



# 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  
 We are requesting vending permit for Olin Park

### EVENT INFORMATION

Name of Event: Reebok Fit Barge

Park Requested: Brittingham; Olin Park Estimated Attendance: 1,000+

Type of Event (run/walk, fundraiser, festival, etc): Lake and Fitness Activation

### EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: Brittingham Boats, LLC & Reebok International

LTD. \_\_\_\_\_

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

MANDATORY: State Sales Tax Exemption Number: ES#: \_\_\_\_\_

**Brittingham Boats** Primary Contact: Tyler Leeper Work Phone: 608-250-2555

Address: (Mailing) 824 Knickerbocker St. Phone During Event: 608-695-8444

Email: tyler@madisonboats.com Organization or Event Website: www.madisonboats.com

**Reebok** Primary Contact: Matthew Powell Work Phone: 781-708-6014

Address: 25 Drydock Ave, Boston Ma 02210 Phone During Event: 781-708-6014

Email: matt.powell@reebok.com Organization or Event Website: Reebok

### EVENT SCHEDULE

Date(s) of Event: 7/23/19 – 8/7/19

Event Start and End Times: 6:30 am to 9 pm (10 pm on 7/28/19, and 11:00 pm on 8/2/19)

Rain Date (if any): -None Set-Up/Take-Down Start/End Times: Set Up 7/23-7/28;

Take Down 8/6-8/7, 2019

Does this require time in the park the day before your event?  Yes  No

*If Yes, provide details of times and area requested: Fit Barge @ Olin: We request access the ability to stage equipment at Olin Park on 7/23 for the preparation of the launch of the barges on 7/23. We will need to block off a portion of the boat launch however 4 of the 6 launches will remain open and only 8 trailer parking spots will be affected. We request shuttle access of equipment and supplies from Olin Launch on the 25-28<sup>th</sup>. For takedown we request access for equipment and supplies on August 6<sup>th</sup> and 7<sup>th</sup> and removal of barges on August 7<sup>th</sup>.*

### 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



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## GENERAL INFORMATION



*If yes, please fill out a Vending Permit Application (page 15)*

Will you serve any food at this event? Yes  X No   
*If yes, what will be served:*

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 \_\_\_\_\_



# Park Event Application

## SITE MAP



### Please provide a brief narrative of the event.

Brittingham and Reebok are requesting use of Olin Park and Brittingham Park to facilitate access and use of the Fit Barge in which we will be offering a series of free programs and activities over the course of 8 days. This is a return of the 2018 successful event with modifications of reducing the number of event days by 3, reducing the entertainment of live music, and the increase of providing boat rentals and merchandise sales from Olin Park.

The focus of the Fit Barge is to activate our lakes and create an attraction that focuses on fitness and outdoor recreation. We will be building an approximately 40'x68' floating lounge and activity platform that will be anchored in Lake Monona for the duration of the event. Brittingham Boats will help people access the Fit Barge by offering pontoon boat shuttles and paddle craft access. Reebok and Brittingham Boats will offer a series of FREE fitness classes from yoga and boot camp to SUP Polo. Our goal is to further solidify Madison as one of the fittest cities in America.

We are excited to be partnering with Reebok for a second year to activate Brittingham and Olin Park and bring programming and attention to healthy and fun programming. 2018 was a learning year but by all feedback and review a great success. We are excited to again engage our local community, activate our lakes, and highlight our city and our parks on an international stage.

In addition to regular activity at Brittingham Boats, we are also requesting use of Olin Park to launch and provide shuttle support to the Fit Barge. We also request a pontoon shuttle to the Fit Barge from Olin Park so people of all abilities can experience and enjoy the Fit Barge and to facilitate easy access for event participants.

THE 2019 FIT BARGE will operate the same as 2018 with minor adjustments.

- First days of programming will be shortened by one official day and little to no programming will be on Saturday the 27<sup>th</sup> and Sunday the 28<sup>th</sup>, reducing the overall impact of the event.
- Second: We are not going to have any amplified sound in the parks at either Brittingham or Olin Park, again reducing the impact of the event.
- Third we will be offering boat rentals from Olin Park Beach as a way to encourage more paddle craft and simplification of access for the Fit Barge.
- Fourth we will be offering Fit Barge and Reebok items for sale at Olin Park. Both the Olin rentals and the merchandise are further outlined in the vending permit.
- Fifth, we have extended our request for use of Olin Park to support the Build and Deconstruct of the Fit Barge. In 2018 we had great weather and were able to build and deconstruct well within our planned dates and times. In recognition of greater extreme weather we have extended our request of Olin Park to accommodate any delays.

