



Dawn Grosdidier
Community Services Manager

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What is a Special Event?

“A special event is a gathering of human beings, generally lasting from a few hours to a few days, designed to celebrate, honor, discuss, sell, teach about, encourage, observe, or influence human endeavors.”



Community Services Division

- Five (5) full-time positions
 - Community Services Manager
 - Special Events/Street Use Coordinator
 - Recreation Services Coordinator
 - Warner Park CRC Facility Manager
 - Public Information Officer
- Two (2) part-time positions
 - Administration clerk
 - Recreation programmer
- Support staff

Community Services Division

- Year-round recreation programming for Madison Parks
- Manage operations for 10 public beaches, Goodman Pool, three (3) splash parks and winter operations
- Warner Park Community Recreation Center
- Coordinate/administer all outside events in Madison parks
- Coordinate/administer all Street Use events
- Coordinate/reserve all athletic fields and schedule lights
- Administer contracts with various partners and organizations that utilize Madison Parks facilities
- Coordinate/administer volunteer program
- Public information/marketing for Parks Division

Warner Park Stadium



- Home of Madison Mallard's Baseball Team
- July 4th Fireworks and Concert
- Various Walks and Fundraisers

Breese Stevens Stadium



- Local high schools and universities
- National Rugby Men's Playoffs
- Madison Parks Foundation Anniversary Celebration

Elver Park Softball Complex



- MSCR Leagues
- Tournaments
- Camps/clinics

Athletic Fields



- MSCR Leagues
- Youth and Adult Sporting Clubs
- Camps/clinics
- Special Events

Reindahl Park - Splash Park

- Recreation Events
- Private rentals/parties
- Camps



Reindahl Park Splashpad®, WI -Opt 2 - Rev2 - View 1



Proud distributor of:



By the Numbers...



2014 Anticipated Special Events = 339+

Run/Walks = 49

Events with alcohol = 46

Isthmus only events = 185

Street Use only = 213

Parks only = 114

Both in the Street and Park(s) = 12

Total = 339



(As of February 2014)

Process Review

- Analysis of current process, forms and fees
- Recommend/implement changes to current process
- Recommend revised fees
- Document process
- Implement procedural/operational improvements for consistency
- Notification to organizers of process changes



COMMUNITY EVENTS IN MADISON PARKS

WHEN IS A PARK EVENT PERMIT REQUIRED?

All organizers requesting the use of a Madison park for an event need to submit a community events application packet. The Madison Parks Division is an extensive operation with a wide variety of park users and neighbors. The primary mission of the Parks Division is to provide citizens and visitors with open space and facilities for recreation and relaxation. Part of that mission is to provide opportunities for community events that promote the vitality of Madison.

NEW COMMUNITY EVENTS

If the application is for a new event, approval by the Board of Park Commissioners may be required. Please include a one page narrative with the application and materials submitted for the event. The application and narrative will be reviewed by Parks staff and presented to the Board. The Board of Park Commissioners meet on the second Wednesday of the month and agenda items must be submitted by the 1st Tuesday of the month. Proposals submitted less than 45 days prior to an event will not be considered.

RETURNING COMMUNITY EVENTS

Approval from the Board of Park Commissioners may also be required if the plans for a returning event differ significantly from previous year's events. Examples of changes that may require Board approval are: expansion of venue, gated admission, selling beer, additional stages, significantly increased attendance, etc. These applications must also be submitted at least 45 days in advance of the event.

MULTI-DAY EVENTS

When scheduling a multi-day event or program in a Madison Park, several variables are taken into account to determine the best location for the event. Variables such as park size, proximity to residential areas, parking availability, sanitary facilities, and regularly scheduled activities in the park are considered.

The following parks have been designated as suitable sites for multi-day events and/or programming:

- Bowman*
- Brittingham
- Demetral
- Elver*
- Olin
- Reindahl
- Vilas
- Warner*

*These sites host various athletic programming every year from May 1 through August 31. During this season, parking and access to a park site may be limited, if not unavailable. Consequently, requests to hold events at these sites, during this time frame, may not be approved. In the event of a potential programming conflict, Parks Staff can advise event sponsors regarding suitable alternative sites that may be available.

