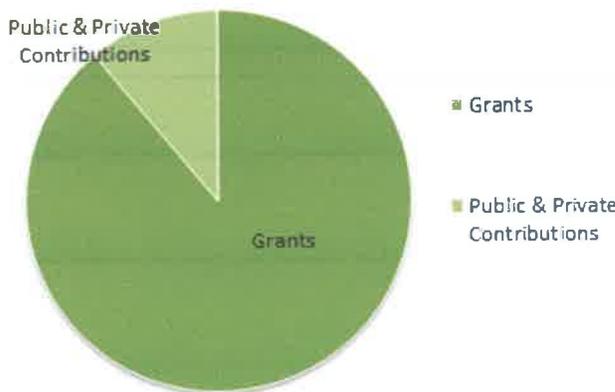
**City of Newport \$60,000 Investment in the Designated Downtown**  
How Newport City Downtown Development spends every dollar



**FY2019 City investment of \$60,000 has been leveraged into \$1,198,582** in grants and tax credits for investments in City infrastructure, equipment and business development



**Bluffside Farm \$1.2 million Grants & Contributions**





# FY2020 DRAFT WORKPLAN COMPONENTS

DESTINATION DEVELOPMENT	Developing the Experience of Outdoor Recreation in Newport
Product Analysis	<ul style="list-style-type: none"> <li>Identify outdoor recreational experiences currently offered;</li> <li>Determine to what degree existing offerings meet visitor expectations.</li> <li>Determine the degree to which the current products and services are adequate to service current and future markets.</li> <li>Identify if and how the portfolio of experiences could be enhanced to ensure visitor satisfaction</li> </ul>
People	<ul style="list-style-type: none"> <li>Identify current and potential user groups and market segments.</li> <li>Host on-site familiarization events that allow targeted user groups to experience the offerings first-hand.</li> <li>Identify stakeholders and stakeholder groups and define the methods and levels of collaboration needed to support Outdoor Recreation.</li> <li>Convene various stakeholders to enhance their understanding of the assets, and to explore partnership opportunities to fully leverage the assets for economic gain.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>Develop promotional language, photography, and video to showcase the offerings</li> <li>Develop promotional print material development which could include maps, brochures, advertisements</li> <li>Develop and/or enhance online promotional materials to include website enhancements, social media platforms, and online promotional campaigns</li> <li>Website enhancement to feature and promote outdoor recreation offerings</li> </ul>
BUSINESS DEVELOPMENT	Connecting to Outdoor Recreation Markets
Production 4-Season Video	<ul style="list-style-type: none"> <li>Video(s) will highlight recreational assets &amp; activities; local amenities; sense of place;</li> </ul>
Cooperative Business Marketing Plan	<ul style="list-style-type: none"> <li>Develop an integrated marketing strategy and materials using "Active by Nature" platform; multiple media sources (design and copy of print. Web site, map, brochures;</li> </ul>
Small Business Technology Assistance	<ul style="list-style-type: none"> <li>Work with at least 10 Newport/Downtown businesses to enhance their web presence (social media, search engine optimization, content management system, training, e-commerce)</li> </ul>
Workforce Development	<ul style="list-style-type: none"> <li>Coordinate with Community College of VT, North Country Career Center, and other regional educational institutions to engage employers in the region with the goal of making students/all ages aware of the numerous opportunities and how to take advantage of these opportunities;</li> </ul>



# CITY OF NEWPORT

## Policy

**SUBJECT:** Newport City Street Closure & Parade

**Adopted by the Newport City Council:** DRAFT 11/6/19

**Effective Date:**

### STREET CLOSURES

Public streets & highways serve a vital role as the primary transportation route for property access, commerce and emergencies. Closing streets, for even a short period of time can be perceived as an inconvenience for some, or an insurmountable barrier to those who may be prevented from coming and going to homes or businesses. The needs of all citizens must be considered when a street closure is contemplated.

Road closures are coordinated through the City Clerk's office. You will need to communicate your request using a Special Event Permit at least 30 days prior to your event. As part of the application process, you will need to complete a review process from Public Works, Newport Police, Newport City Fire and Newport Parks & Recreation. This process may take up to two weeks and must be completed before your Special Event Application can be submitted. Please allow *at least* 45 days to complete the entire process.

All street closures will be evaluated by the City on a case-by-case basis after reviewing impacts on public safety and convenience. If municipal barricades and signs are required, they must be placed on streets by qualified City personnel. There will be staffing and equipment fees associated with this expense.

The temporary use of a public street shall not unnecessarily obstruct or bar public access onto the street. Sidewalks shall remain open at all times for pedestrian use. All street closure requests must include a plan to ensure that public safety vehicles can access the street in the event of an emergency.