We believe that these changes will reduce the impact of the event, increase access and attendance, and keep the focus on healthy, free fitness programming.

***As a point of clarification; The Reebok Fit Barge is done through a partnership with Reebok International LTD. and Brittingham Boats, LLC. The Fit Barge will be at the same time as the "Reebok CrossFit Games"; however, the Fit Barge is not associated with or part of the Reebok CrossFit Games or CrossFit. We understand that CrossFit has reserved Olin Park and that our use of Olin Park is dependent on receiving permission from CrossFit to use the park when they are not using it. We are currently in communications with CrossFit to receive a letter of consent from them.***



# Park Event Application

## SITE MAP



### 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

| <b>Olin Park Schedule</b>   |   |
|---|---|
| <b>Barge Build</b>  |   |
| Tuesday, 7/23/19  | Delivery of equipment for Wednesdays Load. (Request Three Trailer Parking Spaces – See attachment on Olin Boat Launch Map and Plan)   |
| Wednesday, 7/24/19  | Delivery of the rest of the equipment and the launch of barges. (Request an additional 5 trailer spaces for a total of 8 trailer parking spaces requested. See attachment on Olin Boat Launch Map and Plan)   |
| 7 am  | Arrival of Barges and Crane: Crane will position close to water and unload barges directly into the water.  |
| 8 am – 4 pm   | Loading of Barges, equipment and materials pulling barges to their mooring.   |
| 4-8 pm  | Buffer time for unexpected weather or complications.  |
| 8 pm  | All equipment out of Olin Park  |
| Thursday 7/25/19 through Sunday 7/28/19                                 | Construction of Fit Barge in the Lake   |
| 8 am to 7 pm  | Regular Shuttling of personnel and materials to barge via one or two construction boats. Likely to have approximately one shuttle per hour with loading taking about 15 minutes (similar to a regular boat) with more shuttles first thing in the morning and as we wrap up in the evening. No closure required.  |
| <b>Fit Barge Event</b>  |   |
| Saturday 7/27/19 & Sunday 7/28/19                                       | For the weekend we are planning significantly reduced programming as the fitness programming will start on Monday the 29 <sup>th</sup> . We would request ability to shuttle participants, instructors, staff from Olin Park to the Fit Barge during the weekend.   |
| Monday 7/29/19 through Monday, 8/5/19<br>dawn to dusk<br>(6 am to 9 pm) | Our major fitness programming will start on Monday the 29 <sup>th</sup> to the 5 <sup>th</sup> and will be between the hours of 6 am and 9 pm. We request ability to shuttle people, staff, equipment between Olin Park and the Reebok Fit Barge by using the Olin Boat Launch. We would use the far East and the Far West docks as they do not have ramp access and would provide the least interference with the Olin Boat Launch. We would plan to use the East Dock unless it was being used by another boat. Load and unload time is about 10 min (less than half of a regular launch of a boat).<br><br>To help reduce parking impact staff and instructors will be instructed to park in the car parking lot on the far side of the fields or on the street. |
|   | In order to focus on environmental fitness and increase access we are requesting partial use of Olin Beach for Brittingham Boats @Olin- to provide paddle craft rentals Monday 7/29 through Monday 8/5.   |



# Park Event Application

## SITE MAP



|                                  |   |
|----------------------------------|---|
|                                  | We would also look to sell Reebok merchandise from <u>either</u> a mobile retail truck or a 20x20 pop-up tent. The 24-ft mobile truck would be parked at the Olin parking lot from 7am-8:30pm. The pop-up tent would be set up daily on the grass at Olin and would be open from 7am-8:30pm. Please see map for location of the retail setup. |
| <b>Barge Deconstruct</b>         |   |
| Tuesday 8/6/19<br>6 am to 8 pm   | De-Construct the Fit Barge begins. Regular Shuttling of personnel and materials to barge via one or two construction boats. (Request Three Trailer Parking Spaces – See attachment on Olin Boat Launch Map and Plan)  |
| Wednesday 8/7/19<br>6 am to 8 pm | De-Construct the Fit Barge Continues. Regular Shuttling of personnel and materials to barge via one or two construction boats. (Request Three Trailer Parking Spaces – See attachment on Olin Boat Launch Map and Plan)   |
| Wednesday 8/7/19                 | Removal of Barges. (Closure of two launches and 8 trailer parking spaces requested. See attachment on Olin Boat Launch Map and Plan)  |
| 6:30 am                          | Arrival of Crane and flatbed truck and loading of equipment   |
| 7:00 am – 8:00 pm                | Removing equipment and barges.  |
| 8 pm                             | All equipment out of Olin Park  |
| Friday 8/9/19                    | Last Resort Rain Date   |

