

Park Event Application—Page 1

GENERAL INFORMATION

Are you applying for a NEW park event? NO

Are you applying for a returning park event with significant changes? NO

EVENT INFORMATION

Name of Event: Fete de Marquette Park Requested: McPike

Est. Attendance: 1,500 to 3,000 Daily Type of Event: Festival which functions as a celebration of place and Fundraiser for the Wil-Mar Center.

EVENT ORGANIZER/PRODUCER INFORMATION

Name of Organization: Wil-Mar Neighborhood Center, Inc.

Is Organization a 501©(3) yes

Tax Exemption Number: EIN: 39-1796793 / CES: 008-0000082419-05

Primary Contact: Gary Kallas Work Phone: 608-257-4576 Email: garyk@wil-mar.org
Address: 504 S. Brearly St Phone During Event: 608-235-2925 Website: wil-mar.org

SET-UP and EVENT SCHEDULE

| DATE | ACTIVITY | HOURS | NOTES: |
|--------------------|-----------------------------------|-------------------------------|---|
| Sunday, July 7 | Minor set-up of Security Lighting | 9 am to 2 pm | Lighting does not prevent staff from cutting grass. |
| Monday, July 8 | Minor set-up, on the edges | 9 am to 11 am | |
| Tuesday, July 9 | Set-up Begins-Tents go Up | 10 am to 8 pm | We provide overnight security and have come to an agreement with the Tuesday Farmers' Market whereby the market can be held while we do our work and not infringe on the market. |
| Wednesday, July 10 | Set-Up Continues | 10 am to 10 pm | 8 am Ingersoll Street Closes Complete barricade plan is attached. |
| Thursday, July 11 | Set-up & First Day | 9 am to 4 pm 4 pm to 10 pm | Set-up Continues Event/Music Ends at 10 pm |
| Friday, July 12 | 2 nd Day | 4 pm to 11 pm | Event/Music Ends at 10:45 |
| Saturday, July 13 | 3 rd Day | Noon to 11 pm | Event/Music Ends at 10:45 |
| Sunday, July 14 | 4 th Day | 11 am to 8 pm | Final Event Day |
| Monday, July 15 | Strike | 10 am to 4 pm | Strike the Event |

Will you have amplified music at the event? Yes
Will you have temporary structures? Yes
Will you sell anything during the event? Yes
Will you serve food at this event? Yes
Will you sell alcohol at the event? Yes

APPLICATION SIGNATURE

The applicant for a park 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.

Gary Kallas
Applicant Signature

2/29/2024
Date

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NARRATIVE AND SCHEDULE

PLEASE PROVIDE A BRIEF NARRATIVE OF THE EVENT

Since inception, the mission of Fete de Marquette has remained the same i.e., become our eastside community's premier celebration of place while also raising funds to support programs and services offered by the Wil-Mar Neighborhood Center.

Additionally, it's been Fete objective to promote small and minority owned businesses through providing Fete vending opportunities and first-time employment opportunities for youth through employing teens at Fete and other eastside events the Wil-Mar Center participates in.

We are proud to note that in terms of these objectives and more, we have been remarkably successful!

A final thought, during the 2-year pandemic shutdown of Fete, we are proud to note that the Wil-Mar Center maintained much of financial health through appealing to Friends of Fete for support. These Friends were instrumental in making our financial model work when we staged Fete and were just as instrumental in keeping Wil-Mar afloat during the 2-year shutdown.

SET-UP and EVENT SCHEDULE

| DATE | ACTIVITY | HOURS | NOTES: |
|--------------------|-------------------------------------|-------------------------------|--|
| Sunday, July 7 | Minor set-up incl Security Lighting | 9 am to 2 pm | |
| Monday, July 8 | Minor set-up | 9 am to 2 pm | |
| Tuesday, July 9 | Major Set-up Begins-Tents | 10 am to 8 pm | Set layout grid, pick-up up show power key, set event maintenance tent area. We provide overnight security and have come to an agreement with the Tuesday Farmers' Market whereby the market can be held while we do our work and not infringe on the market. |
| Wednesday, July 10 | Set-Up Continues | 8 am to 10 pm | Ingersoll Street from Wilson to Main Closes at 8 am. |
| Thursday, July 11 | Set-up & First Day | 9 am to 4 pm 4 pm to 10 pm | Set-up Continues Event/Music Ends at 10 pm |
| Friday, July 12 | 2 nd Day | 4 pm to 11 pm | Brearily Street from Williamson to Main Closes at Noon. Event/Music Ends at 10:45 |
| Saturday, July 13 | 3 rd Day | Noon to 11 pm | Event/Music Ends at 10:45 |
| Sunday, July 14 | 4 th Day | 11 am to 8 pm | Final Event Day |
| Monday, July 15 | Strike | 10 am to 4 pm | Strike the Event |

