



# PARK EVENT PERMIT APPLICATION



## CONTACT INFORMATION

Name of Event: Polar Plunge

Event Organizer / Sponsor: Bryttany Shanklin

Organization / Sponsor Address: Special Olympics Wisconsin / 6052 Ronald Reagan Ave, Madison Wi 53704

Organization / Sponsor website: SpecialOlympicsWisconsin.org

Is the Organizer / Sponsor a 501(c)3 non-profit agency?

☒ Yes ☐ No

**MANDATORY: State Sales Tax Exemption Number:** CES#: 39-1176591

### Day-of contact info:

Primary Contact: Bryttany Shanklin

Email: bshanklin@specialolympicswisconsin.org

Work Phone: 920-659-5918

Phone During Event: 920-570-4912

Secondary Contact: Corey Beecher

Email: cbeecher@specialolympicswisconsin.org

Work Phone: 2625182315

Phone During Event: 920-252-2742

## EVENT INFORMATION

### OCCURRENCE:

- ☐ One-Day Event  
☒ Multi-Day Event (consecutive days)  
☐ Recurring Event (weekly, monthly)

### TYPE OF EVENT (select all that apply):

- ☐ Music / Concert / Festival  
☐ Athletic Competition  
☐ Free Community Gathering / Health Fair  
☒ Fundraiser  
☐ Other: \_\_\_\_\_

### EVENT DATES (see page 2 for detailed schedule form)

Set Up - Date(s): 2/12/2026

Event Start - Date(s): 2/13/2026

Clean Up - Date(s): 2/14/2026

Event End - Date(s): 2/14/2026

## LOCATION INFORMATION

Park Requested: Henry Vilas Beach, Henry Vilas Drive and parking lots and Henry Vilas Zoo.

Requesting use of shelter: ☒ during set up

☒ during event

☐ during cleanup

Requesting use any athletic fields: ☐ Yes

☒ No

☐ Unsure

### EVENT DATES (select all that apply for the event)

Annual Event? ☒ Yes ☐ No

Public Amplification?

☒ Yes ☐ No

Vending? ☒ Yes ☐ No

Temporary Structure?

☒ Yes ☐ No

Serving beer/wine? ☐ Yes ☒ No

Selling beer/wine?

☐ Yes ☒ No

**APPLICATION SIGNATURE:** THE APPLICANT FOR A PARK EVENT 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.

Applicant Signature: \_\_\_\_\_

*Bryttany Shanklin*

Date: 10/3/2025



PARK EVENT PERMIT  
APPLICATION



ATTENDANCE AND SCHEDULE FORM

ESTIMATED ATTENDANCE

Estimated average daily attendance for event: 350-400      Estimated total attendance for event: 800

DAILY ATTENDANCE INFO:

Date: 2/13/2026	Estimated attendance (total): 200-300	Peak time / attendance: 11:00A-5:00P
Date: 2/14/2026	Estimated attendance (total): 400-500	Peak time / attendance: 9:00A-2:00P
Date:	Estimated attendance (total):	Peak time / attendance:
Date:	Estimated attendance (total):	Peak time / attendance:

**EVENT SCHEDULE** (be as detailed as possible)  
**EVENT SCHEDULE SHOULD INCLUDE, BUT NOT LIMITED TO:**  
SETUP DATE(S)/TIMES \* PARK SHELTER USE DATE(S)/TIMES \* EVENT DATE(S)/TIMES \* CLEANUP DATE(S)/TIMES \* VENDOR SETUP/TAKE DOWN DATE(S)/TIMES \* CONCERT SETUP/SET TIMES/TAKE DOWN \* TEMPORARY STRUCTURE SETUP/TAKE DOWN \* RUN/WALK START/END TIMES \* SPECIFIC ADVERTISED ACTIVITIES THAT WILL DRAW A CROWD \* ETC.  
  