It is the Event Organizer's responsibility to inform affected businesses and residents of plans once your Special Event permit has been approved. The most effective method is a personal visit to share pertinent details (dates, times, map of event layout, street affected etc). Speaking personally with affected businesses about the event will ensure mutual success.

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### PARADES

1. A maximum number of four taxpayer-funded parades will be held per year in Newport City. This does not include "organized walks" or "processions" that utilize the bike path and do not interrupt the flow of traffic beyond the use of crosswalk areas.
2. All parades using Main Street will follow the standard parade route between the intersection of 2nd Street/Field Avenue/Main Street and Gardner Memorial Park. Main Street and portions of the Causeway will be closed to through traffic between the Eastern entrance of the Waterfront Plaza and Goodrich Memorial Library, with the exception of one lane of two way traffic passing between Coventry Street and the Long Bridge at Railroad Square. The parade route is 0.6 miles. Parades should not exceed one hour in duration.
3. The municipal budget supports four tax-payer funded parades per year, covering the cost of City services up to \$1,000 each, (\$4,000 per year). Parade organizers that request a parade route outside



the standard course or who require additional municipal support will be responsible for paying all expenses incurred after the initial \$1,000 allowance.

4. Requests for taxpayer-funded parades will be accepted between January 1 and January 31 of each year in which a parade is to occur. Requests are to be made in writing to the City Clerk's Office. Parades hosted by City departments are given priority, followed by preference for parades that are scheduled by season (ideally one parade for each season).

Parades funded fully by a third-party organization are not required to submit a letter of request to the City Clerk in January, but must adhere to deadlines set forth by the Special Event Permit process.

5. Parade cancellations or changes due to weather or other circumstances must be made by 4:00PM the day prior to the event to allow ample time to cancel staff and volunteers.
6. Proof of insurance in the minimum amount of one million dollars is required from all parade organizers.
7. During parades, use of emergency vehicle sirens is prohibited except for use in an actual emergency situation. Candy or items must not be thrown from floats/vehicles. Please utilize walkers to distribute hand-outs safely to spectators. Parade entries with animals must be cleaned up after. **It is the event organizer's responsibility to inform all participants of City parade rules and regulations.** Failure to adhere will result in additional costs for clean-up and possible future suspension of parade opportunities with the City of Newport.

**CITY OF NEWPORT  
SPECIAL EVENT PERMIT APPLICATION**

222 Main Street • Newport, VT 05855  
Tel. (802) 334-2112 • Fax (802)334-5632

**EVENT ORGANIZER**

**Business/Organization:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_  Home  Work  Cell **Phone:** \_\_\_\_\_  Home  Work  Cell

**Website:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**EVENT DETAILS**

**Event Dates:**

Use(s)	Day(s) of the week	Date(s)	Time(s)
Set-Up			
Main Event			
Break-Down			
Rain Date(s)			

**Event Description:**  
 \_\_\_\_\_  
 \_\_\_\_\_

Is this an annual event?  No  Yes, this is our \_\_\_\_\_ year hosting this event.

**Location/Venue:** \_\_\_\_\_ **Location/Venue Maximum Capacity:** \_\_\_\_\_

**Number of People Expected to Attend (includes participants, spectators, staff/volunteers, vendors, entertainers):** \_\_\_\_\_

**PUBLIC HEALTH & PUBLIC SAFETY**

**Public Safety/Security Plan:**  
 \_\_\_\_\_  
 \_\_\_\_\_

**First Aid/Medical Emergency Plan:**  
 \_\_\_\_\_  
 \_\_\_\_\_

**Parking Plan:**  
 \_\_\_\_\_  
 \_\_\_\_\_

**Litter Clean-up & Trash Plan:**  
 \_\_\_\_\_  
 \_\_\_\_\_

**Restroom Plan:**  
 \_\_\_\_\_  
 \_\_\_\_\_

**Will you have amplified sound? If so, please explain:**  
 \_\_\_\_\_  
 \_\_\_\_\_

**Will your event include a parade or road closure? If so, please explain:**  
 \_\_\_\_\_  
 \_\_\_\_\_

**Additional Services or Requests:**  
 \_\_\_\_\_  
 \_\_\_\_\_

<p><b>ATTACHMENTS - All large event permit applications must include:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> \$25 non-refundable permit fee payable to City of Newport</li> <li><input type="checkbox"/> Site map describing layout of event space.*</li> <li><input type="checkbox"/> Certificate of Insurance including \$1,000,000 general liability coverage, listing the City of Newport as additional insured.</li> </ul>	<p><b>* SITE MAPS must include:</b></p> <p>Aerial view showing placement of parking, entrances/exits, tents, picnic/food areas, restrooms, waste receptacles, utilities (power/water supply), security/emergency bases, vendors, stage/entertainment/activity areas, seating and other pertinent areas.</p>
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*By signing below, I acknowledge the information provided on this application is true and accurate. This application must be reviewed by relevant municipal departments and submitted at least 30 days prior to the event date. I understand that this permit is not approved until I have received confirmation from the City of Newport.*

