



Park Event Application GENERAL INFORMATION



Are you applying for a NEW park event?

Yes

No

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

Yes

No

EVENT INFORMATION

Name of Event: The Cotopaxi Questival

Park Requested: Warner Park

Estimated Attendance: 1,000

Type of Event (run/walk, fundraiser, festival, etc): Festival - kick off event

EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: Questival LLC

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

Yes

No

MANDATORY: State Sales Tax Exemption Number: ES#: _____

Primary Contact: Callan Graham (event) Jillian Becker (permit)

Work Phone: 970-333-0013

Address: 74 S Main St. Salt Lake City, UT 84101

Phone During Event: 208-250-1871

Email: jillian@cooperwynnevents.com

Organization or Event Website: www.cotopaxi.com/questival

EVENT SCHEDULE

Date(s) of Event: Friday, Sept 8th 2017

Event Start and End Times: 5:00pm-8:30pm

Rain Date (if any): NA

Set-Up/Take-Down Start/End Times: 11:00am-10:30pm

Does this require time in the park the day before your event?

Yes

No

If Yes, provide details of times and area requested: _____

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 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: Local food trucks

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 _____

Date 4/7/17

NARRATIVE – Cotopaxi Questival, Warner Park, Friday, September 8, 2017

Hello,

I am with Cotopaxi Questival and interested in bring this event to Madison. I have called a few times to discuss parks and options before filling out the permit, but have not heard back. Below is a bunch more information about the event for reference. I would like to talk with someone about which parks are available and would best fit the kick off festival for this event.

Please call me at your earliest convenience to discuss.

Much appreciation!

Jillian

Jillian Becker
CooperWynn Events
970-333-0013
jillian@cooperwynnevents.com

Event Name: The Cotopaxi Questival

Street Address: 74 S Main St. Salt Lake City, UT 84101

Permit coordinator's Name: Jillian Becker

Phone number: 970-333-0013

Email address: jillian@cooperwynnevents.com

Proposed Event Date/Times: Friday, Sept 8th 2017

- Setup 11:00am- 4:30pm
- Event 5:00pm-8:30pm
- Teardown 8:30pm-10:30pm

Event Location: _____TBD_____

Purpose of Event:

The Questival is a 24-hour adventure scavenger hunt where teams of 2 to 6 people complete outdoor challenges to win trips, gear, and more. The event encourages people to get outside, explore their city/state, and do some good along the way.

There are two parts to the event: check-in and the adventure race.

The first part is the Friday evening check-in party from 5:00pm to 8:30pm where teams check in and receive race packets. We would like to host this portion at _____. As participants converge, pre recorded music is played from the stage while the MC makes general announcements for the participants regarding the event format/rules and facilitating on-stage activities like dance-offs, costume contests, and a llama-call competition. At 7:30pm participants are free to begin their 24 hours of adventure, at this time most participants begin to disperse. The check-in event officially wraps up at 8:30pm. The final hour from 7:30pm to 8:30pm is generally pretty quiet and our staff will begin cleaning up in preparation for teardown beginning at 8:30pm The pre-race check-in is open to the public but we typically do not see many non-participants attend.

The second part is the 24-hour adventure race that takes place off site of _____ throughout the city and beyond, with challenges ranging from simple things like taking a team photo at a local landmark to more in-depth tasks like organizing a service project with a local charity, hiking a local trail and picking up litter at a local park. Challenges are documented with photo or video and submitted through the Questify app which is required for all teams. Participants may finish their 24 hours wherever they like; there is no meet-up at the end of the event.

Questival Video:

<https://vimeo.com/140428120>

Challenge Examples:

[“Pick up 20 pieces of trash in/around Grant Park and throw it away in the proper bin. Take a picture of your bounty before tossing it”](#)

[“Do something nice for a tourist/visitor out enjoying the city, make their day special”](#)

[“Take a picture riding public transport \(MARTA or The Atlanta Streetcar\)”](#)

[“Make a 15 second commercial for the the City of Madison”](#)

[“As a team play hard boiled egg roulette”](#)

History: Cotopaxi and The Questival

Cotopaxi is an outdoor gear and apparel brand based out of Utah that was launched in April 2014. At Cotopaxi we create innovative outdoor products and experiences that fund sustainable poverty alleviation, move people to do good, and inspire adventure. As part of the brand launch the first Questival was hosted in Salt Lake City as a way to introduce people to the brand and our values through 24 hours of adventure.

Giving is core to our model at Cotopaxi. As a Delaware Public Benefit Corporation, Cotopaxi has made a commitment to creating positive social impact. We focus our efforts on global poverty alleviation & give targeted grants to advance health, education, and livelihoods initiatives around the world.

Fees charged: Registration fees range from \$25-\$45. There is no charge to attend the check-in festival.