|   |  |
|---|--|
| <b>Olin Park Shuttle Schedule</b>                     |  |
| 7/25 to 8/6<br>~dawn to dusk<br>(6 am to 9 pm)        | <p>We request ability to shuttle people, staff, instructors and equipment from Olin Boat Launch as necessary Again as noted above we will use the far East and the Far West docks as they do not have ramp access and would provide the least interference with the Olin Boat Launch. We would plan to use the East Dock unless it was being used by another boat. Time on dock to load and unload time is about 10 min. <i>Exact Shuttle Schedule TBD.</i></p> <p>Same as 2018 we plan to have shuttle services and a 10x10 pop-up tent at the launch to support registration.</p> <p>For 2019:<br/>We are requesting to add vending of athletic and novelty items to support the Fit Barge. Vending will be through a 20x20 pop-up tent <b>or</b> a 24-ft mobile truck.</p> <p>We are requesting use of Olin Beach to stage kayak and SUP rentals. Brittingham Boats will staff and supply the rentals. To support this a 10x20 shade tent for staff safety and check in will be down on the beach and two wayfinding flags will be on the top of the hill for wayfinding. We would plan to leave boats locked up at Olin Park overnight except for the day or days the park will be used by CrossFit.</p> |
| <b>Brittingham Park Schedule at Brittingham Boats</b> |  |
| Friday<br>7/26/19                                     | <p>Set up and Start of Fit Barge Activation at Brittingham Boats</p> <p>Minor additions to Brittingham Boats will be done to highlight the Fit Barge Including:</p> <ul style="list-style-type: none"> <li>• 20 zero gravity chairs</li> <li>• Hammocks and welcome signage along with class and event schedule</li> <li>• 2 Branded Wayfinding Flags along Proudfit Rd. (See Brittingham Map)</li> </ul>  |



# Park Event Application

## SITE MAP



|   |  |
|---|--|
|   |  |
| <p>Monday 7/29/19 to<br/>Monday 8/5/19<br/>dawn to dusk<br/>(6 am to 9 pm)</p>                                      | <p>Fit Barge is live.<br/>With the addition of paddle craft at Olin we will be providing regular services at Brittingham Boats with maybe slightly higher volumes due to the attraction.</p>   |
| <p>Special Events</p> <p>Sat. 7/27<br/>Music on Monona<br/>(Rain date 7/28)</p> <p>Fri 8/2:<br/>JAW S on Monona</p> | <p><b>“Music On Monona” July 27 with Rain Date July 28th. From 8-10 pm.</b></p> <p>For this event Brittingham Boats will coordinate rentals of paddle craft to the Fit Barge where a band will be playing from approximately 7 pm to 9 pm. The band will end at 9 pm allowing all boats to return to Brittingham and for participants to be out of the park by 10 pm when the park closes.</p> <p><u>SPECIAL REQUEST: Access to Brittingham Park after hours.</u><br/><b>8/2 Movies on Monona: Jaws!!!!</b><br/>7:00-7:30 pm Boats out<br/>8:00 pm Movie starts on Barge<br/>10:10 pm Movie Ends<br/>11:00 All boats away and everyone out of Park.</p> <p>For the Movie night no music, no structures and no activity will take place at Brittingham Boats. The activity will be from 7:30-8:30 pm when boats leave and 10:30-11 when they return. All participants will be told to be very considerate of neighborhood when leaving and head lamps and solar lanterns will lead people out of park promptly.</p> |
| <p>Community<br/>Activation &amp; Lake<br/>Education</p>  | <p>Throughout the event we will be working to include and engage local organizations. We will have additional programming to highlight our youth, lakes and education. We will be working with South District Police workouts to offer police – kid workouts, Paddle for a Purpose fundraiser for Clean Lakes Alliance.</p>  |
| <p>8/6</p>  | <p>The Fit Barge is closed and Brittingham Boats returns to regular operations.</p>  |

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?**



# Park Event Application

## SITE MAP



### **Fit Barge @ Olin Park:**

The greatest days of impact at Olin are the days we load the barges into the water on 7/23 and take them out on 8/7. During this time, we will need use of 8 trailer parking spaces for staging, and the two Western boat launches (see map). We will need to close two boat launches.

