

Conditions for Isthmus Publishing Company, requesting the use of Central Park on Friday, September 12, 2014 for the Wurst Oktoberfest.

Parks Staff recommends approval, based on the following conditions:

1. Aldermanic notification (Alder. Marsha Rummell, [District6@cityofmadison.com](mailto:District6@cityofmadison.com))
2. Organizers will provide a detailed site map, at least two weeks in advance.
3. Organizer will arrange a site plan meeting, at least two weeks in advance, with the Central Parks Supervisor (Lisa Laschinger, [llaschinger@cityofmadison.com](mailto:llaschinger@cityofmadison.com)) and will agree to any and all site recommendations she will make.
4. Organizer will be responsible for ordering and paying for enough portable toilets for the event, based on expected attendance.
5. Amplification will be allowed from 4:45pm – 10pm, but the sound must be kept to a reasonable level at all times.
6. A certificate of insurance will be submitted, covering this event, including liquor liability, and naming the City of Madison as “additional insured.”
7. Organizer will follow all Parks and Police requirements for the serving of beer, including licensed bartenders and security.
8. In connection with the placement of tents, the organizer will contact Digger’s Hotline approximately ten days before the festival, and will then provide the ticket number for the utility location to the Parks Office.
9. Organizer will furnish the Parks Office with a complete list of vendors at least two weeks before the first concert.
10. All food vendors will have current Health Department licenses, and will follow all of Health’s requirements and recommendations for the preparation and serving of food.
11. Fees will be paid at least two weeks before the event.
12. Organizer will leave a \$3000 refundable damage deposit with the Parks Office, and agrees to be responsible for any damage to the park that occurs as the result of the series.
13. If Isthmus wants to close Ingersoll Street for this event, the organizer will apply for a Street-Use Permit.
14. Organizers will be responsible for full clean-up of the event area, immediately at the end of the event.

Potential fees:

Scheduling Fee	\$200.00
PA Permit:	\$100.00
Beer-Selling Permit:	\$700.00
Temporary Structure Permit: (for <u>each</u> tent or stage)	\$210.00
Vending Permit:	
umbrella permit to cover up to 7 vendors (or \$275 per individual vendor)	\$845.00
Dumpster:	\$284.36
Central Park Electrical Fees:	
Base fee:	\$100.00
Central Park Per Hour Charge:	\$50.00 (roughly 5.5 hours)
	\$2714.36 or more, depending on the number of structures

Plus sales tax

# PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event The Worst Oktoberfest

Event Organizer/Sponsor Isthmus Publishing Co., Inc.

Is Organizer/Sponsor a 501(c)3 non-profit agency?  Yes  No

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address 101 King St

City/State/Zip Madison, WI 53703

Primary Contact Janell Palmer

Work Phone (608) 251-5621

E-mail jpalmer@isthmus.com

Website TheDailyPage.com

Secondary Contact Courtney Kovas

Work Phone (608) 251-5621

E-mail ckovas@isthmus.com

FAX \_\_\_\_\_

Phone During Event 715.579.4052

Phone During Event 414.723.4263

Annual Event? Hopefully  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: unknown

Estimated Attendance 150 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours 4pm to 9pm  Yes  No

Park Requested Central Park  Yes  No

Shelter Reserved by Event Organizer  Yes  No

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 9/12/14

Event Start Date(s)/Time(s) 9/12/14 - 8pm

Event End Date(s)/Time(s) 9/12/14 - 9pm

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

Rain Date(s) N/A

Set-Up Date(s)/Time for Event 9/12/14 10am

Take-Down Time 9pm

Yes  No

maybe

## APPLICATION SIGNATURE

The person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved park area. This permit is subject to all Municipal Ordinances as defined by the City of Madison, in addition to all rules and regulations governing the City's Parks Division. The applicant agrees that during the use of the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, creed, national origin or handicap.

The applicant has read the Park Events Application packet. The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Signature Janell Palmer

Date 5/5/14

## PARK EVENT MARKETING INFORMATION

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

How will this event be marketed, promoted, or advertised? Isthmus newspaper, online @thedailypage.com, radio

Will there be live media coverage during the event and where will the media vehicles be parked? no/maybe

### PARKS DIVISION CALENDAR OF EVENTS

The City of Madison Parks Division provides a calendar of events on the internet, in a number of publications and at kiosks located throughout downtown. The information from your permit application is considered public and is used in developing the calendars.