Who producing event: Questival LLC staff led by Callan Graham

Estimated attendance: 1,000 participants

Average attendance in 2016: 1,297

Planned activities/schedule of events:

- 12:00pm Cotopaxi staff arrives and begins setup
- 3:00pm-3:30pm Sound check
- 4:00pm food trucks arrive
- 5:00pm Check-in opens and sound begins
- 7:30pm Questival kickoff and most teams begin to disperse
- 7:30pm - 8:30pm Staff begins pre cleanup
- 8:30pm Event ends, all cotopaxi staff and vendors begin teardown/cleanup in preparation to vacate the park
- 10:00pm-10:30pm Teardown is complete and staff does a final walkthrough of the venue for trash, equipment and lost items.

Security Plan: Typically with an event of this size we rely on 911 for any medical or security emergencies unless required by the parks department. Of the 25 questivals that we have produced the only time that security has been necessary is when the event is in an area that has a local homeless population. For medical emergencies we would also like to use 911 and the closest emergency room to the venue looks to be _____.

Traffic and crowd control: We average just over 4 people per vehicle so with a max attendance of 1,000 we would expect to see around 250 vehicles.

On-site sponsors and/or vendors: High Brew Coffee and Country Archer Jerky are 2017 sponsors and other sponsors/vendors are still to be determined, in the past we've worked with Clif Bar, Fresh Grounds Coffee, Harmless Harvest (Coconut Water) and we are working on an automotive sponsor.

We like to invite out local food trucks to participate in the event, we scale based on attendance with one truck for every 400-500 people attending.

How will event be advertised?: The primary marketing channels will be online: Facebook, Instagram, Google, and YouTube, with our target demographic being 22-35 year old, with interests in the outdoors and sports.

Equipment that will be used (ie: tents, chairs, tables, staging, amplified sound, etc.):

- Stage our typical size is around 24"-36"H x 24'W x 16'L - unless venue has existing stage/amphitheater
- Amplified Sound (sound check around 3-4pm event sound from 4:30pm-8:30pm)
 - 4 QSC line array mains
 - 2 QSC subwoofers
- 8 pop up tents, dimensions 10'x10'
- Mobile retail trailer
 - 23'9"L x 8'6"W x 8'5"H all closed up, 30'9"L x 16'W x 8'5" H all opened up
 - 8K lbs - 10K lbs
- Generator if there is no house power available
 - 2- 2kw generators for powering amplified sound and stage lights
- 6' folding tables provided by questival at check-in, the merch tent and at exhibitor/sponsor tents
- Yard games, bags, giant "beer" pong (10gal red trash cans filled with water) and ladder ball.
- Cotopaxi equipment will arrive in a 26' box truck or 2 16' box trucks

Tent Top Fire Cert: <https://drive.google.com/file/d/0B9cebBuskiFcenFHcnZsZ3IScnM/view?usp=sharing>

Stage Specs:

1 of 2 <https://drive.google.com/open?id=0B9cebBuskiFcRG9jOXdnZ1NYZXc>

2 of 2 <https://drive.google.com/open?id=0B9cebBuskiFcWUJsMmNtNWdfeFU>



Park Event Application

NARRATIVE & SCHEDULE



Please provide a brief narrative of the event.

The Questival is a 24-hour adventure scavenger hunt where teams of 2 to 6 people complete outdoor challenges to win trips, gear, and more. The event encourages people to get outside, explore their city/state, and do some good along the way.

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

EXAMPLE	EXAMPLE
8:00 a.m.	Setup
11:00am	Questival staff arrives and begins set up
3:00-3:30pm	Sound check
4:00pm	Food trucks arrive
5:00pm	Check-in opens, sound begins, participants begin to arrive
7:30pm	Questival Kickoff, most teams begin to disperse
7:30-8:30pm	Staff begins pre-cleanup, close check-in
8:30pm	Event ends, staff and vendors begin teardown/cleanup to prepare to vacate the park
Teardown is complete and staff does a final walkthrough of the venue for trash, equipment and lost items.	



Madison Wisconsin
Warner Park
9/8/17

- All tents are 10' x 10' pop ups
- Stage dimensions are 24"-36"H x 24'W x 16"L
- "X" represents 1 garbage container and 1 recycling container placed together, we're planning on renting 8 of each
- Generator will likely be a 5K
- We will also set up about 12 informational flags which will be staked into the ground using 9 inch stakes





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

Questival will be held 09/08/2017 at Warner Park, Madison WI
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. Callan Graham, Event Director 208-250-1871
CONTACT NAME/CELL NUMBER
- 3. We will/ will not have on-site Police or Security. Callan Graham, Event Director 208-250-1871
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.
- 3. If cooking is intended, you must contact the fire department and -



Park Event Application EMERGENCY ACTION PLAN



- 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	Callan Graham, Event Director	Cell: 208-250-1871
Secondary Contact	Jillian Becker, Event Coordinator	Cell: 970-333-0013
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345