Note:

The 18-year staging of the Fete calls for ending Friday and Saturday nights at 11 pm with amplified music scheduled to end 15 minutes short of scheduled closing time each night. These closing times have propelled Fete de Marquette to being Madison's favorite summer event while also being a critical component of our business (financial) model. Indeed, we have already scheduled artists assuming this model has long been accepted by our community. Our alderperson supports us; our neighborhood association supports us and more importantly, the vast swath of our community members supports us.

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SITE MAP

Please attach a site map

Site map is attached.

What impact do you anticipate your event will have on the residents/businesses in the area surrounding the park? Consider things such as noise, parking, traffic, etc. What plans do you have to minimize these impacts?

In 2006, Fete de Marquette was established to great fanfare and considerable support from community leaders and residents. When we launched Fete, we set a 11 pm closing time which was outside the norm for community events in city parks or city streets. Fete received 26 noise complaints that first night and 21 on the second night. It's long been suspected that many of the 2nd night of complaints were also first night callers.

Between the years of 2007 and 2013, Fete continued to close each night at 11 pm and for the most part continued to hear from roughly the same dozen community members with one major difference; most of the "complaints" were not directed to government bodies, but rather made directly to our office or in other community settings. A related point of reference, many of these complainants were also donors to the Wil-Mar Center.

In 2014, Fete returned to what was then known as Central Park and until Breese's Stevens began to hold concerts, Fete functioned in relative complaint-free tranquility. Once the issue of decibel level mandates became a topic brought about by the concerts, Fete was thrust back into a focus of attention.

An additional related point of interest. At the peak of the controversy that resulted in one of the largest turnouts for a Park's Commission meeting, roughly 2 dozen people showed up to voice support for having the DBA requirement at McPike Park set at 95. And many of those were folks who were part of the original 26 complainants from Fete's first-ever event in 2006! Fete's position was to be treated the same as Breese Stevens, i.e. DBA at 100.

In the interest of compromise, Fete accepted a 95DBA at the front of house soundboard in addition to scaling back closing hours on Thursday/Sunday nights from 11 to 10, and further made a tweak to end music on Friday and Saturday nights from 11:00 to 10:45. In so doing, Fete was able to keep most of its successful business model intact.

Other steps Fete takes to minimize impacts include: we enforce a no parking policy along Few Street between the Park and Williamson Street; we have our private security people take walks into the immediate neighborhoods around the Park, we have our grounds crew walk these same neighborhoods and pick up trash, and we have made arrangements with our business neighbors Research Products and Warren LLC, to allow for Fete exhibitor parking on their lots.

And new for 2024, our overnight security crew will be stationed in the park section from Ingersoll to Brearly rather than Ingersoll to the skatepark. This change is to minimize any noise out in front of the apartment building on Wilson.

In summation, our model works, our model supports the programs and services of the Wil-Mar Neighborhood Center, our model has the support of the vast majority of area residents and in all of this, our model promotes a key and positively growing City of Madison Isthmus community!

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CLEANUP AND RECYCLING

Will you be providing your own receptacles?

YES

If yes, which receptacles and how many?

Recycling Bins: 25

Trash Bins: 50

Dumpsters: 0

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

We provide our own recycling and trash bins.

Will you be renting additional Park receptacles?