(PROVIDE A SEPARATE ATTACHMENT IF YOU NEED MORE SPACE OR IF YOU HAVE A DETAILED SCHEDULE DOCUMENT ALREADY AVAILABLE)

DATE/TIME	ACTIVITY DETAILS FOR EACH DAY (SETUP, EVENT AND TAKE-DOWN) *INCLUDE AS MUCH DETAIL AS POSSIBLE FOR YOUR EVENT SCHEDULE*
2/12/2026	Event Set Up: 9:00A to 4:00P
2/13/2026	Event Day prep: 9:00A -11:00A, Event /Students: 11:00A to 3:00P
2/13/2026	Event /Sponsors + Corporate Plunge 5:00P-8:30P.
2/14/2026	Event day Prep: 7:00A-9:00A, Event Community Plunge 9:00A-2:00P
2/14/2026	Event Take Down 2:00P-4:00P



# PARK EVENT PERMIT APPLICATION



## SITE MAP

A site map is required for all Park Event permit requests that will have setup outside of a Park shelter. The information you should include on your site map depends on the details of the event request (location, setup, etc.)

**Please submit your site map as a separate attachment.**

### Site Map Requirements

- Identify requested Park
- Event perimeter
  - Indication if putting up fencing
  - Indication of each entry and exit point
- Temporary Structures (stages, tents, portable toilets, inflatables, etc.)
  - **must include dimensions of each structure**
- ADA accessible pathways within the event perimeter
- Signage, banner placement
- Vendor area(s)
- Beer/wine tent(s), garden(s), etc.
- Garbage/recycling receptacles and / or dumpster placement
- Route map(s) – if applicable
  - Indication of any bike path usage along the route
  - Water station or portable toilet locations along the route

### PUBLIC IMPACT

**What impact do you anticipate your event will have on the residents/businesses in the areas surrounding the park? Consider things such as noise, parking, traffic, etc. What plans do you have to minimize these impacts? Have you communicated with any residents/businesses that may be impacted by the event?**

Noise may be a variable Friday and Saturday. Residents will see increased traffic in the neighborhood. Hosting off site parking and shuttling should help eliminate the traffic / parking concerns. The event should primarily be impactful to the Zoo property. We will have police on site navigate the footprint and safety of foot traffic vs car traffic. Event Signage will help with site navigation as well.

# MAP KEY

- Shuttle Stop
- ◆ Concessions
- ▼ Plunge Site
- Changing Area
- Warming Stations/ Vendor Activations
- P Onsite Parking
- ◆ ADA Potty's
- Shuttle Route
- ★ Hot Tubs
- Walking Paths





# PARK EVENT PERMIT APPLICATION



## PUBLIC AMPLIFICATION FORM

By Ordinance, public amplification is not allowed in City Parks except by permission from the Parks Division. Please be considerate of park neighbors and other park users.

Will you be using public amplification at your event?

☒ Yes ☐ No

If No, you can skip this form.

If Yes, you must complete this form.

### AMPLIFICATION INFORMATION

Name of Event: Polar Plunge - Madison

Type of Amplified Sound:

☒ Sound System

☒ Speeches/Announcements

☐ Karaoke

☐ Band(s) (names): \_\_\_\_\_

☒ DJ (names): Lux Productions

☐ Other (please specify): \_\_\_\_\_

Amplification Schedule:

- You must include any sound checks or equipment testing, in the amplification schedule.

Date: 2/13/2026 Start Time: 11:00A End Time: 8:30P Type: Speeches & DJ

Date: 2/14/2026 Start Time: 9:00A End Time: 2:00P Type: Speeches & DJ

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Type: \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Type: \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Type: \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Type: \_\_\_\_\_

### Public Amplification Permit 1 – (PA1) - \$60 / 6 hours

☒ Yes ☐ No

- Sound Limit: 75 dB, 150 ft from the source.
- Time Limit: Between 8 AM and 10 PM, 6 hour duration
- Additional Hour(s) between 8AM and 10PM: \$20
- Extraordinary extension to 11 PM (requires Park Commission approval): \$50
- Special Conditions:
  - » Two 6 hour permits can be purchased on a day.
  - » No carryover of hours unused on one date may be applied to a second date.

### Public Amplification Permit 2 – (PA2) - \$150 / 6 hours

☐ Yes ☐ No

- Sound Limit: 95 dB at the sound board or 100 ft from source, whichever is closer.
- Time Limit: Between 8 AM and 10 PM, 6 hour duration
- Additional Hour(s) between 8 AM and 10 PM: \$30
- Non-compliance action**
  - » A warning will be given to comply with the conditions of the permit. If a second warning is required, a citation will be issued to the responsible party for violation of MGO 8.29. A third violation will result in the amplification being ordered to cease immediately.



# PARK EVENT PERMIT APPLICATION



## TEMPORARY STRUCTURE FORM

Will temporary structures be set up at the event?

