

Park Event Application—Page 1

GENERAL INFORMATION

Are you applying for a NEW park event? NO

Are you applying for a returning park event with significant changes? NO

EVENT INFORMATION

Name of Event: Fete de Marquette Park Requested: McPike
 Est. Attendance: 1,500 to 3,000 Daily Type of Event: Festival which functions as a celebration of place and Fundraiser

EVENT ORGANIZER/PRODUCER INFORMATION

Name of Organization: Wil-Mar Neighborhood Center, Inc.
 Is Organization a 501©(3) yes
 Tax Exemption Number: EIN: 39-1796793 / CES: 008-0000082419-05

Primary Contact: Gary Kallas Work Phone: 608-257-4576 Email: garyk@wil-mar.org
 Address: 504 S. Brearly St Phone During Event: 608-235-2925 Website: wil-mar.org

SET-UP and EVENT SCHEDULE

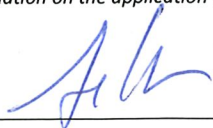
DATE	ACTIVITY	HOURS	NOTES:
Sunday, July 9	Minor set-up Event Security Lighting	9 am to 2 pm	Lighting does not prevent staff from cutting grass. 2 10 x 10 pop up tents are placed along south fencing on flat top park side We provide overnight security and have come to an agreement with the Tuesday farmers' market whereby the market can be held while we do our work and not infringe on the market.
Monday, July 10	Minor set-up, Event Maintenance opps	9 am to 11 am	
Tuesday, July 11	Set-up Begins-Tents	10 am to 8 pm	
Wednesday, July 12	Set-Up Continues	10 am to 10 pm	8 am Ingersoll Street Closes Complete barricade plan is attached.
Thursday, July 13	Set-up & First Day	9 am to 4 pm 4 pm to 10 pm	Set-up Continues Event/Music Ends at 10 pm
Friday, July 14	2 nd Day	4 pm to 11 pm	Event/Music Ends at 10:45
Saturday, July 15	3 rd Day	Noon to 11 pm	Event/Music Ends at 10:45
Sunday, July 16	4 th Day	11 am to 9 pm	Final Event Day
Monday, July 17	Strike	10 am to 4 pm	Strike the Event

Will you have amplified music at the event? Yes
 Will you have temporary structures? Yes
 Will you sell anything during the event? Yes
 Will you serve food at this event? Yes
 Will you sell alcohol at the event? Yes

APPLICATION SIGNATURE

The applicant for a park permit shall agree to indemnify, defend, and hold the city and its employees and agents harmless against all claims, liability, loss, damage, or expense incurred by the city on account of any injury to or death of any person or any damage to property caused by or resulting from the activities for which the permit is issued.

The organization or person to which a permit is issued will be responsible for the conduct of the event, the condition of the permitted area, and actual fees for services provided. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.



4-21-2023

Applicant Signature

Date

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NARRATIVE AND SCHEDULE

PLEASE PROVIDE A BRIEF NARRATIVE OF THE EVENT

Since inception, the mission of Fete de Marquette has essentially remained the same i.e., become our eastside community’s premier celebration of place while also raising funds to support programs and services offered by the Wil-Mar Neighborhood Center.

Additionally, it’s been Fete objective to promote small and minority owned businesses through providing Fete vending opportunities and first-time employment opportunities for youth through employing teens at Fete and other eastside events the Wil-Mar Center participates in.

We are proud to note that in terms of these objectives and more, we have been relatively successful!

A final thought, during the 2-year pandemic shutdown of Fete, we are proud to note that the Wil-Mar Center maintained much of financial health through appealing to Friends of Fete for support. These Friends were instrumental in making our financial model work when we staged Fete and were just as instrumental in keeping Wil-Mar afloat during the 2-year shutdown.