Your event will only be included on the calendars if all permits and applications are approved 60 days in advance (for printed form of calendar) and 30 days in advance (for internet calendar) and your event is open to the public. If this section is not filled out, we will assume you do not want to be included on the calendars.

Official Name of Event The Wurst Oktoberfest

Park Location Central Park

Public Contact Phone Janella Allen Website thewurstoktoberfest.com

Admission Cost 020-25

Date of Event 9/12/14 Beginning/End Time of Event 5-10pm

Two sentence description of event (for internet calendar)  
A celebration of Oktoberfest and sausage with many accompaniments and a polka band to get you in the mood.

### EQUIPMENT RENTAL

To assist with your Community event, the Madison Parks Division rents some equipment for use by the Event Organization. The Event Organizer must have the ability to pick up and return all equipment from Park Maintenance Facilities.

#### **Rented from Parks Division, but picked up by Event Organizer**

- Trash Barrels # ?? barrels
- Key to Shelter and Gates - Refundable deposit required

#### **Rented from Parks Division, dropped off and picked up by Parks Division**

- Dumpsters # 1

#### **Rented from Private Vendors**

- Portable toilets unsure of how many necessary
- Vendor Name Buckey's How Many? \_\_\_\_\_
- Date or Drop Off 9/12/14 Date of Removal 9/15/14

(Dates must be pre-approved by Parks Maintenance Supervisor.)

## PARK EVENT AMPLIFICATION PERMIT APPLICATION

By Ordinance, public amplification is not allowed in City Parks except by permission from the Parks Division. Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of park neighbors and other park users. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

### EVENT INFORMATION

Name of Event The Worst Oktoberfest  
Contact Person Janell Palmer Phone # During Event \_\_\_\_\_  
Park Central Park Date 9/12/14

### TYPE OF AMPLIFIED SOUND

Band       DJ       Sound System       Speeches/Announcements       Karaoke  
 Other (please specify) \_\_\_\_\_

Times of Sound 6pm to 10pm (4-hour maximum)

### EXCERPTS FROM APPLICABLE CITY ORDINANCES

#### 8.29 PUBLIC ADDRESS SYSTEMS IN PARKS.

- (1) No public address systems or sound amplification devices shall be used in any public park within the City of Madison except as permitted by this section. The Parks Superintendent may issue permits in accordance with this section. A permit shall not exempt the holder from the provisions of Sec. 24.08.
- (3) The Superintendent may limit the hours of operation and the location within the park of any such system or equipment so as to insure the benefit of such system or equipment to the group seeking its use and to minimize any unreasonable interference with the peace and enjoyment of other users of the park and those adjacent to such park.
- (5) The Police Department is authorized to require the discontinuance of any such system or equipment operating outside the prescribed hours or location.

#### 24.08 NOISE REGULATION

(2) In the following zoning districts established under Chapter 28 of the Madison General Ordinances, the noise emitted from any source and measured at any point within any distance beyond fifty (50) feet of the property or public right-of-way where the noise is produced or beyond fifty (50) feet from the noise source when such exists on public property shall not exceed the amounts indicated in the following table:

##### SOUND PRESSURE LEVEL

R1, R2, R3, R4, R4A, R4L, Agriculture  
Conservancy, Office Residence  
7:00 p.m. to 7:00 a.m.—70 dBA  
7:00 a.m. to 7:00 p.m.—75 dBA  
R5, R6  
All times—75 dBA

# PARK EVENT TEMPORARY STRUCTURE PERMIT APPLICATION

## EVENT ORGANIZER INFORMATION

Name of Group Isthmus Publishing  
Contact Person Janell Palmer  
Address 101 King St Madison, WI 53703  
Work Phone (608) 251-5627 Home Phone \_\_\_\_\_

## EVENT INFORMATION

Event Name The Worst Oktoberfest  
Park Requested Central Park Event Date 9/12/14  
Number of People 750 - approx

## TEMPORARY STRUCTURE INFORMATION

➤ What type of temporary structure do you plan to have? How many?

Tent  Dunk Tank  Staging  
 Inflatable  Trailer  Other (please specify) \_\_\_\_\_

➤ Size and/or Dimension \_\_\_\_\_

➤ Time duration this structure will be in the park \_\_\_\_\_

➤ Diggers Hotline Ticket Number \_\_\_\_\_  
(Please note: Diggers Hotline phone number is 1-800-242-8511. The ticket number must be received in the Park Office at least 5 days prior to the event. You may call (608) 266-4711 or fax (608) 267-1162 the ticket number to the Parks Office.)

