

**PARK EVENT PERMIT APPLICATION**

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

**EVENT INFORMATION**

Name of Event Where are you going?

Event Organizer/Sponsor Erika Monroe-Kane and Ellen Carlson

Is Organizer/Sponsor a 501(c)3 non-profit agency?  Yes  No

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address 1806 Rutledge St.

City/State/Zip Madison WI 53704

Primary Contact Erika Monroe-Kane FAX \_\_\_\_\_

Work Phone 608/770-9373 Phone During Event 608/770-9373

E-mail erika.monroekane@gmail.com

Website \_\_\_\_\_

Secondary Contact Ellen Carlson Phone During Event 608/692-9978

Work Phone 608/692-9978

E-mail eamcarlson@gmail.com

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: \_\_\_\_\_

Estimated Attendance \_\_\_\_\_ (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours \_\_\_\_\_ to \_\_\_\_\_  Yes  No

Park Requested \_\_\_\_\_

Shelter Reserved by Event Organizer  Yes  No

**EVENT DATE(S)/SCHEDULE**

Date(s) of Event (including set-up and take-down) May 31 - June 30, 2014 Rain Date(s) N/A

Event Start Date(s)/Time(s) June 1, 2014 Set-Up Date(s)/Time for Event May 31, 2014

Event End Date(s)/Time(s) June 30, 2014 Take-Down Time June 30, 2014

Does this require time in the park the day before your event?  Yes  No

**APPLICATION SIGNATURE**

The person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved park area. This permit is subject to all Municipal Ordinances as defined by the City of Madison, in addition to all rules and regulations governing the City's Parks Division. The applicant agrees that during the use of the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, creed, national origin or handicap.

The applicant has read the Park Events Application packet. The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Signature [Signature] Date 3/19/14

# WHERE ARE YOU GOING?

## A TEMPORARY PUBLIC ART INSTALLATION

*This project has been approved for a BLINK Temporary Art Grant pending City approval.*

### SUMMARY FOR PARKS DEPARTMENT

#### **SITES**

(see maps)

#### **TIMELINE**

**APRIL:** Test Materials

**JUNE:**

June 1 – Install ground stickers (invite public to respond with sidewalk chalk), lawn signs, and leave sidewalk chalk

June 2-June 29 – Visit and maintain sites

June 30 – Uninstall ground stickers (and remove all materials), lawn signs, and all other materials

#### **SITE MATERIALS**

Ground graphics will be affixed to the ground during installation, and will be completely removed at the end of the installation.

We would use Imagination Trends product Team Treads. This is a product made for use on the ground, is slip resistant, designed for high traffic areas, easy to remove and leaves no residue.

<http://imaginationtrends.com/products.html>

#### **SAFETY PLANS**

To maintain safety around each site and crossroads, care will be taken to stencil in areas that will not impede actual bicycle, pedestrian and car traffic. Each site includes space for individuals to ponder their own journeys as well as those of others while staying out of the way of and safe from traffic. The surface of the ground graphics is slip resistant and environmentally benign.

#### **CLEAN UP AND RECYCLING PLANS**

A volunteer team will implement and maintain each individual site, including (but not limited to) replenishing supplies, keeping the site in order, reapplying stickers as necessary, and managing any weather issues, all while maintaining the integrity of the temporary nature of the installation.

#### **NOTIFICATION REQUIREMENTS**

We will obtain a certificate of insurance as deemed necessary.

## **MARKETING OF EVENT**

This event will be marketed through flyering in local businesses, press releases to local publications, and social media. We anticipate earned media to increase awareness and participation of the art exhibit.

**Official Name of Event:** The WHERE ARE YOU GOING? Project

**Location:** Sites throughout Madison

**Public Contact:** Erika Monroe-Kane (phone) 770-9373 / Ellen Carlson (phone) 692-9635 / Email [whereryougoingmadison@gmail.com](mailto:whereryougoingmadison@gmail.com)

**Date(s):** Month of June

**Website:** [whereryougoing.org](http://whereryougoing.org)

**Two sentence description of event:**

**Where are you going?** is a temporary public art project, found at intersections and thoroughfares of different forms of transportation (including sidewalks, bike paths, boat, roads and railroad tracks) throughout Madison. Community members will happen upon ground sticker with the question "Where Are You Going?" and are invited to respond by writing their response with provided materials.

# Where are you going?

## Proposed Site Locations

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We chose the locations because each has a combination of pedestrian, bike, boat, or car traffic. Within each park we have found a point that is near a crossroads of these thoroughfares, yet is safely to the side. The exact installation locations are accessible to people reaching and enjoying the parks using different modes of transportation.

### **Yahara Park Place**

We selected this park because of the pedestrian traffic along the Yahara Park and Yahara River. This location is just off the bike path and sees a steady flow of bike traffic. Additionally, the river enjoys small boat traffic, often with people putting-in along the river.

### **Warner Park**

This park was selected due to the wide and diverse population it serves, as well as its unique features. Warner Park is a destination for many due to the lovely bike and pedestrian paths, many of which are wheelchair accessible. Many people drive to the park to fish along the waterways.

### **Olbrich Park**

This park serves a wide population that includes boaters - both motorized and paddle, cyclists as it is along the bike path, families enjoying the playground, sports enthusiasts playing soccer and basketball as well as pedestrians enjoying the view.

### **Odana Hills Golf Course**

We appreciated this park's access to the Southwest Path portion of the Commuter Bike Path. Along the corner of the park, there is an intersection of a neighborhood bike path meeting the heavily trafficked Southwest Path. This site is unique in that it provides a safe space, off of the Southwest Path that is available to the population that traffics the Path as well as the neighborhood. We anticipate cyclists and pedestrians to participate at this location.

### **Tenney Park**

This park was selected because of the wide diversity of those utilizing the features of the park and due to the many modes of transportation that brings them to the park. With the zoo, beach, playground, bike paths, and boating on Lake Wingra, as well as the proximity to the Arboretum, an installation at this location would engage many people of different backgrounds and ages.

### **Brittingham Park**

We are excited about this location because it is activated by the bike path and boating on the bay. This neighborhood is diverse and the area is a draw for people outside the neighborhood many of whom arrive on bike. This space is also a leisurely one that would be an interesting counterpoint to locations which are predominately thoroughfares.