SET-UP and EVENT SCHEDULE

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Monday, July 10	Minor set-up, Event Maintenance opps	9 am to 11 am	2 10 x 10 pop up tents are placed along south fencing on flat top park side
Tuesday, July 11	Set-up Begins-Tents	10 am to 8 pm	We provide overnight security and have come to an agreement with the Tuesday Farmers’ Market whereby the market can be held while we do our work and not infringe on the market.
Wednesday, July 12	Set-Up Continues	10 am to 10 pm	Ingersoll Street at Wilson and Main Closes at 8 am.
Thursday, July 13	Set-up & First Day	9 am to 4 pm 4 pm to 10 pm	Set-up Continues Event/Music Ends at 10 pm
Friday, July 14	2 nd Day	4 pm to 11 pm	Event/Music Ends at 10:45
Saturday, July 15	3 rd Day	Noon to 11 pm	Event/Music Ends at 10:45
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Note:

The 16-year staging of the Fete model calls for ending Friday and Saturday nights at 11 pm with amplified music scheduled to end 15 minutes short of scheduled closing time each night. This has been the model that helped make Fete Madison’s favorite summer event while also being a critical component of our business model. Indeed, we have already scheduled artists assuming this model has long been accepted by our community. Our alderperson supports us; our neighborhood association supports us and more importantly, the vast swath of our community members supports us.

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SITE MAP

Please attach a site map