QUESTIONS?

Phone (608) 266-6033 or email [Madison Events](mailto:Madison_Events)

NEXT Go to [Park Event Permit Application Process](#)

Frequently Asked Questions
Street Use Staff Commission

MORE PARKS & FACILITIES AVAILABLE FOR RESERVATION

[Park Shelter Reservations](#)
(608) 266-4711

[Olbrich Botanical Gardens Reservations](#)
(608) 246-4733 / [Email](#)

[Warner Park Community Recreation Center Reservations](#)
(608) 245-3694

COMMUNITY EVENTS ON MADISON STREETS

WHAT IS A STREET USE PERMIT AND WHEN IS ONE REQUIRED?

A Street Use Permit is the required permit that allows individuals or groups to use City streets – including sidewalks, parking spaces/lanes and State Street performance areas – for an event or activity.

PLEASE NOTE: *The Podium/State St. Mall will be under construction and not available for reservation May 19 – October 31, 2014*

A STREET USE PERMIT IS REQUIRED IF ANY OF THE FOLLOWING APPLY:

- The request is to close or reserve any portion of a City street for an event or activity – including requests to use sidewalks, parking lanes or spaces.
- The proposed time for the event would create more than minimal disruption or rerouting of traffic from the requested street(s).
- The event is scheduled at one of the State State performance areas outside of the time periods allowed by an Amplification Permit.

If your event will require a Street Use Permit, click on "Start Planning Your Event."

NEXT Go to [Start Planning Your Event](#)

- [Frequently Asked Questions](#)
- [Street Use Staff Commission](#)

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COMMUNITY EVENTS ON STATE STREET AND THE CAPITOL SQUARE

RALLIES AND MARCHES ON STATE STREET

ARE YOU ORGANIZING A RALLY AND/OR MARCH ON STATE STREET?

Podium/State St. Mall will be under construction and not available for reservation May 19 – October 31, 2014

Go to [Rallies and Marches on State Street Application Process](#)

PERFORMANCE & AMPLIFICATION AREAS ON STATE STREET

ARE YOU LOOKING FOR A PERFORMANCE LOCATIONS AND TIMES ON STATE STREET FOR YOUR BAND, ARTISTIC PERFORMANCE OR SPEAKERS?

Podium/State St. Mall will be under construction and not available for reservation May 19 – October 31, 2014

Go to [State Street Amplification Permit Application Process](#)

SPECIAL EVENT ON STATE STREET AND/OR CAPITOL SQUARE

ARE YOU ORGANIZING OR PLANNING A FUNDRAISER, RUN/WALK OR PHILANTHROPIC EVENT ON STATE STREET AND/OR THE CAPITOL SQUARE?

Podium/State St. Mall will be under construction and not available for reservation May 19 – October 31, 2014

Go to [Special Events on State Street and/or the Capitol Square](#)

[Frequently Asked Questions](#)

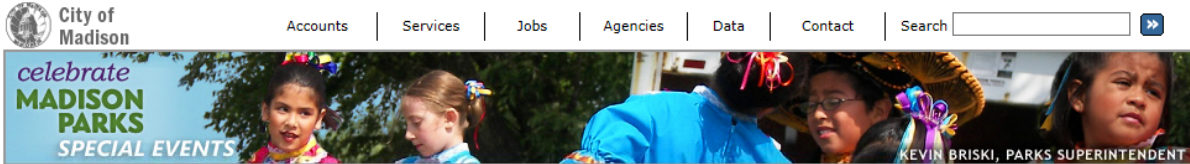
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COMMUNITY EVENTS ON MADISON STREETS - NEIGHBORHOOD BLOCK PARTY

START PLANNING YOUR NEIGHBORHOOD BLOCK PARTY

RESIDENTIAL STREET CLOSURE

A Street Use Permit is required by the City of Madison for any event or activity that takes place on city streets. This includes neighborhood block parties where a block or two in a residential area is closed for residents to have a gathering and activities in the street. No individual, group or organization shall be granted a Street Use Permit if there is any unpaid balance with the City of Madison for a previous event.