**Signature:** \_\_\_\_\_ **Print:** \_\_\_\_\_ **Date:** \_\_\_\_\_



# 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!*

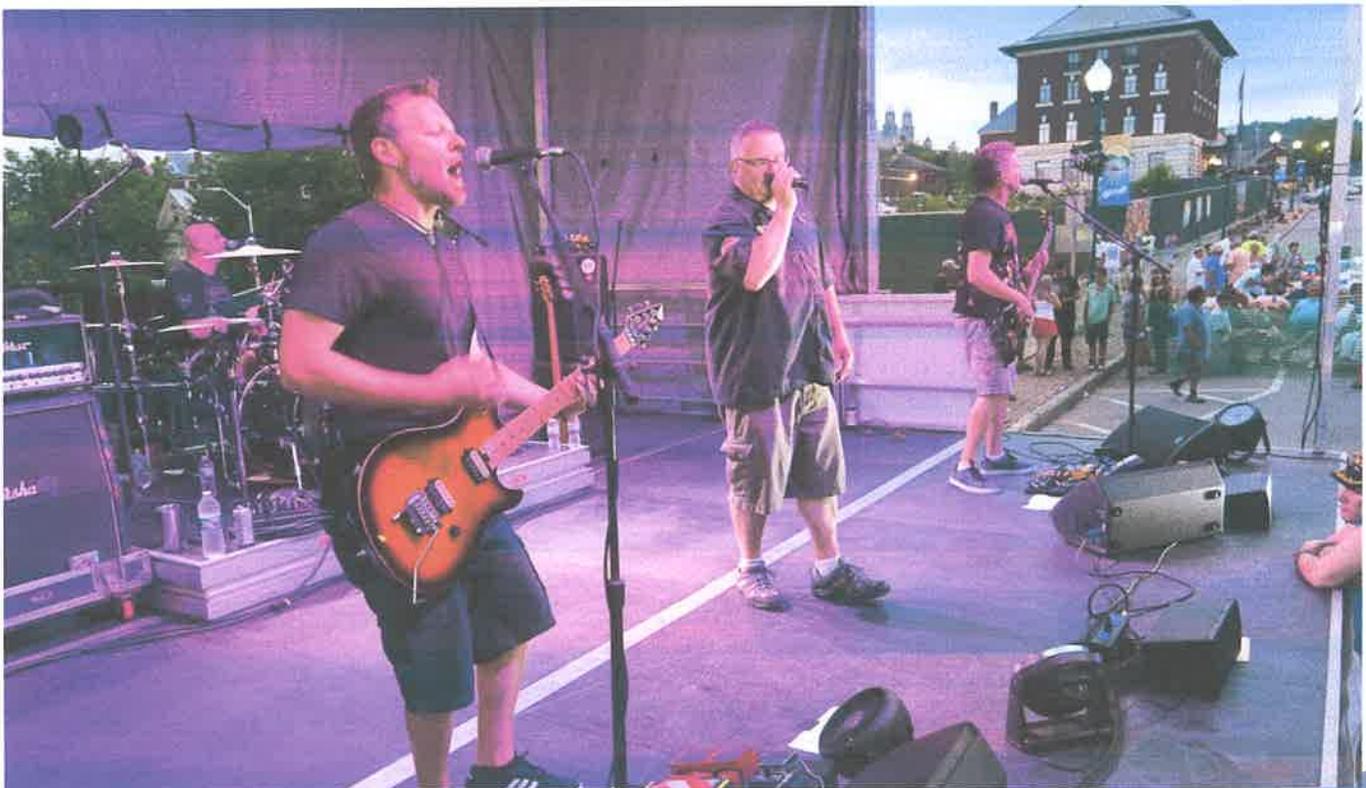
## INTRODUCTION

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](http://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 4<sup>th</sup> 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](http://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**