Site map is attached.

What impact do you anticipate your event will have on the residents/businesses in the area surrounding the park? Consider things such as noise, parking, traffic, etc. What plans do you have to minimize these impacts?

In 2006, Fete de Marquette was established to great fanfare and considerable support from community leaders and residents. When we launched Fete, we set a 11 pm closing time which was outside the norm for community events in city parks or city streets. Fete received 26 noise complaints that first night and 21 on the second night. It's long been suspected that many of the 2nd night of complaints were also first night callers.

Between the years of 2007 and 2013, Fete continued to close each night at 11 pm and for the most part continued to hear from roughly the same dozen community members with one major difference; most of the "complaints" were not directed to government bodies, but rather made directly to our office or in other community settings. A related point of reference, many of these complainants were also donors to the Wil-Mar Center.

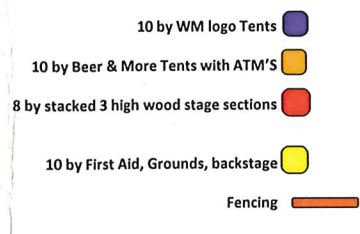
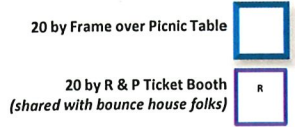
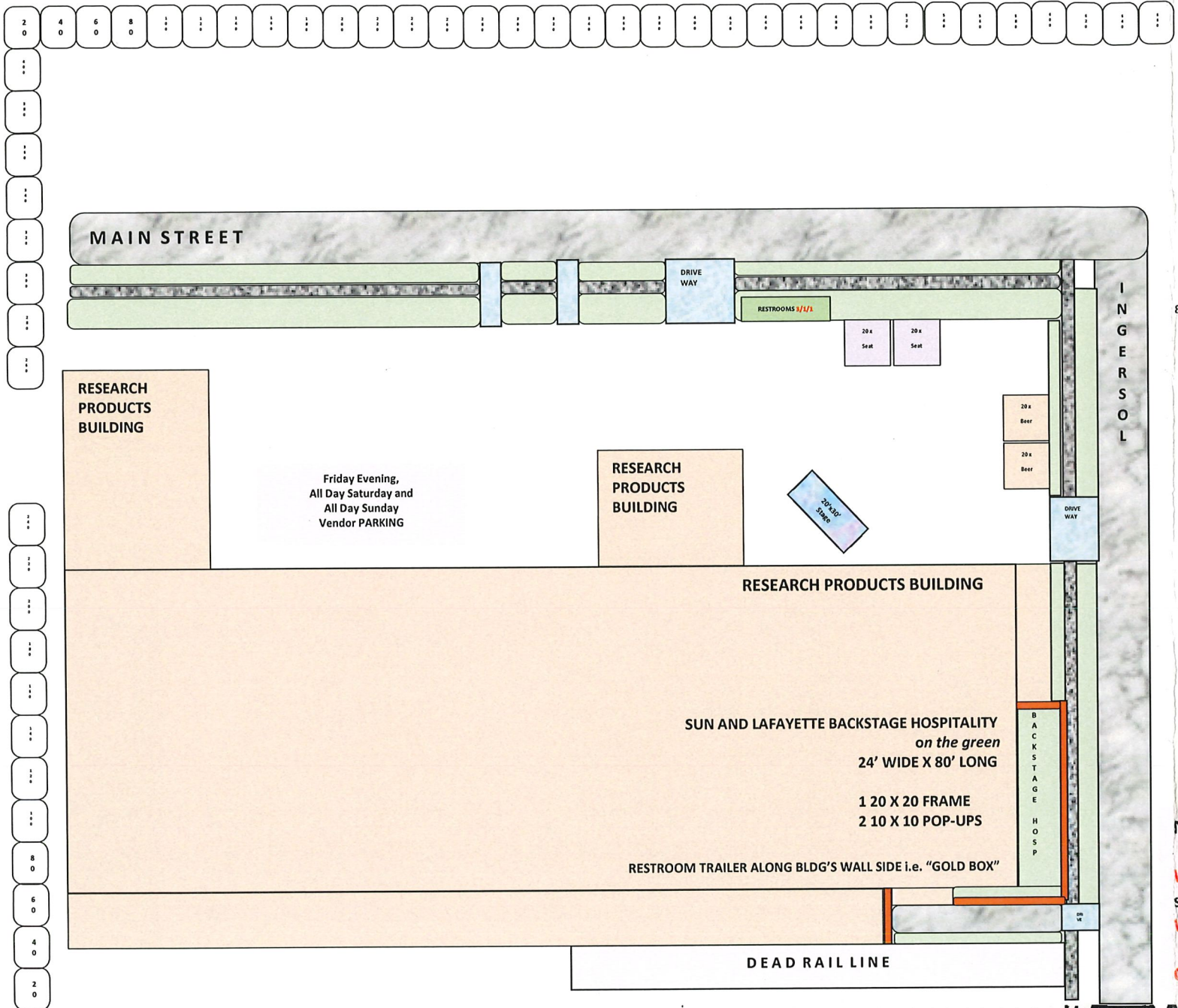
In 2014, Fete returned to what was then known as Central Park and until Breese's Stevens began to hold concerts, Fete functioned in relative complaint-free tranquility. Once the issue of decibel level mandates became a topic brought about by the concerts, Fete was thrust into a focus of attention.