*If Yes, please continue. If No, skip this form.*

☒ Yes ☐ No

Temporary structures include, but are not limited to tents larger than 10' x 10', staging, trailers, inflatables or anything that is staked into the ground. Dunk tanks, sprinklers or other water features are NOT ALLOWED without special permission from Madison Parks.

### \*REQUIRED FOR STAKING IN A MADISON PARK\*

#### Diggers Hotline, 811 or 1-800-242-8511

You must call Diggers Hotline 10-14 days before your event to schedule their work. Their work must be done no more than 10 days before your event. You **MUST** meet this timeline. They will ask for an address—please also tell them specifically that this is a park and give them the name of the park. Diggers Hotline will assign you a Ticket Number.

#### Inflatable Vendors

The agency from which you rent an inflatable must have its merchandise approved subject to SPS 334. You will need to confirm this with your vendor.

#### Tents and Canopies Permit

The Notification of Operation permit is required for tents in excess of 400 sq. ft. An application is available online: <http://www.cityofmadison.com/fire/code/dolNeedAPermit.cfm>, (608) 266-4457.

Event/Name of Group: Henry Vilas Zoo & Beach

### TEMPORARY STRUCTURE INFORMATION

- What type of temporary structure(s) do you plan to have? (Dimensions required)

TEMPORARY STRUCTURE	QUANTITY	SIZE AND/OR DIMENSION
Staging		
Tent	1	30x60 weighted tents
Trailer		
Inflatable		
Other		

- Company installing the structure(s): Event Essentials

### TEMPORARY STRUCTURE PERMIT FEES

- With a shelter reservation: \$110/structure
- Without a shelter reservation: \$220/first structure
  - » Additional temporary structures: \$110/structure



# PARK EVENT PERMIT APPLICATION



## PARK EVENT VENDING PERMIT FORM

Will you be having vending at your event?

☐ Yes ☒ No

If No, you can skip this form.

If Yes, you must complete this form.

Name of Event: \_\_\_\_\_

Event organizers/sponsors are responsible for submitting a list of event vendors at least two weeks prior to the event to the City of Madison.

- How many for-profit vendors will be at the event? \_\_\_\_\_

- How many non-profit vendors will be at the event? \_\_\_\_\_

### VENDING PERMIT FEES:

Single Non-Profit Vendor permit .....	\$ 75.00
Each additional day	\$ 25.00
Single Vendor permit .....	\$ 275.00
Each additional day	\$ 50.00
Umbrella Vendor permit (multiple vendors, up to 7 vendors) .....	\$ 845.00
Each additional day	\$ 50.00

Events on City of Madison property are also required to submit event and food vendor information to [Public Health of Madison and Dane County](#). Food vendors are required to have a [Transient Food Stand License](#) or [Mobile Food Establishment License](#) from PHMDC, contact [leadadmin@publichealthmdc.org](mailto:leadadmin@publichealthmdc.org) for requirements or questions.

Events with vendors, in the State of Wisconsin, are also required to submit a [S-240](#) form to the [WI Department of Revenue](#).

### VENDOR LIST

(Submit separate list as needed – include all info below for each vendor)

Legal Business Name	Address	Contact (name)	Email	WI sellers permit #	Food OR Merchandise	Nonprofit
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No





# PARK EVENT PERMIT APPLICATION



## PARK EVENT BEER/WINE SALES PERMIT FORM

Will you be serving or selling beer/wine at your event?

☐ Yes ☒ No

If No, you can skip this form.

If Yes, there is important information on this form about City of Madison licensing requirements, continue reading.

### Temporary B Picnic License – APPLICATION DUE AT LEAST 60 DAYS BEFORE EVENT

A Temporary B Picnic License is required if you plan on serving or selling beer/wine at your event.

**A Certificate of Insurance with liquor liability is also due with the Temporary B Picnic License at least 60 days before the event.**

[Temporary B Picnic License](#)

[Temporary B Picnic License FAQ](#)

Submit to:

City of Madison Clerk's Office

210 MLK Jr Blvd, Room 103

Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

608-266-4601

Will you be selling beer/wine at your event?

☒ Yes ☐ No

If No, you can skip this rest of this form.

If Yes, you must complete this form.

### Street Use Event Beer/Wine Selling Permit

Permit fee is \$700.00.