In 2018 we had no conflict with other users of the boat launches and we continue to foresee minimal impact as 4 boat launches open, all the 20 Car parking stalls and 46 trailer parking stalls open.

During the days of construction and during the event we foresee additional demand on the car parking stalls however there is additional parking by the shelter, along the street and by the fields. Our shuttles will be limited to 12 people per boat and we are expecting up to two boats running between two or three pick-ups resulting in one pick-ups about 2x per hr. We are also able to use the outside of the pier so we will not impact boat launch access during our shuttle times.

### **Fit Barge @ Brittingham Boats:**

With the addition of Paddle Craft at Olin this year we do not believe this will have a significant impact on the surrounding neighborhood. We would expect slightly elevated use through the week.

Because the primary activity is on the Fit Barge there will not be a significant or ongoing impact of amplified noise or event activity. The two days that it will be abnormal activity will be 8/2 when we will have a Movie Night: Jaws. People will leave Brittingham at 7:30 and return around 10:30 pm. On 7/27 we will be having a Music On Monona in which people will paddle out to the Fit Barge from Brittingham Boats to enjoy live music. They will return by 9:30 and be out of the park by 10 pm.

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

### **Maps Attached:**

- Fit Barge Launch and Load at Olin Park**
- Fit Barge Shuttle at Olin Park**
- Fit Barge Presence at Olin Park**