An additional related point of interest. At the peak of the controversy that resulted in one of the largest turnouts for a Park's Commission meeting, roughly 2 dozen people showed up to voice support for having the DBA requirement at McPike Park set at 95. And many of those were folks who were part of the original 26 complainants from Fete's first-ever event in 2006! Fete's position was to be treated the same as Breese Stevens, i.e. DBA at 100.

In the interest of compromise, Fete accepted a 95DBA at the front of house soundboard in addition to scaling back closing hours on Thursday/Sunday nights from 11 to 10, and further made a tweak to end music on Friday and Saturday nights from 11:00 to 10:45. In so doing, Fete was able to keep most of its successful business model intact.

Other steps Fete takes to minimize impacts include: we enforce a no parking policy along Few Street between the Park and Williamson Street; we have our private security people take walks into the immediate neighborhoods around the Park, we have our grounds crew walk these same neighborhoods and pick up trash, and we have made arrangements with our business neighbors Research Products and Warren LLC, to allow for Fete exhibitor parking on their lots.

In summation, our model works, our model supports the programs and services of the Wil-Mar Neighborhood Center, our model has the support of the vast majority (an understatement) of area residents and in all of this, our model promotes a key and positively growing City of Madison Isthmus community!



MATHEWS TENTS
SUN/FAMILY/HOSPITALITY

TENT	#
40 X 80	2
20 X 40	4
20 X 20 FRAME	4

RESTROOM DISTRIBUTION

SITE	REG	SIKS	DIS	SAN
FAMILY F	13	4	1	1
MOON	7	2	1	1
FEW ST.	3	1	1	1
MOON BS	1	1		
GROUNDS	1	1		
LAFAYETTE	3	1	1	1

WASTE AND RECYCLING CONTAINERS
 INDIVIDUAL WASTE AND RECYCLING CONTAINERS SPREAD THROUGHOUT THE GROUNDS

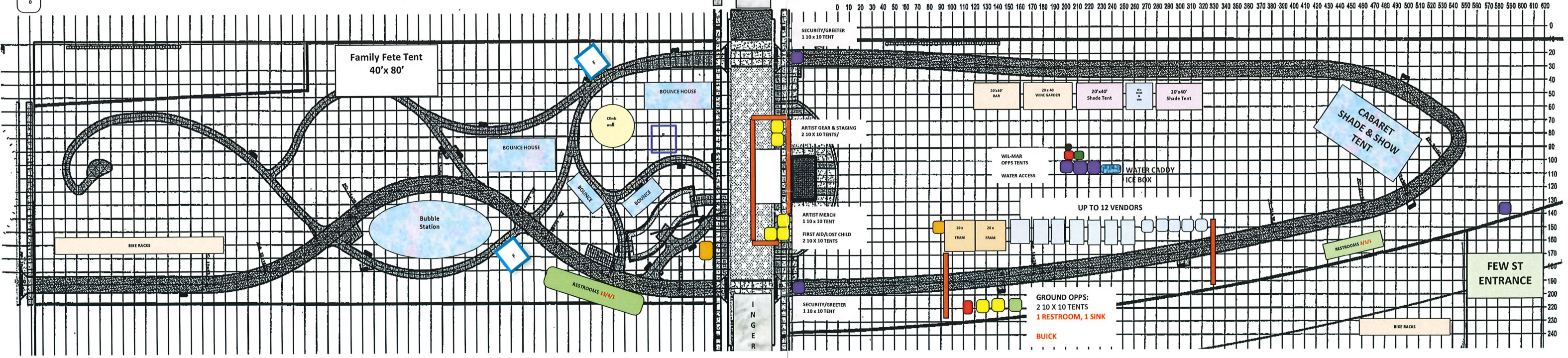
TRAILER:
HOSPITALITY

DUMPSTER LOCATION:
6 PLACED ON BREARLY STREET

NOTE FOR PARK MAINTENANCE STAFF

We'll need access to all Ingersoll Street sidewalk/other ground holds and Show Power on Wednesday morning July 12

Our electrician will coordinate with you.



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CLEANUP AND RECYCLING

Will you be providing your own receptacles?

YES

If yes, which receptacles and how many?

Recycling Bins: 25

Trash Bins: 50

Dumpsters: 0

If yes, name/contact information of collection agency providing equipment and service:

We provide our own recycling and trash bins.

Will you be renting additional Park receptacles?

No, **but we'll look to rent city of Madison 20-yard dumpsters.**

Event/Name of Group:

Fete de Marquette c/o Wil-Mar Neighborhood Center

Park Name:

McPike Park

Please indicate number

of trash barrels: 0

Please indicate number

of dumpsters: 6

(please see attachment for dumpster delivering/pick-up dates and location)

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EMERGENCY ACTION PLAN

Event Name: Fete de Marquette

Event Dates: July 13 through July 16

Location: McPike Park

Primary Contact:	Secondary Contact:	EMS (on Site All Times)
Gary Kallas (608) 235-2925	Tony Anderson (608) 213-4735	Luke Kuehling (608) 259-6513

Notification:

We will always have two (2) EMS on Site and four (4) during evening hours.

We will always have uniform security on site.

We will have 11 event leaders and 1 Off-Duty Police Officer always equipped with two-way radios.

Severe Weather or Other EAP announcements:

This event will follow the 30/30 rule for lightning and will make public announcements as needed.

This event will maintain emergency 20' lanes throughout the event site by closing public access to the paths surrounding the show section of the park i.e. Ingersoll to the Skatepark.

Finally, we retain both public (off-duty officers) and private security staff. At all times a minimum combined 9 uniform security staff are on-site. In addition, our Fete committee consists of over 50 community members, and most are experienced with previous events. Every featured activity is staffed by experienced, seasoned Fete community members. ***Most security matters are addressed by these community members.***

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INSURANCE & MARKETING

The required insurance is on file in the City's Risk Management Office.

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MARKETING

Official Name of Event: Fete de Marquette

Park Location: McPike Park

Public Contact Phone: Wil-Mar Neighborhood Center / 608-257-4576

Website: wil-mar.org

Admission: FREE

Date(s) of Event: Thursday, July 13
4 pm to 10 pm

Friday, July 14
4:30 to 11 pm

Saturday, July 15
Noon to 11 pm

Sunday, July 16
Noon to 9 pm

Fete de Marquette is Madison's largest FREE admission celebration of place where music, food, drinks and kid's activities all come together to offer something for everyone!