FEES AND DEADLINES

The cost to have a community event on Madison streets varies. All events must pay a non-refundable application fee. The application fee for a block party is \$50. This fee must be submitted 14 days prior your block party.

ARE YOU APPLYING FOR THE CORRECT PERMIT?

A Neighborhood Block Party may require a Street Use Permit if:

- Closing the street(s) requested will impact traffic more than minimally.
- Metro routes need to be altered for the event.
- It is anticipated that attendance at the block party will exceed 100 and/or that a significant number of nonresidents will attend the party.

If you have questions or think that you may need to apply for a different type of permit, contact us or go to the [Street Permit Application Process](#) for more information.

QUESTIONS?

Phone (608) 266-6033 or email [Madison Events](#)

NEXT Go to [STEP 1: Neighborhood Block Party Permit Application Requirements](#)

[Frequently Asked Questions](#)
[Street Use Staff Commission](#)

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FREQUENTLY ASKED QUESTIONS

Q. We are a non-profit or charitable organization. Can't we get the City facility or permits for free or at a discount?
A. No. The vast majority of the events held in the City's parks and on State Street are by non-profit organizations. The City's fees are established in order to recoup the real costs of hosting your event in a city park or street. The current fees are included in the Special Event Packets so you may set up your event's budget. It is suggested that when you are setting up sponsorships for your special event, you factor in not only the costs of the entertainment, t-shirts, etc., but also the cost of the permits, equipment, park and shelter rental.

Q. How can we organize a fundraising event on the 700/800 blocks of State Street?
A. It will require a Street Use Permit and minimum of 30 days advanced planning.

Q. May I distribute information about my student group, important cause, public event...?
A. Yes, as long as there is no amplification, no tables are set up, city vendors are not displaced and pedestrian pathways are not obstructed.

Q. May I hand out coupons or information about a product or service on State Street or in a City Park?
A. No. MGO 23.04 prohibits this type of distribution anywhere in the City of Madison.

Q. May I set up a food cart or sell crafts on State Street?
A. Please contact the Downtown Vending Coordinator at (608) 261-9171.

Q. May I set up a food cart or sell crafts in city park?
A. In order to do so, you must have a Park Vendor Permit AND approval from City Parks Staff.

Q. May our group put up a sign or banner about our event in a City Park?
A. Only signs advertising an event held in a park are allowed. And Event Organizers must have City Park Staff approval (call 266-4711). Signs are never allowed in a public right-of-way.

Q. We want to organize a rally from the Library Mall to the Capitol. How do we do that?
A. See [State Street Rallies & Marches](#) or go to [State Street Events](#).

Frequently Asked Questions
Street Use Staff Commission

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Important Phone Numbers
[City Clerk](#) (608) 266-4601
[Public Health](#) (608) 266-4821
[Insurance - City Risk Manager](#)
(608) 266-5965

Diggers Hotline:
800-242-8511

Process Review/Comparison

- Grand Rapids, Michigan
- Henderson, Nevada
- Lenexa, Kansas
- Atlanta, Georgia
- Chandler, Arizona
- Greensboro, North Carolina

Process Review/Comparison

What have we found?

Processes

- Similar, but different
- Approvals/input from multiple departments
- Timing varies
- Brochures/checklists
- FAQ's
- Specific departments and all-inclusive beginning to end processing

Fees/Forms

- Fees vary depending on size of event, location, frequency
- Others have multiple forms for different types of events; we have a standard form
- Restroom Plan, Electricity Application – more formal applications

Next Steps

Process Analysis

- Process review/analysis
- Formally document all types of events
- Document process flows in an easy to review, systematic format
- Make recommendations for improvements
- Improve review/approval process and timelines

Updated Forms/Fees/Web

- Continued review of forms
- Update/create application/permit forms
- Review/compare fees
- Recommend fee modifications and additions
- Update web pages with new, improved documents and information
- Create easy to follow brochures/instructions

Questions?