# 2019 Fit Barge Olin Launch & Load Map

Untitled layer

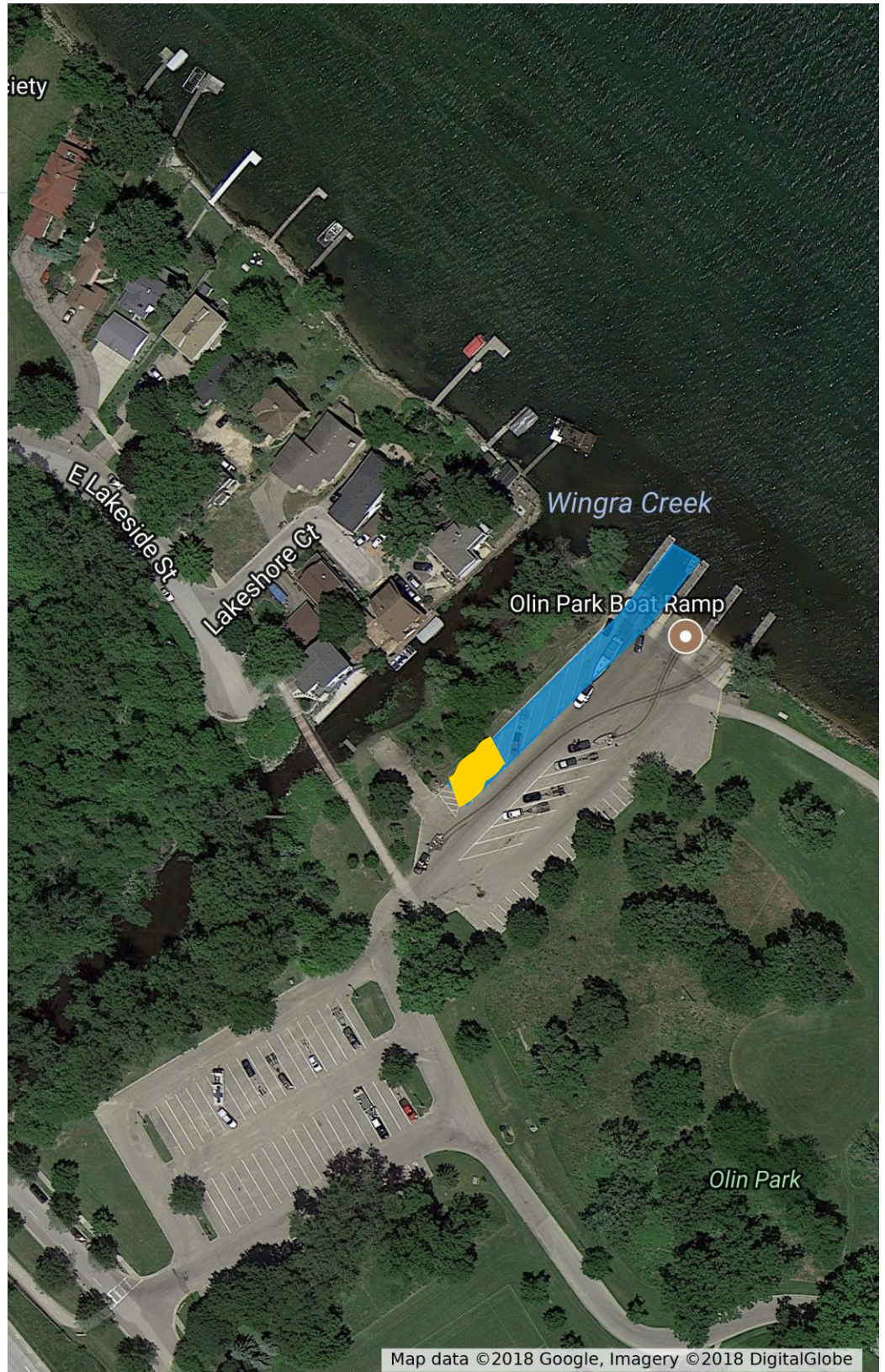


Staging and Loading area for  
Fit Barge

We are requesting the blue area to facilitate the operation of loading and removing the barges on 7/23/19 and 8/7/19. For this we would request the use of 8 car and trailer parking spaces and two of the six boat launches.

This would still leave four boat launches, 20 car parking stalls, and 46 car and trailer stalls unaffected.

We also request the yellow highlighted area for the dates of 7/23/19 to stage equipment for the loading of the barges. And again on 8/6 and 8/7 for staging equipment as we deconstruct the barges. We would not need exclusive use of any of the rest of the launches or parking lot at this time.