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AMPLIFICATION & TEMPORARY STRUCTURE PERMIT

Will there be amplification at the event? YES

Event/Name of Group: Fete de Marquette c/o Wil-Mar Neighborhood Center

Type of Amplified Sound: Bands

DATE	EVENT HOURS	SOUND BEGINS	SOUND ENDS
Thursday, July 14	4 pm to 10 pm	4:30 pm	10:00 pm
Friday, July 15	4:30 to 11 pm	5:00 pm	10:45 pm
Saturday, July 16	Noon to 11 pm	12:00 pm	10:45 pm
Sunday, July 17	Noon to 10 pm	12:00 pm	9:00 pm

Fete de Marquette maintains lengthy 45 minute breaks between artists shows.
 Fete de Marquette begins Saturday and Sunday shows with nearly a cabaret level sound impact.

TEMPORARY STRUCTURE

Will Temporary structures be set up at the event? YES

Event/Name of Group: Fete de Marquette c/o Wil-Mar Neighborhood Center

Temporary Structure Information:

STRUCTURE	QUANTITY	SIZE AND/OR DIMENSION
Staging	1	SL250 Stage 24 x 32
Tent(s)	2	40' x 80'
	4	20' x 40'
Inflatable(s)	3	Various, vendor provided and staffed bounce houses.

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VENDING PERMITS

Will vending of any type occur at your event?

YES

Event/Name of Group:

Fete de Marquette c/o Wil-Mar Neighborhood Center

Permit Type:

Vending—Multiple Vendors

How many vendors will be at the event?

9 to 13

Will Beer/Wine be sold at the event?

Yes

Have you applied for the Temporary Class “B” Retailers License?

Yes

Application Date

April 21

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SUBMISSION

SUBMIT TO

City of Madison Parks Division
210 Martin Luther King Jr. Blvd. / Room 104

DATE SUBMITTED:

April 21

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "EVENT NAME" will be held MONTH DAY, YEAR at GENERAL LOCATION/ADDRESS/FACILITY TITLE.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "EVENT NAME" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

IV. BASIC PLAN

A. Emergency Action Plan (EAP) Event Representative

- 1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT: FIRST/LAST NAME.

B. Emergency Notification

- 1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
- 2. We will / will not have on-site EMS (ENTER CONTACT NAME & CELL PHONE NUMBER)
- 3. We will / will not have on-site Police or Security (ENTER CONTACT NAME & CELL PHONE NUMBER) *SEE APPLICATION*

C. Severe Weather

- 1. Weather forecasts and current conditions can be monitored through the [National Weather Service's Madison Weather Forecast website](#).
- 2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such FIRST/LAST NAME and will be responsible to monitor the weather conditions before and during the event.
- 3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee FIRST/LAST NAME will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
- 4. There are very limited provisions for sheltering participants in the event of severe weather.
- 5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

D. Fire

- 1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
- 2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
- 3. If cooking is intended, you must contact the fire department and -
 - a) Must have a valid fire extinguisher, 2A10BC

- b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
- c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
- d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
- 4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
- 5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
- 6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

E. Medical Emergencies

- 1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
- 2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
- 3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

F. Law Enforcement

- 1. The need for constant Law Enforcement presence at this event has / has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
- 2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

G. Emergency Vehicle Access

- 1. Access for Emergency Vehicles will be maintained at all times.
- 2. 20' Fire Lanes are required to be kept open at events.
- 3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
- 4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
- 5. Crowd control will be managed by: NAME.
- 6. Parking for vendor and staff vehicles will be: LOCATION(S).
- 7. Parking for attendee vehicles will be: LOCATION(S).

V. CONTACT INFORMATION

Primary Contact	FIRST/LAST NAME	CELL PHONE
Secondary Contact	FIRST/LAST NAME	CELL PHONE
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345



**2023 FETE DE MARQUETTE—
BARRICADE PLAN**

**16 Barricades
4 Road Closed Signs**

4 Barricades and 1 Sign each to:
Ingersoll and Main
Ingersoll and Wilson
Brearly and Main
Brearly and North side of Williamson

**4 Terrace Road Closed
Ahead Signs and Platforms**

1 Platform and 1 Sign each to:
Ingersoll and SS of E. Washington
Ingersoll and NS of Williamson
Brearly and SS of E. Washington
Brearly and NS of Williamson