Name of Event: \_\_\_\_\_

I understand I must obtain a Temporary B Picnic License in order to sell beer/wine at my event. (initial)\_\_\_\_\_

I understand I must submit a Certificate of Insurance with Liquor Liability along with the Temporary B Picnic License application at least 60 days before the event date to the Clerk's Office. (initial)\_\_\_\_\_

If the Temp B Picnic License is denied, the event will be:

☐ Canceled

☐ Not Canceled





# PARK EVENT PERMIT APPLICATION



## PARK EVENT CLEANUP AND RECYCLING PLAN

Events are required to submit a clean-up and recycling plan with their application. Plans should include number and location(s) for garbage/recycling containers and dumpsters, collection during event, disposal after the event and any other relevant information.

Park Events can request additional Madison Parks trash barrels. Please email [madisonevents@cityofmadison.com](mailto:madisonevents@cityofmadison.com) to find out how many receptacles are already in the Park so you can determine if you need to request more.

Will you be renting City of Madison receptacles?

☐ Yes ☒ No

Name of Event: Polar Plunge - Madison

Location (where should they be delivered in the Park?): \_\_\_\_\_

Please indicate quantity of trash barrels: \_\_\_\_\_

8 barrel minimum: Each increment of up to 8 barrels \$150

Please indicate quantity of recycling barrels: \_\_\_\_\_

(\$142.18 no tax)

If you are not requesting City equipment, please provide the name and contact information of the collection agency providing equipment or services for the event. \_\_\_\_\_

Any group that leaves an area in a condition that requires special clean-up by City crews will be charged the full cost of clean-up.

If you need assistance with your clean-up and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

Provide detailed trash/recycling/clean-up information (please submit as a separate document if needed):

We will be getting these receptacles from a donor (LRS), and will update the contact information as soon as they provide it.



# PARK EVENT PERMIT APPLICATION



## PARK EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you want your event listed on the City of Madison Online Event Calendar?

☒ Yes ☐ No

If No, skip this form.

If Yes, please continue.

### CITY OF MADISON CALENDAR OF EVENTS

If you want your event to be listed on the City of Madison online event calendar, please complete the Marketing Information form. Your event will only be included on the calendar if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendar.

*\*required info*

\*Official Name of Event: Polar Plunge Madison for Special Olympics Wisconsin

\*Location: Henry Vilas Zoo & Beach

Public Contact Phone: 920-659-5918

\*Website: PlungeWI.org

\*Admission Cost: \$100 to Plunge, with a fundraising option available.

\*Date of Event: 2/13- 2/14/2026

\*Beginning Time of Event: 11:00A 2/13/2026, 9:00A 2/14/2026 \*End Time of Event: 8:30P 2/13/2026, 2:00P 2/14/2026

\*Two sentence description of event (short promotional description of the event):

The Polar Plunge for Special Olympics Wisconsin is our largest and most unique grassroots fundraiser.

Plungers show their commitment to inclusion by raising funds for the cause, then jumping into icy waters.

All proceeds support Special Olympics Wisconsin.

### Poster Kiosks on the Capitol Square and State Street

Madison Parks maintains the enclosed kiosks on the Capitol Square and State Street. The posters are placed in the kiosks approximately every 1-2 weeks - depending on staff availability and maintenance duties. It is your responsibility to ensure that you have taken care of other ways to promote your event. You may drop off 12 posters, max size 12"x17", up to one month in advance of your event. Drop off at the Parks Division, 330 E Lakeside St, Madison, WI 53715, Monday – Friday, 8:00 am – 4:30 pm.

# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The “ Polar Plunge - Madison ” will be held 2/13/2026 & 2/14/2026 at Henry Vilas Zoo & Beach .

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the “ Polar Plunge - Madison ” (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 Bryttany Shanklin 9205704912

### 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 TBD
- 3. We ☒ will / ☐ will not have on-site Police or Security Dane County- Hayley Collins

### 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 Bryttany Shanklin 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 Bryttany Shanklin 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.

### CI. 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: Bryttany Shanklin
- 6. Parking for vendor and staff vehicles will be: onsite at the zoo parking lot
- 7. Parking for attendee vehicles will be: off site street parking, Liberty Station, local high school

#### **V. CONTACT INFORMATION**

Primary Contact	Bryttany Shanklin	920-5704912
Secondary Contact	Corey Beecher	920-252-2742
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345