



Park Event Application GENERAL INFORMATION

play
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

EVENT INFORMATION

Name of Event: Picnic in the Park
 Park Requested: Hoyt Park Estimated Attendance: 300
 Type of Event (run/walk, fundraiser, festival, etc): Fundraiser

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: 266-4339
 Address: 1402 Wingra Creek Pkwy 53715 Phone During Event: 333-3369
 Email: sfranklin@cityofmadison.com
 Organization or Event Website: madisonparksfoundation.org

EVENT SCHEDULE

Date(s) of Event: Oct 28, 2017 Event Start and End Times: 4-10 pm
 Rain Date (if any): _____ Set-Up/Take-Down Start/End Times: _____
 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: 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 8/31/17



Park Event Application

NARRATIVE & SCHEDULE



Please provide a brief narrative of the event.

This event will be the same as last year only in a different park. The purpose is to engage the attendees with the history of our great park system hopefully inspiring them to support our 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

EXAMPLE 8:00 a.m.	EXAMPLE Setup
Wed 25 th - Fri 27 th 8:00a - 6:00p	Event Setup - Event Essentials on site Supervising & executing
Sat 28 th 8:00a 3:00p 4:00p 6:00p 8:00p 10:00p	Event Final Touches - Potable Restroom Delivery & Floral Valet Parking Arrival Guest Arrival, Cocktails Seating for Dinner / Dinner Service Program Event Conclusion
Sun 29 th 8:00a - 5:00p Mon 30 th	Event Tear down & Pick up Any Cleanup not able to finish at the 29 th





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 may call Diggers Hotline up to 30 days and no less than 10 business 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	1	12 x 24' under the tent
Tent	4	1-60x160, 1-60x80, 1-Marquee, 1-20x40
Trailer	1	Restroom Trailer
Inflatable	0	
Other	0	

- Company installing the structure(s): A to Z Rentall



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?

Parking - using MSCK parking lot & valet service

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

See attached



Park Event Application CLEANUP AND RECYCLING



Will you be providing your own receptacles?

Yes

No

If yes, which receptacles and how many?

Recycling Bins: _____

Trash Bins: _____

Dumpsters: _____

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

Will you be renting additional Parks receptacles?

Yes

No

If Yes, please continue. If No, skip the remainder of this form.

Event/Name of Group: Picnic in the Park

Park Name: Hoyt

Please indicate quantity of trash barrels: 8

8 barrel minimum: Each increment of up to 8 barrels \$150

Please indicate quantity of dumpsters: _____

per dumpster, and per tip: \$300



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 Oct 28, 2017 at Hoyt Park
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.
- 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		Cell:
Secondary Contact		Cell:
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



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: Hoyt Park

Public Contact Phone: Stephanie Franklin 608-266-4339

Website: www.Madisonpicnicinthepark.com

Admission Cost: \$135 per person / \$1,000 table of 8

Date of Event: October 28, 2017

Beginning/End Time of Event: 4-10 pm

Two sentence description of event:

Picnic in the Park has been created through the partnership of Event Essentials and the Madison Parks Foundation, with the intention of cultivating an experience unlike any other while calling awareness to the deeply rooted history of the Madison Parks.