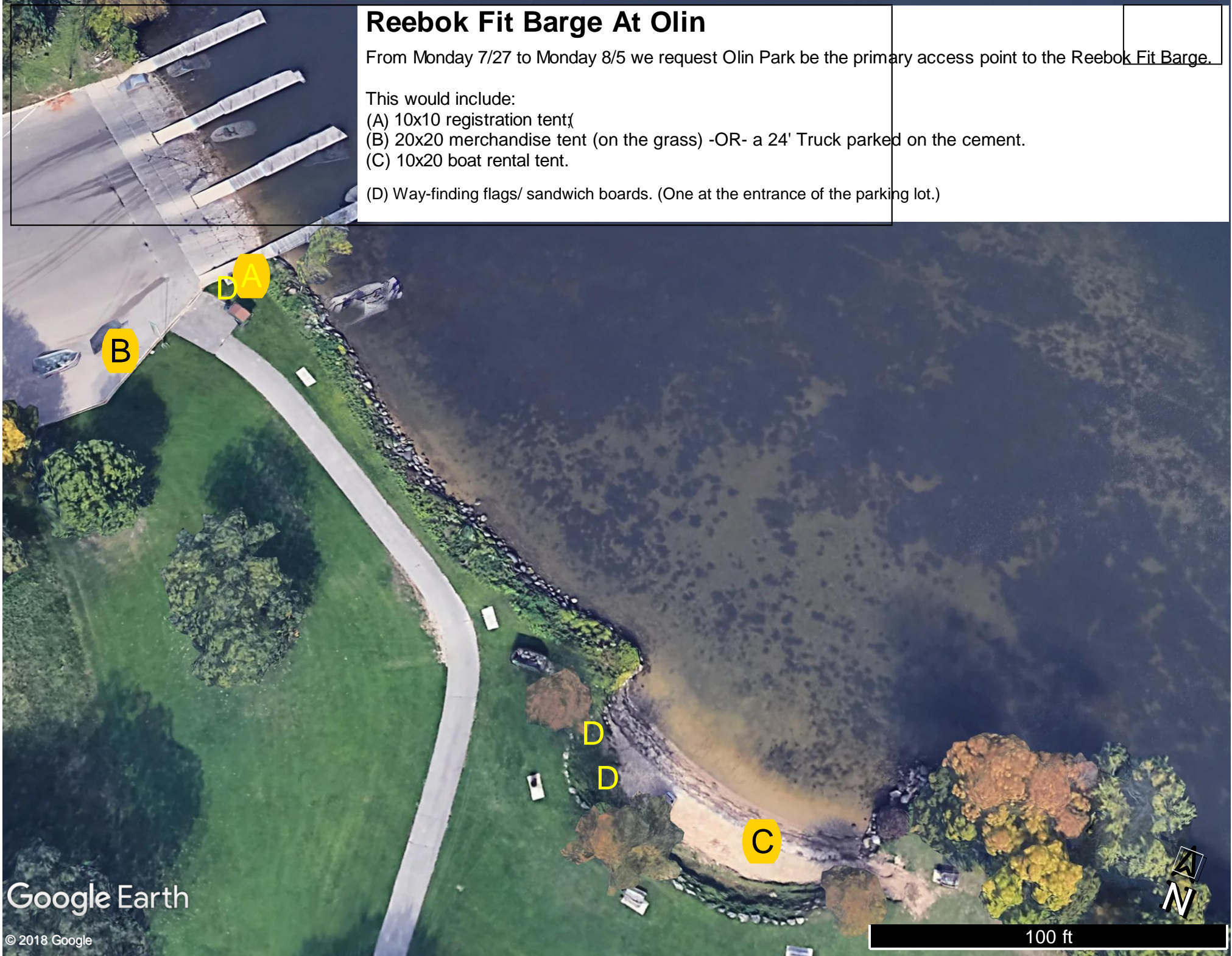


# Reebok Fit Barge At Olin

From Monday 7/27 to Monday 8/5 we request Olin Park be the primary access point to the Reebok Fit Barge.

This would include:

- (A) 10x10 registration tent
- (B) 20x20 merchandise tent (on the grass) -OR- a 24' Truck parked on the cement.
- (C) 10x20 boat rental tent.
- (D) Way-finding flags/ sandwich boards. (One at the entrance of the parking lot.)