No

Event/Name of Group:

Fete de Marquette c/o Wil-Mar Neighborhood Center

Park Name:

McPike Park

Please indicate number

of trash barrels: 0

Please indicate number

of dumpsters: 4

(please see attachment for dumpster delivering/pick-up dates and location)

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EMERGENCY ACTION PLAN

Event Name: Fete de Marquette

Event Dates: July 11 through July 14

Location: McPike Park

| Primary Contact: | Secondary Contact: | EMS (on Site All Times) | Retained Outside EMS Staff |
|-------------------------------|---------------------------------|---------------------------------|---|
| Gary Kallas (608) 235-2925 | Tony Anderson (608) 213-4735 | Devin Abshere (608) 228-9692 | Jam Care Medical Will provide contact information to retained MPD staff at event. |

Notification:

We will always have two (2) EMS on Site and four (4) during evening hours.

We will always have uniform security on site.

We will have 8 event leaders, 1 Off-Duty Police Officer and EMS staff equipped with two-way radios.

Severe Weather or Other EAP announcements:

This event will follow the 30/30 rule for lightning and will make public announcements as needed.

This event will maintain emergency 20' lanes throughout the event site by closing public access to the paths surrounding the show section of the park i.e. Ingersoll to the Skatepark.

We retain both public (off-duty officers) and private security staff. At all times a minimum combined 9 uniform security staff are on-site. In addition, our Fete committee consists of over 50 community members, and most are experienced with previous events. Every featured activity is staffed by experienced, seasoned Fete community members. **Most security matters are addressed by these community members.**

Finally, Fete is equipped to communicate instantly with all event PA system personnel, EMS staff, private security and on-site MPD staff. We have motorized (golf car) capacity to move from one end of the grounds to the other in less than a minute. All staff listed, whether privately retained or public officials like MPD police staff, are aware circumstances impacting public safety can go sideways requiring emergency measures up to and including shutting the event down.

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INSURANCE & MARKETING

The required insurance is on file in the City's Risk Management Office.

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MARKETING

Official Name of Event: Fete de Marquette

Park Location: McPike Park

Public Contact Phone: Wil-Mar Neighborhood Center / 608-257-4576

Website: wil-mar.org

Admission: FREE

Date(s) of Event: Thursday, July 11
4 pm to 10 pm

Friday, July 12
4:30 to 11 pm

Saturday, July 13
Noon to 11 pm

Sunday, July 14
Noon to 8 pm

Fete de Marquette is Madison's largest FREE admission celebration of place where music, food, drinks and kid's activities all come together to offer something for everyone!

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AMPLIFICATION & TEMPORARY STRUCTURE PERMIT

Will there be amplification at the event? YES

Event/Name of Group: Fete de Marquette c/o Wil-Mar Neighborhood Center

Type of Amplified Sound: Bands

| DATE | EVENT HOURS | SOUND BEGINS | SOUND ENDS |
|-------------------|---------------|--------------|------------|
| Thursday, July 11 | 4 pm to 10 pm | 4:30 pm | 10:00 pm |
| Friday, July 12 | 4:30 to 11 pm | 5:00 pm | 10:45 pm |
| Saturday, July 13 | Noon to 11 pm | 12:00 pm | 10:45 pm |
| Sunday, July 14 | Noon to 8 pm | 12:00 pm | 8:00 pm |

Fete de Marquette maintains lengthy 45 minute breaks between artists shows.

Fete de Marquette begins Saturday and Sunday shows with nearly a cabaret level sound impact.

TEMPORARY STRUCTURE

Will Temporary structures be set up at the event? YES

Event/Name of Group: Fete de Marquette c/o Wil-Mar Neighborhood Center

Temporary Structure Information:

| STRUCTURE | QUANTITY | SIZE AND/OR DIMENSION |
|---------------|----------|---|
| Staging | 1 | SL250 Stage 24 x 32 |
| Tent(s) | 2 | 40' x 60' |
| | 3 | 20' x 40' |
| Inflatable(s) | 3 | Various, vendor provided and staffed bounce houses. |

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VENDING PERMITS

Will vending of any type occur at your event?

YES

Event/Name of Group:

Fete de Marquette c/o Wil-Mar Neighborhood Center

Permit Type:

Vending—Multiple Vendors

How many vendors will be at the event?

9 to 13

Will Beer/Wine be sold at the event?

Yes

Have you applied for the Temporary Class “B” Retailers License?

Not Yet, Sometime in March

Application Date

March 2024

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SUBMISSION

SUBMIT TO

City of Madison Parks Division

210 Martin Luther King Jr. Blvd. / Room 104

DATE SUBMITTED:

2/29/2024