➤ Location of the structure in the park. You must attach a park map. Park maps can be downloaded from Parks website [www.cityofmadison.com/parks](http://www.cityofmadison.com/parks) or obtained in the Parks Office.

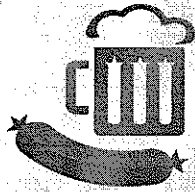
➤ Company installing the structure Matthew's Tent Rental

➤ Do you or the tent installer have insurance to cover the placement of this structure for your event?  Yes  No

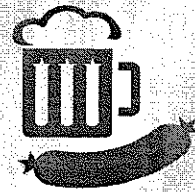
Temporary structures, such as tents, staging, trailers, dunk tanks, inflatables, or promotional equipment will only be allowed in a park by obtaining a permit.

This application must be returned to the Park Office no later than 5 days prior to the event.

Today's Date \_\_\_\_\_



# ISTHMUS WURST OKTOBERFEST



## EVENT ORGANIZER

Isthmus Publishing  
101 King Street, Madison, WI 53703  
608-251-5627 • [thedaily.page.com](http://thedaily.page.com)

## PRIMARY CONTACT

Janell Palmer, Isthmus Marketing & Event Manager  
101 King Street, Madison, WI 53703  
608-251-5627 x152 (Cell during event: 715.579.4052)  
[event@isthmus.com](mailto:event@isthmus.com) • [jpalmer@isthmus.com](mailto:jpalmer@isthmus.com)

## SECONDARY CONTACT

Courtney Lovas, Event Coordinator  
101 King Street, Madison, WI 53703  
608-251-5627 x122 (Cell during event: 414.723.4263)  
[event@isthmus.com](mailto:event@isthmus.com) • [clovas@isthmus.com](mailto:clovas@isthmus.com)

## EVENT DATE

Friday, September 12, 2014

## EVENT LOCATION

Central Park

## ANTICIPATED ATTENDANCE

- 5-10 staff members from Isthmus
- 40-50 volunteers, including a licensed bartender
- 25-30 vendors
- 4-5 Security Guards
- 2 bands
- 20-25 sponsor representatives
- 750-1,000 attendees

## EVENT SCHEDULE

8 am – Set-up begins

- Tent, tables, and chairs arrive (Matthews)
- Porta Potties arrive (Bucky's)

12 pm – Beer Garden set-up begins (Leinies)

2 – 2:30 pm – Vendors arrive and begin set-up for sampling (various)

3:00 pm – Band arrives to begin set-up (Strawberry Jam Band & Happy Schnapps Combo)

4:00 pm – Vendors begin cooking

4:30 pm – Gates open

- Tapping of the Golden Keg takes place
- Beer is available for purchase

4:45 pm – Strawberry Jam Band begins

5:00 pm – Food sampling begins

6:30 pm – Strawberry Jam Band ends their set

(short intermission)

7:00 pm – Happy Schnapps Combo begins their first set

8:15 pm – Happy Schnapps Combo breaks

(short intermission)

8:45 pm – Happy Schnapps Combo begins their second set

9:00 pm – Food sampling ends

9:45 pm – Last call for beer announcement made to attendees

10:00 pm – Happy Schnapps Combo ends their show

- Event Ends
- Clean-up begins

11:00 pm – All vendors and people out of the park

### **EMERGENCY ACTION PLAN**

This plan predetermines actions and preparations to make before and during Isthmus Wurst Oktoberfest in response to any emergency. These actions may be taken by the organizers, staff, security, and attendees. This plan is flexible to include but are not limited to, fire, medical emergencies, severe weather or any situation involving law enforcement. The possibility of an occurrence of an emergency is present at any outdoor event.

