



PARK EVENT PERMIT APPLICATION



CONTACT INFORMATION

Name of Event: _____

Event Organizer / Sponsor: _____

Organization / Sponsor Address: _____

Organization / Sponsor website: _____

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

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

Day-of contact info:

Primary Contact: _____ Email: _____

Work Phone: _____ Phone During Event: _____

Secondary Contact: _____ Email: _____

Work Phone: _____ Phone During Event: _____

EVENT INFORMATION

OCCURRENCE:

- One-Day Event
- Multi-Day Event (consecutive days)
- Recurring Event (weekly, monthly)

TYPE OF EVENT (select all that apply):

- Music / Concert / Festival
- Athletic Competition
- Free Community Gathering / Health Fair
- Fundraiser
- Other: _____

EVENT DATES (see page 2 for detailed schedule form)

Set Up - Date(s): _____ Event Start - Date(s): _____

Clean Up - Date(s): _____ Event End - Date(s): _____

LOCATION INFORMATION

Park Requested: _____

Requesting use of shelter: during set up during event during cleanup

Requesting use any athletic fields: Yes No Unsure

EVENT DATES (select all that apply for the event)

Annual Event? Yes No Public Amplification? Yes No

Vending? Yes No Temporary Structure? Yes No

Serving beer/wine? Yes No Selling beer/wine? Yes No

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: _____



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TEMPORARY STRUCTURE FORM

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. Dunk tanks, sprinklers or other water features are NOT ALLOWED without special permission from Madison Parks.

REQUIRED FOR STAKING IN A MADISON PARK

Diggers Hotline, 811 or 1-800-242-8511

You must call Diggers Hotline 10-14 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.

Tents and Canopies Permit

The Notification of Operation permit is required for tents in excess of 400 sq. ft. An application is available online: <http://www.cityofmadison.com/fire/code/dolNeedAPermit.cfm>, (608) 266-4457.

Event/Name of Group: _____

TEMPORARY STRUCTURE INFORMATION

- What type of temporary structure(s) do you plan to have? (Dimensions required)

| TEMPORARY STRUCTURE | QUANTITY | SIZE AND/OR DIMENSION |
|---------------------|----------|-----------------------|
| Staging | | |
| Tent | | |
| Trailer | | |
| Inflatable | | |
| Other | | |

- Company installing the structure(s): _____

TEMPORARY STRUCTURE PERMIT FEES

- With a shelter reservation: \$110/structure
- Without a shelter reservation: \$220/first structure
 - » Additional temporary structures: \$110/structure



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PARK EVENT BEER/WINE SALES PERMIT FORM

Will you be serving or selling beer/wine at your event? Yes No
If No, you can skip this form.
If Yes, there is important information on this form about City of Madison licensing requirements, continue reading.

Temporary B Picnic License – APPLICATION DUE AT LEAST 60 DAYS BEFORE EVENT

A Temporary B Picnic License is required if you plan on serving or selling beer/wine at your event.

A Certificate of Insurance with liquor liability is also due with the Temporary B Picnic License at least 60 days before the event.

[Temporary B Picnic License](#)
[Temporary B Picnic License FAQ](#)

Submit to:
City of Madison Clerk’s Office
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

Will you be selling beer/wine at your event? Yes No
If No, you can skip this rest of this form.
If Yes, you must complete this form.

Street Use Event Beer/Wine Selling Permit

Permit fee is \$700.00.

Name of Event: _____

I understand I must obtain a Temporary B Picnic License in order to sell beer/wine at my event. (initial)_____

I understand I must submit a Certificate of Insurance with Liquor Liability along with the Temporary B Picnic License application at least 60 days before the event date to the Clerk’s Office. (initial)_____

If the Temp B Picnic License is denied, the event will be:

- Canceled
- Not Canceled



PARK EVENT PERMIT APPLICATION



PARK EVENT MARKETING INFORMATION

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

Do you want your event listed on the City of Madison Online Event Calendar? Yes No
If No, skip this form.
If Yes, please continue.

CITY OF MADISON CALENDAR OF EVENTS

If you want your event to be listed on the City of Madison online event calendar, please complete the Marketing Information form. Your event will only be included on the calendar if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendar.

**required info*

*Official Name of Event: _____

*Location: _____

Public Contact Phone: _____

*Website: _____

*Admission Cost: _____

*Date of Event: _____

*Beginning Time of Event: _____ *End Time of Event: _____

*Two sentence description of event (short promotional description of the event):

Poster Kiosks on the Capitol Square and State Street

Madison Parks maintains the enclosed kiosks on the Capitol Square and State Street. The posters are placed in the kiosks approximately every 1-2 weeks - depending on staff availability and maintenance duties. It is your responsibility to ensure that you have taken care of other ways to promote your event. You may drop off 12 posters, max size 12"x17", up to one month in advance of your event. Drop off at the Parks Division, 330 E Lakeside St, Madison, WI 53715, Monday – Friday, 8:00 am – 4:30 pm.

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "Picnic in the Park" will be held May 17, 2025 at Westmorland Park, 4114 Tokay Blvd, Madison, WI 53711.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Picnic in the Park" (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 Stephanie Franklin.

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 (Stephanie Franklin 608-333-3369)
- 3. We will / will not have on-site Police or Security (Stephanie Franklin 608-333-3369)

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 Stephanie Franklin 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 Stephanie Franklin 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 -
 - 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: Stephanie Franklin.
- 6. Parking for vendor and staff vehicles will be: Westmorland Park.
- 7. Parking for attendee vehicles will be: Streets near Westmorland Park.

V. CONTACT INFORMATION

| | | |
|-------------------|---------------------------|----------------|
| Primary Contact | Stephanie Franklin | 608-333-3369 |
| Secondary Contact | Korrine Engelke | 608-558-4320 |
| Emergency | Dane County 911 Center | 911 |
| Non-Emergency | Madison Fire Department | (608) 266-4420 |
| Non-Emergency | Madison Police Department | (608) 255-2345 |