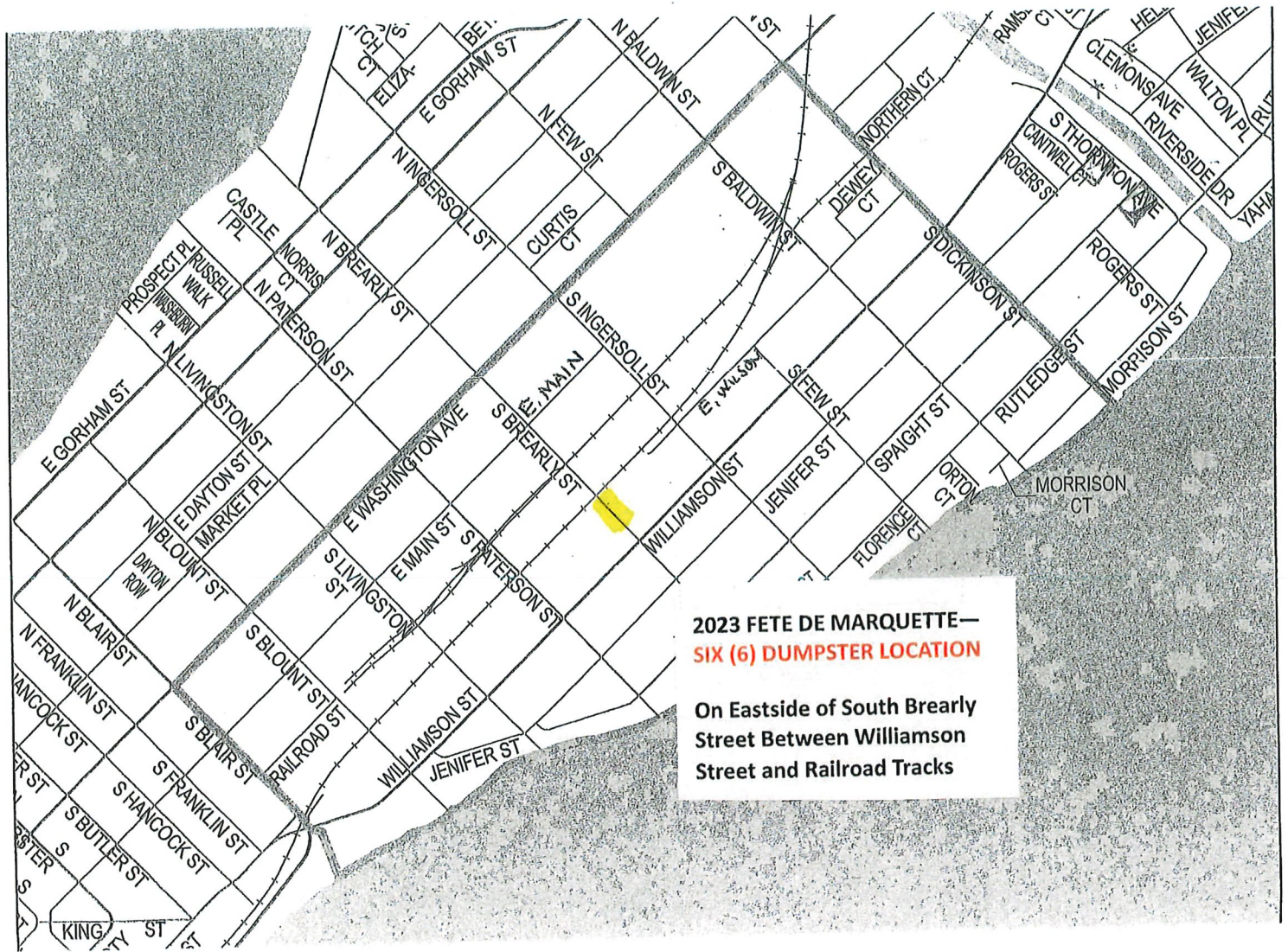
**10 Bike Racks
to McPike Park Few
Street Entrance**

**Delivery of All Items:
Monday or Tuesday
July 10 or 11, anytime.**

**Pick-up:
Tuesday, July 18**



County



**2023 FETE DE MARQUETTE—
SIX (6) DUMPSTER LOCATION**

**On Eastside of South Brearly
Street Between Williamson
Street and Railroad Tracks**