Google Earth

© 2018 Google

100 ft

# 2019 Water Access to the Reebok Fit Barge

Untitled layer



REEBOK FIT BARGE



Paddle craft from Brittingham

Boats

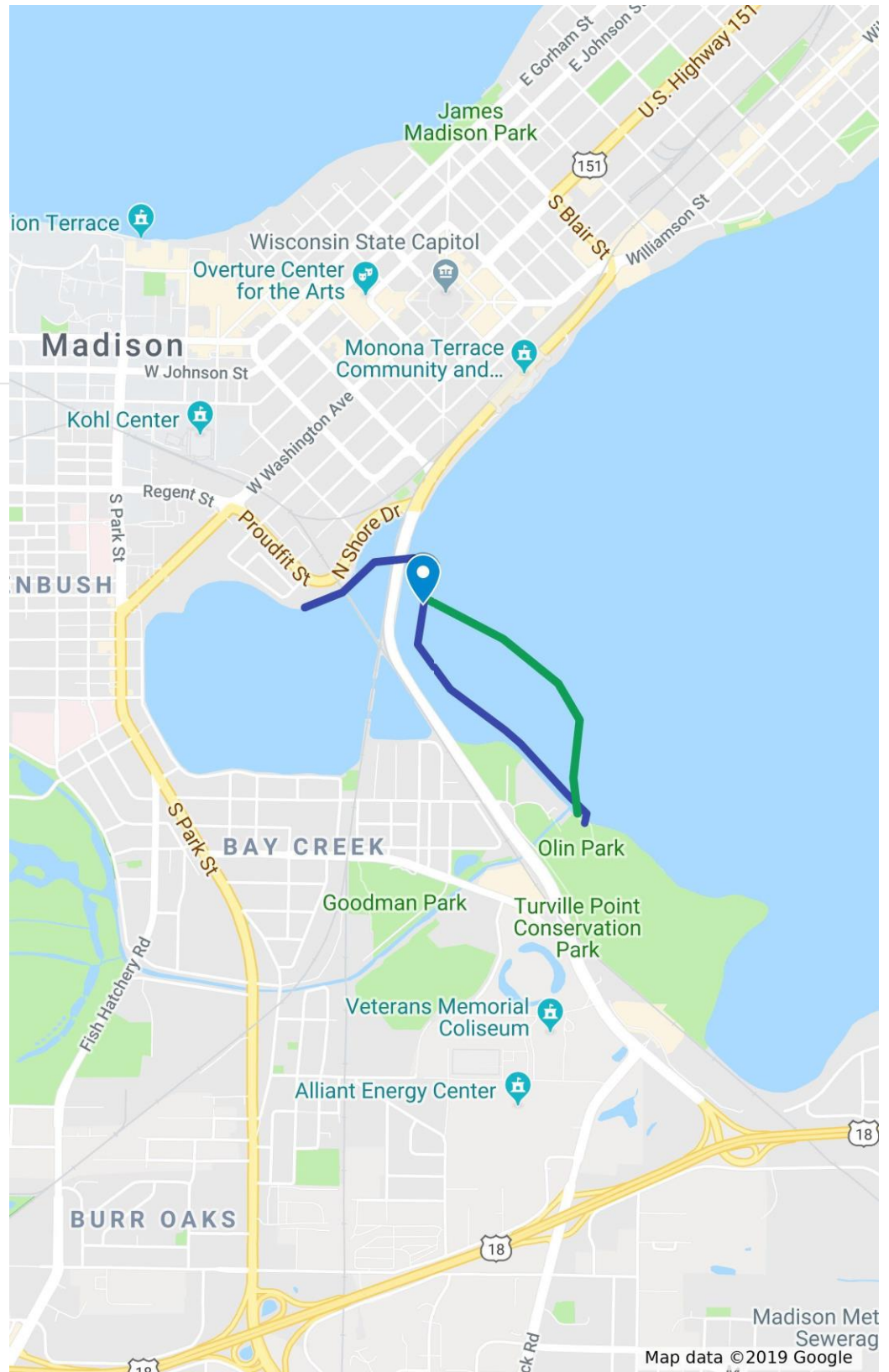


Pontoon Shuttle From Olin

Boat Launch



Paddle Craft from Olin Park





# Park Event Application CLEANUP AND RECYCLING



Will you be providing your own receptacles? Yes X No

*If yes, which receptacles and how many?*

Recycling Bins: \_\_\_\_\_ We will be using our existing waste receptacles which meet the need of 2018 event

Trash Bins: \_\_\_\_\_

Dumpsters: \_\_\_\_\_

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

Will you be renting additional Parks receptacles?  Yes X No  
*If Yes, please continue. If No, skip the remainder of this form.*

Event/Name of Group: Reebok

Park Name: Brittingham

Please indicate quantity of trash barrels: \_\_\_\_\_ 8 barrel minimum: Each increment of up to 8 barrels \$150

Please indicate quantity of dumpsters: \_\_\_\_\_ per dumpster, and per tip: \$300

**THE ONLY SUPPORT WE NEED FROM PARKS STAFF IS TO OPEN THE OLIN PARK RESTROOMS BY 6 AM AND MAKE SURE STOCKED. (Brittingham Boats can help with opening bathrooms in the am if helpful.)**



# 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

Fit Barge will be held 7/23/18 to 8/7/18 at Brittingham Boats, Olin Boat Launch.

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.



# Park Event Application

## EMERGENCY ACTION PLAN



3. If cooking is intended, you must contact the fire department and -
  - 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   | Tyler Leeper for Brittingham Boats | Cell: 608-695-8444 |
| Secondary Contact | Matt Powell                        | Cell:781-708-6014  |
| 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? Yes  No   
*If Yes, please continue. If No, skip this form.* *If possible*

## 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: Reebok Fit Barge

Park Location: Brittingham Boats

Public Contact Phone: 608-250-2555

Website: www.Madisonboats.com

Admission Cost: All events are free

Date of Event: 7/29-8/5

Beginning/End Time of Event:

Two sentence description of event:

**Reebok's "Fit Barge" brings Madison lake life and fitness together in the heart of Madison. The "Fit Barge" is a floating activation center that will host fitness classes, games, and live music just off John Nolen Drive on Lake Monona. This fun and unique fitness experience showcases what Madison summers are all about.**



# Park Event Application AMPLIFICATION PERMIT



**Will there be amplification at the event?**

Yes

No

*If Yes, please continue. If No, skip this form.*

By Ordinance, public amplification is not allowed in City Parks except by permission from the Parks Division. Please be considerate of park neighbors and other park users.

Event/Name of Group: \_\_\_\_\_

Type of Amplified Sound:

Band

DJ

Sound System

Speeches/Announcements

Karaoke

Other (please specify): \_\_\_\_\_

### SOUND DURATION INFORMATION

| DATE | TYPE | TIME SOUND BEGINS | TIME SOUND ENDS |
|------|------|-------------------|-----------------|
|      |      |                   |                 |

**Public Amplification permit type is determined by Parks Staff.**

#### Public Amplification Permit 1 – (PA1)

- Sound Limit: 75 dB, 150 ft from the source.
- Time Limit: Between 8 AM and 9 PM, 6 hour duration
- Permit Fee: \$60
- Additional Hour(s) between 8AM and 10PM (9PM for Shelter Reservations): \$20
- Extraordinary extension to 11 PM (requires Park Commission approval): \$50
- Special Conditions:
  - Two 6 hour permits can be purchased on a day.
  - No carryover of hours unused on one date may be applied to a second date.
  - Ranger staff will monitor events for compliance.