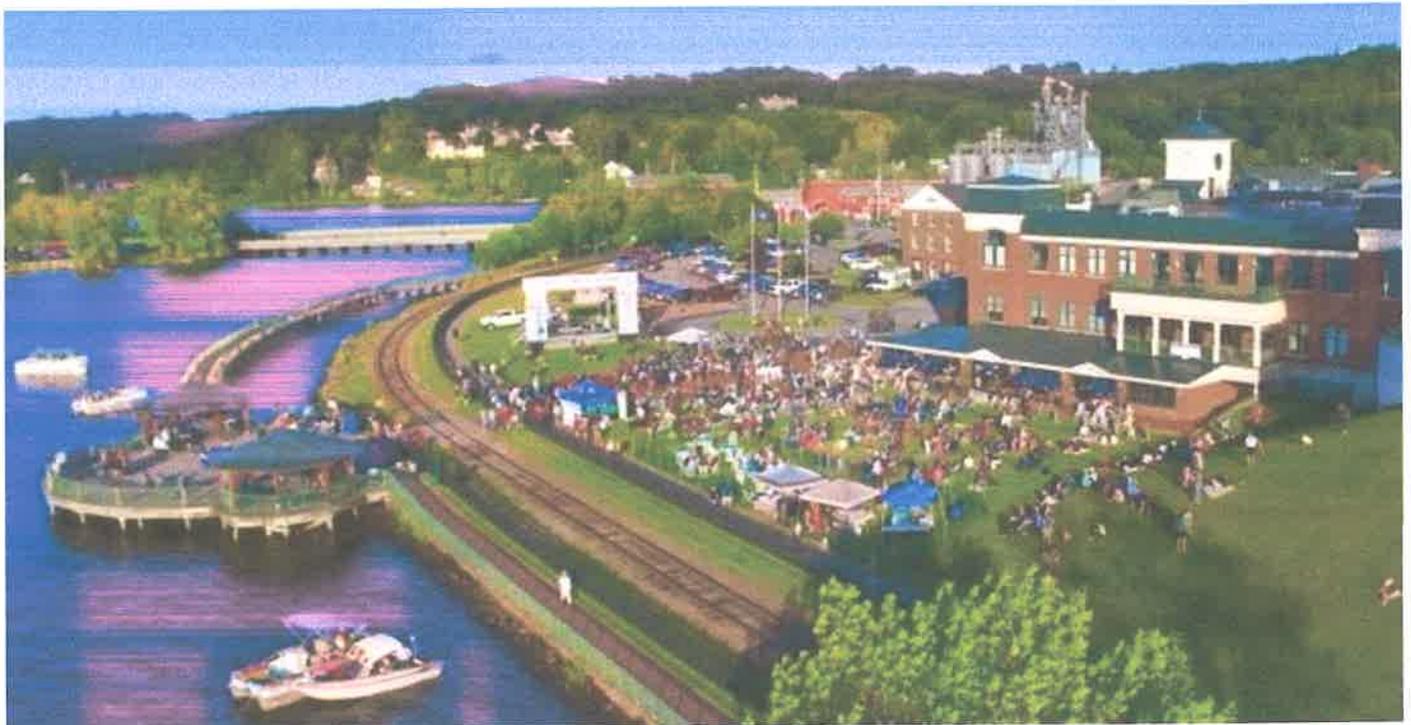


**NEWPORT MUNICIPAL BUILDING  
GYMNASIUM**  
222 Main Street, Newport  
(802) 334-6345  
**Approx. Capacity: 200-300**



**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](http://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><b>6-12 MONTHS</b> BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Review this entire guidebook.</li> <li><input type="checkbox"/> Work through the details of your event by using the “Conceptualizing Your Event” section of this guide.</li> <li><input type="checkbox"/> Connect with Newport Parks &amp; Recreation and other local organizations to check on the timing of your event.</li> <li><input type="checkbox"/> Establish a staff or volunteer committee to assist with planning and carry out necessary tasks.</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>
<p><b>3-6 MONTHS</b> BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <li><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.</li> <li><input type="checkbox"/> Outline the schedule of activities.</li> <li><input type="checkbox"/> Create a site map for your event.</li> <li><input type="checkbox"/> Develop a marketing timeline to release publications and advertising to engage the community.</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>
<p><b>1-3 MONTHS</b> BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <li><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).</li> <li><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).</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>
<p><b>15-30 DAYS</b> BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create a DAY-OF strategy considering setup tasks, participant check-in, troubleshooting and clean-up.</li> <li><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.</li> <li><input type="checkbox"/> Confirm entertainers, vendors.</li> <li><input type="checkbox"/> Review requirements for permits, licenses, insurance etc.</li> <li><input type="checkbox"/> Conduct a site walk with relevant participants, vendors, entertainers, volunteers to finalize set-up details and update site map.</li> <li><input type="checkbox"/> Hang banners and push marketing promotions to meet your goals.</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>
<p><b>1 WEEK</b> BEFORE YOUR EVENT</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Send reminders to participants, staff, volunteers, entertainers, vendors etc.</li> <li><input type="checkbox"/> Prepare day-of signage, announcements, and attendee communication.</li> <li><input type="checkbox"/> Make a to-do list of last tasks and tie up loose ends.</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>