### **SECURITY**

Isthmus has contracted with RTM to provide protection services to keep the event contained and to manage crowd control. A limited number of tickets will be sold as to prevent overcrowding. Security will also check ID's and monitor alcohol to be sure that it is contained inside the fenced in event area. 5 RTM Security guards and 1 RTM manager for Friday, September 12 from 4:00 PM – 10:30 PM

## **FIRST AID OR MEDICAL EMERGENCY**

There will be a first aid kit inside the Isthmus Information booth if there is a minor injury. However if there is a serious medical emergency volunteers and staff will be advised accordingly:

1. If a person is seriously injured or becomes violently ill and requires medical attention, they should dial 911. Staff will be advised not to drive/move the ill or injured person for medical assistance.
2. Volunteers will provide minor first aid as possible. In all injuries of serious nature, such as a fall, broken limbs, unconsciousness, etc., staff will be advised that the injured should NOT be moved. They will wait for the paramedics and make the injured person as comfortable as possible.
3. Volunteers will obtain the name of the injured person, and inform the person that help is coming. They will notify Janell Palmer, Event Manager or Courtney Lovas, Event Coordinator of the situation and location of the injured person and if medical personal is on the way. If serious, Janell Palmer will attempt to notify the MAPD of the situation.
4. Volunteers will be asked to clear the area of bystanders in a quick, calm, assertive, and polite manner, and clear the area of any obstacle that may be in the path of the paramedics/EMS crew.
5. Staff will attempt to obtain the contact information of the injured person and that of one witness.
6. In the event that the injured person wishes to file a claim, staff will have them contact Kathy Bailey Isthmus Administrator. The staff person will obtain the name of the injured person and a witness.

## **LOST CHILDREN OR ADULTS**

The Isthmus Information booth will be used as a Designated lost adult/child area. In the event that an individual becomes lost or separated from friends/family, all staff will be advised to escort the missing person to the designated area.

Staff will be asked to follow these instructions:

1. If you are relaying a report of a lost person, please give a full description including the missing person's name, height, weight, hair color, age, and clothing so security can be alerted and if necessary the City of Madison police can be also alerted.

2. If you find a lost child or adult, please do the following:

FOR LOST CHILDREN: Escort the lost child to the designated area yourself or have another staff person do so. Do not ask a volunteer.

FOR A LOST ADULT: Direct the individual to the designated area. Use your discretion; an adult may also need an escort. Call Janell Palmer if you are very busy.

3. If someone is looking for a reported lost child or adult, check the following areas first:

- Restrooms outside of the Great Lawn
- Central Park areas outside of the fenced in area.

4. Once a lost person is reunited with their friends/family, communicate the good news via the PA system so that we may call off the search.



## **COMMUNICATION TO STAFF AND VOLUNTEERS**

All volunteers and staff will be advised to report to the nearest security guard or the Isthmus information booth if there is any form of emergency. Security and/or Isthmus event staff will call Janell Palmer and if necessary she will call 911 or make an announcement through the PA to inform all staff, volunteers and attendees of necessary action. Volunteers will be instructed to use their discretion about whether to 911 immediately.

## **SEVERE WEATHER**

Janell Palmer, Event Manager, is in charge of monitoring weather conditions. Weather forecasts and current conditions will be monitored through WeatherUnderground and AccuWeather.

**PRE-EVENT:** If severe weather is predicted prior to the event a decision will be made to determine to cancel or postpone the event.

### **DURING EVENT:**

If questionable weather begins to occur during the event, a decisions will be made to determine if the event will remain open. If the weather is considered a weather emergency an announcement will be made via the PA to notify all attendees that a hazardous weather condition exists and everyone should seek shelter immediately.

### **LIGHTNING:**

Janell Palmer will be watching and listening for lightning-related danger including darkening skies, flashes of lightning, or increased wind. If a lightning related danger is present an announcement will be made to seek shelter immediately.

## **FIRE/FIRE SAFETY**

No specific hazard has been identified as an increased risk of fire at this event but Portable Fire Extinguishers will be available at the Isthmus booth.

All vendors are advised in writing, before the event, to comply with the Madison Fire Department rules and Temporary Vendor Compliance Guidelines. These guidelines state: "All open flame, hot surface or grease producing cooking shall be conducted a safe distance away from any tent. No cooking shall be conducted inside or under a tent."

## **ACCESSIBILITY**

The event will take place on a grassy lawn that is accessible for all individuals. Additionally there will be a handicapped accessible portable restroom onsite.

## **CLEAN-UP AND TRASH**

Trash and recycling receptacles will be placed throughout the park site. Disposal of trash will be at attendee discretion and discarding refuse on the lawn will be highly discouraged. Volunteers will be monitoring trash removal and cleaning up the event site during and after the event. Dumpsters will be ordered accordingly.