#### Public Amplification Permit 2 – (PA2)

- Sound Limit: 95 dB at the sound board or 100 ft from source, whichever is closer.
- Time Limit: Between 8 AM and 10 PM, 6 hour duration
- Permit Fee: \$100
- Additional Hour(s) between 8 AM and 10 PM: \$20
- Special Conditions:
  - PA1 Conditions apply
  - Ranger staff will monitor events for compliance at the perimeter and/or 125 ft from the source and at the sound board if applicable.
- **Non-compliance action**
  - A warning will be given to comply with the conditions of the permit. If a second warning is required, a citation will be issued to the responsible party for violation of MGO 8.29. A third violation will result in the amplification being ordered to cease immediately.



# 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](http://www.cityofmadison.com/fire/code/dolNeedAPermit.cfm), (608) 266-4457.

Event/Name of Group: Fit Barge

### TEMPORARY STRUCTURE INFORMATION

- What type of temporary structure do you plan to have?

| TEMPORARY STRUCTURE                               | QUANTITY | SIZE AND/OR DIMENSION                  |
|---|----------|--|
| <b>FIT BARGE Shuttle Registration Tent @ Olin</b> | 1        | <b>10x10</b>                           |
| Boat Rental Support Tent                          | 1        | 10x20                                  |
| Reebok retail tent @ Olin<br>-OR-                 | 1        | 20x20 Tent<br>-OR-<br>24' Mobile Truck |

- Company installing the structure(s): Reebok/Brittingham Boats





# Park Event Application

## VENDING PERMITS



**Will vending of any type occur at your event?**

X Yes  No

*If Yes, please continue. If No, skip this form.*

Park Event Vending Permits are required to sell anything in a City Park. The fee for this license is dependent on the number of vendors and the number of days vendors will be at the event.

### Food Vendors

If a vendor is selling food, the City of Madison also requires a Temporary Food Establishment Permit which is available from the City Clerk's Office (see next page). Public Health Madison & Dane County can provide more information on this permit and their requirements for the safe handling of food.

\*Please note that food cart vendors licensed by the City to sell downtown or on other streets are still required to purchase a Park Event Vending Permit.

Event/Name of Group: Reebok/Brittingham Boats

### PERMIT TYPE

|                                     |   |  |       |
|-------------------------------------|---|--|-------|
| <input checked="" type="checkbox"/> | Vending – Single Vendor                         | Single Day                             | \$275 |
|                                     |   | Each additional day in a calendar year | \$50  |
| <input type="checkbox"/>            | Vending – Single Non-Profit                     | Single Day                             | \$75  |
|                                     |   | Each additional day in a calendar year | \$25  |
| <input type="checkbox"/>            | Vending – Multiple Vendors<br>(up to 7 vendors) | Single Day                             | \$845 |
|                                     |   | Each additional day in a calendar year | \$50  |

### VENDOR LIST

How many vendors will be at the event? **We would request to be treated as a single Vendor for the dates Monday 7/29 to Monday 8/5 when we will be offering rentals and merchandise sales.**

You will be required to submit a complete list of vendors and contact information for your event as part of your Park Event Permit Conditions.

**Will Beer/Wine be sold at the event?**

Yes  No

*If Yes, please continue. If No, skip this form.*

Alcohol (Beer/Wine) Sales Permit fee is \$700.00 for one day and \$50.00 for each additional day in a calendar year.

### Additionally, a Temporary (Picnic Beer) License is required.

Have you applied for the Temporary Class "B" Retailers License (from the City Clerk's Office)? Yes  No

Application Date: \_\_\_\_\_

### Temporary (Picnic Beer) License

The following are regulations from the City Clerk's Office. To obtain a Temporary Class "B" Retailers License, you must fill out an application from the City Clerk's Office, 210 Martin Luther King, Jr. Blvd., Rm. 103.

Temporary (Picnic Beer) License Application, Clerk's Office

### May be Granted and Issued only to:

- Bona fide clubs that have been in existence for at least 6 months prior to the date of application.
- State, county, or local fair associations or agricultural societies.
- Church, lodge, or society that has been in existence for not less than 6 month prior to the date of application.