

PARK EVENT PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Wheels and Reels
Park Requested: Central Park Date Requested: 8-15 Estimated Attendance: 4300

EVENT ORGANIZER/SPONSOR INFORMATION

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

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

OPTIONAL: Federal Tax Exempt Number: _____

Primary Contact: Ann Marie Marm Work Phone: (608) 692-6359
Address: 8207 Mansion Hill Ave Madison Phone During Event: (608) 692-6359
Email: annmarie@revuemadison.com FAX: _____
Organization or Event Website: www.wheelsandreelsmadison.com

EVENT SCHEDULE

Date(s) of Event: 8-15 Event Start and End Times: 6 PM - 10 PM
Rain Date (if any): NA Set-Up Start Time: 10 AM
Take-Down Start Time and End Times: 12 AM

Does this require time in the park the day before your event? Yes No
If Yes, provide details of times and area requested: _____

Are you requesting use of the park shelter? restrooms Yes No

PERMITS

Will you have amplified sound at this event? Yes No
(If Yes, please fill out an Amplification Permit Application.)

Will you sell anything in the park? Yes No
(If Yes, please fill out a Park Event Vending Permit Application.)

Will you serve any food or beverage? Yes No
If Yes, what: TBD

Will you sell beer/wine? Yes No
(If Yes, please fill out a Beer/Wine Sales Permit Application.)

Will you put up any temporary structures, such as tents, stages, inflatables, dunk tanks? Yes No
(If Yes, please fill out a Park Event Temporary Structure Permit Application.
Note that permits are not required for 10' x 10' pop-up tents.)

APPLICATION SIGNATURE

The applicant for a Park Event Permit shall agree to indemnify, defend, and hold the City and its officers, officials, 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 granted.

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.

Applicant Signature [Signature]

Date 8-24-15



Park Event Narrative

BYOB! Bring Your Own Bike. Taking inspiration from the “good old days” of drive-in movies, Rêve, a local event production firm, is bringing back an outdoor movie experience- but with a twist. The Madison area welcomes a new summer tradition: a cycle-in movie series.

Wheels and Reels had its inaugural year in the form of a series last summer in Fitchburg. We now hope to bring Wheels and Reels to Madison! Our aim is to celebrate Madison’s loud and proud cycling community. The proposed date is Saturday, August 1st at Central Park.

Guests are invited to start arriving at 6pm to claim their spot on the lawn, snack on delicious items from local food vendors and enjoy drinks at the ‘Biker Bar’, featuring local beer. Among other pre-show activities, participants are invited to play lawn games and participate in other fun entertainment. Movies are scheduled to start at sunset and will be projected on a 30-foot cinema screen for an authentic drive-in theatre experience.





Wheels and Reels Event Schedule

Central Park

August 1st, 2015

10:00 AM	Setup Begins at Central Park <ul style="list-style-type: none">a) Snow fence upb) Small tents (10x10) up (as needed)c) Bike racks in placed) Generator in place (as needed)
4:30 PM	Cinema Company arrives and begins setup Musicians arrive (TBD) and begin setup
4:00 PM	Beer Vendor arrives
4:30 PM	Sponsors arrive and set up tents (10x10)
5:00 PM	Food Vendors arrive
5:30 PM	Security team arrives
6:00 PM	Event Begins Bar Opens Food Vendors Begin Selling Food Music Begins
8:00 PM	Music Ends Announcement Made
8:15 PM	Movie Begins
9:45 PM	Movie Ends Bar Closes Food/Beer Vendors Pack Up
10:00 PM	Event Ends

Clean Up Begins
Food/Beer Vendors Leave
Sponsors Leave

12:00 AM

Clean Up Concludes at Central Park

WHEELS AND REELS SITE MAP

E Main St

S Ingersoll St

S Ingersoll St

S Ingersoll St

RESTROOMS

Ⓣ Ⓡ

BIKE RACK
BIKE RACK
BIKE RACK
BIKE RACK

Ⓣ Ⓡ

Central Park
STORAGE

FOOD VENDORS

SPONSOR TENTS

BAR

FENCING FOR ALCOHOL CONTAINMENT

CINEMA SCREEN

E Wilson St

E Wilson St

E Wilson St

cat Pet Supplies

Luke House
Roman Candle

Strike A Pose Photo Booths

Google

RP's Pasta

n St

Williamson St

Williamson St

Williar

Nature's Bakery

Broom Street

El Sah

Map

- Ⓣ TRASH BARREL
- Ⓡ RECYCLING



Clean-up and Recycling Plan

We will have 8 trash barrels and 4 recycling barrels placed around the park to keep the area clean.

2 staff members will be assigned to do rounds on the grounds every 20 minutes to clean up stray litter. They will also be asked to check on the trash levels.

We will be using the city barrels.

At the end of the night, the grounds will be left in better condition than they were found.

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 obeying Ordinance restrictions on the volume of sound. 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.

Do you have public amplification planned for your event?
If Yes, please continue. If No, skip this form.

Yes No

EVENT INFORMATION

Name of Event: Wheels and Reels

Contact Person: Ann Marie Martha

Park: Central Park Date: 8-1-15

Type of Amplified Sound:

^{TBD} Band DJ Sound System Speeches/Announcements Karaoke

Other (please specify): _____

Times of Sound: 6PM-9:45 PM To: _____

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.

PARK EVENT EQUIPMENT REQUEST

Do you have a need for trash barrels and/or dumpsters?
If Yes, please continue. If No, skip this form.

Yes No

Please indicate your trash barrel needs:

8 barrel minimum: \$12.50 per barrel

8 x trash barrels.
4 x recycling barrels

Please indicate your dumpster needs:

per Dumpster, per Tip: \$284.36

None -