



Park Event Application GENERAL INFORMATION

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MADISON
PARKS

Are you applying for a NEW park event?

Yes No

Are you applying for a returning park event with significant changes?

Yes No

location

EVENT INFORMATION

Name of Event: Picnic in the Park
Park Requested: Vilas Use of Shelter: Yes No Estimated Attendance: 300
Type of Event (run/walk, fundraiser, festival, etc): Fundraiser for Parks

EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: Madison Parks Foundation
Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

MANDATORY: State Sales Tax Exemption Number: ES# 050153

Primary Contact: Stephanie Franklin Work Phone: 262-4339
Address: 1402 Wingra Creek Parkway Phone During Event: 333-3369
Email: sfranklin@supportmpf.org
Organization or Event Website: madisonpicnicinthepark.com

EVENT SCHEDULE

Date(s) of Setup: October 15 - October 18, 2019 Setup Start and End Times: all day
Date(s) of Event: October 19, 2019 Event Start and End Times: 4pm-10pm
Date(s) of Take-Down: Oct. 20, 2019 Take-Down Start and End Times: all day.
Rain Date (if any): N/A Does this require time in the park the day before your event? Yes No

PERMITS

Will you have amplified sound at this event? Yes No
If yes, please fill out an Amplification Permit Application (page 13)
Will have any temporary structures such as tents, stages, inflatables? Yes No
If yes, please fill out a Temporary Structure Permit Application (page 14)
Note that permits are not required for 10' x 10' pop-up tents
Will you sell anything during the event? Yes No
If yes, please fill out a Vending Permit Application (page 15)
Will you serve any food at this event? Yes No
If yes, what will be served: catered event
Will you sell alcohol (beer/wine) at the event? Yes No
If yes, please fill out an Alcohol (Beer/Wine) Sale Permit Application (page 15)

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 Stephanie Franklin Date 6/4/19



Park Event Application

NARRATIVE & SCHEDULE

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Please provide a brief narrative of the event.

An elegant evening that will benefit Madison Parks and the Madison Parks Foundation. 300 people are expected to attend this catered event that will celebrate the 125 year history of Madison Parks.

EVENT SCHEDULE

The schedule begins when event setup starts and ends when cleanup of the event area is complete, all equipment is removed and the park is available for regular use.

The schedule should encompass all activities planned for the event, including but not limited to:

- General: set up, hours of operation, tear down/cleanup, leave park
- Vending: when vendors will set up, hours of operation, tear down/cleanup, leave park
- Music/Performances: stage setup, performance schedule, tears down/cleanup, leave park
- Displays, Exhibits, Demonstrations: setup, open hours, tear down, leave park
- Run/Walk/Parade, etc.: when staging starts, start time(s), end time(s), cleanup, leave park

DATE/TIME	ACTIVITY DETAILS FOR EACH DAY IN THE PARK (SETUP, EVENT AND TAKE-DOWN) Make sure your times match the times given on the general information page.
10.15.19 - All Day	Start Tent Marking & lay Event Flooring
10.16-18.19 - All Day	Tent Installation
10.18.19 - All Day	Generator & Portable Restroom Arrival
10.19.19	Set Tents for Evening Event
10.19.19, 4:00p	Guest Arrival
10.19.19, 10:00p	Guest Departure
10.20-22.19, All Day	Event Tear down & Clean Up



Park Event Application

SITE MAP



Please attach a site map. Also attach a route plan (if applicable).

- Site map should include, but is not limited to, the following:
 - » Accessible paths for wheelchairs
 - » Disabled parking
 - » Dumpsters
 - » Exit location for fenced outdoor events
 - » Event Perimeter
 - » Fencing
 - » Garbage and recycling receptacles
 - » Placement of vehicles
 - » Portable toilets
 - » Signage
 - » Stages
 - » Temporary Structures
 - » Vendors
- If the event includes a run/walk component on City streets, the approval of the Parks Division for the use of the park **does not imply approval of the proposed route**. Routes need to be approved with a Parade Permit.

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?

There will be very little impact to the neighborhood with only 300 people in attendance and no amplified music. We plan to use the park's parking lot for that evening.

Provide Detailed Event Site Map (feel free to provide this map as a separate attachment):

See Attachment



Picnic in the Park 2019



Park Event Application CLEANUP AND RECYCLING

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Will you be providing your own receptacles?
If yes, which receptacles and how many?

Yes No

Recycling Bins: _____
Trash Bins: _____
Dumpsters: _____

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

Will you be renting additional Parks receptacles?
If Yes, please continue. If No, skip the remainder of this form.

Yes No

Event/Name of Group: Picnic in the Park

Park Name: Vilas Park

Please indicate quantity of trash barrels: _____

8 barrel minimum: Each increment of up to 8 barrels \$150
(\$142.18 no tax)

Please indicate quantity of dumpsters: 1

per dumpster, and per tip: \$300
(\$284.37 no tax)



Park Event Application EMERGENCY ACTION PLAN



Below is the standard Emergency Action Plan required by the City of Madison. Please complete the form with your event information.

I. GENERAL

Picnic in the Park will be held 10/19/2013 at Vilas Park, 1602 Vilas Park Drive
EVENT NAME DATE GENERAL LOCATION/ADDRESS/PARK NAME

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. _____
CONTACT NAME/CELL NUMBER

3. We will/ will not have on-site Police or Security. _____
CONTACT NAME/CELL NUMBER

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.



Park Event Application

EMERGENCY ACTION PLAN



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	Korrine Engelke	Cell: 608.558.4320
Secondary Contact	Erin Goke	Cell: 608.545.0864
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345



Park Event Application MARKETING

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

Would you like your event included on the Parks Division Event Calendar?
If Yes, please continue. If No, skip this form.

Yes No

PARKS DIVISION CALENDAR OF EVENTS

Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public.

Official Name of Event: Picnic in the Park

Park Location: Vilas Park

Public Contact Phone: 608-266-4339

Website: madisonpicnicinthepark.com

Admission Cost: \$140/pp or \$1,100 table of 8

Date of Event: October 19, 2019

Beginning/End Time of Event: 4-10 pm

Two sentence description of event:

Presented by Event Essentials benefitting the Madison Parks Foundation with the intention of cultivating an experience unlike any other event, while calling awareness to the deeply rooted 125 year history of Madison Parks!



Park Event Application

TEMPORARY STRUCTURE PERMIT



Will temporary structures be set up at the event? Yes No
If Yes, please continue. If No, skip this form.

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.

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 and provide the Parks Division with a copy and/or proof of the associated documentation.

Tents and Canopies Permit

Required for tents in excess of 400 sq. ft. An application is available online: www.cityofmadison.com/fire/code/dolNeedAPermit.cfm, (608) 266-4457.

Event/Name of Group: Picnic in the Park

TEMPORARY STRUCTURE INFORMATION

- What type of temporary structure do you plan to have?

TEMPORARY STRUCTURE	QUANTITY	SIZE AND/OR DIMENSION
Staging	2	12x16'
Tent	3	60x120', 40x60', 20x40'
Trailer	1	Portable Restroom - 20' long
Inflatable	0	
Other	0	

- Company installing the structure(s): Event Essentials

TEMPORARY STRUCTURE PERMIT

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