



# Park Event Application GENERAL INFORMATION

play  
MADISON  
PARKS

Are you applying for a NEW park event?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are you applying for a returning park event with significant changes?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

**EVENT INFORMATION**  
 Name of Event: Eastside Farmers' Market  
 Park Requested: McPike (Central) Park Estimated Attendance: 2500  
 Type of Event (run/walk, fundraiser, festival, etc): Farmers market

**EVENT ORGANIZER/SPONSOR INFORMATION**  
 Name of Organization: Eastside Farmers' Market Inc.  
 Is Organizer/Sponsor a 501(c)3 non-profit agency?  Yes  No  
 MANDATORY: State Sales Tax Exemption Number: ES#: N/A  
 Primary Contact: Mary White Work Phone: 608-698-2401  
 Address: 1022 E. Johnson St. Phone During Event: 608-698-2401  
 Email: honeybeecollective@gmail.com  
 Organization or Event Website: www.eastsidefarmersmarket.org

**EVENT SCHEDULE**  
 Date(s) of Event: April 24 - Tuesdays Oct 30, 2018 Event Start and End Times: 4-7 pm  
 Rain Date (if any): N/A Set-Up/Take-Down Start/End Times: 3-8 pm  
 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? <i>If yes, please fill out an Amplification Permit Application (page 13)</i>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Will have any temporary structures such as tents, stages, inflatables? <i>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</i>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Will you sell anything event? <i>If yes, please fill out a Vending Permit Application (page 15)</i>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Will you serve any food at this event? <i>If yes, what will be served:</i>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Will you sell alcohol (beer/wine) at the event? <i>If yes, please fill out an Alcohol (Beer/Wine) Sale Permit Application (page 15)</i>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> 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 M. White Date 2-16-18



# Park Event Application

## NARRATIVE & SCHEDULE



Please provide a brief narrative of the event.

*See attached*

### 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
<i>3pm</i>	<i>vendor load in / signs placed</i>
<i>4pm</i>	<i>event begins</i>
<i>7pm</i>	<i>event ends</i>
<i>8pm</i>	<i>clean up / out load complete</i>
<i>each Tuesday April 24 - Oct 30, 2018</i>	

## 2018 Park Event Narrative

### Eastside Farmers' Market McPike (Central) Park

The Eastside Farmers' Market would like to request the use of McPike Park for the Tuesday afternoon farmers' market. The EFM will use McPike (Central) Park in the same capacity as in 2017. The EFM will use the paved path along the NE side of the Great Lawn, the paved events area of the Great Lawn, and the Master Plan farmers' market area.

The majority of vendors will be set up on the Great Lawn paved events area with a few vendors overflowing along the paved pathways. The information booth, picnic tables, activities, and vending booths will be set up in Master Plan farmers' market area. The booths will be on turf in the Master Plan designated the farmers' market area to allow market goers to use the sidewalk and park pathways. The layout allows the market to be near Ingersoll Street without creating significant pedestrian traffic on the Great Lawn turf.

The EFM would like to add a series event street closure during the height of the season, June through September. The street closure would create a more cohesive family friendly environment, allowing easy pedestrian crossing of Ingersoll street. Attached please find the application.

As a service to our customers, the EFM would like to request the ability to host two food carts serving meals each market day. By hosting food carts the EFM hopes to attract new customers and to encourage the community to spend more time at the market. The EFM would be happy to book food cart services that offer meals made from local produce. The EFM requests to pay a set food cart vending fee of \$250 to the Parks Department which will be directly passed on to the food cart vendors.

Similar to other series events, the EFM also requests the option to have permanent signage in Central Park from April through October. This would be a 3' x 5' banner that advertises the market and would be secured along the fencing facing Ingersoll Street.

The Eastside Farmers' Market is a weekly event that runs 28 consecutive weeks from April 24 until October 30, 2018. The market is held on Tuesdays rain or shine from 4pm until 7pm. Set up will begin at 3pm and take down will be completed by 8pm.

The EFM is an agriculturally based market with 30 vendor members. The majority of the vendors are farmers selling fresh fruits and vegetables, eggs, and meats. A minority are artisan producers selling cheese, baked goods, preserves, and flowers. All items for sale at the EFM are required to be grown, gathered, produced, and/or processed in Wisconsin by the vendor. Vendors are required to hold the necessary licenses and to comply with all applicable federal, state, and local regulations governing health, labeling, packaging, taxes, and weights and

measures. Vendors are responsible for carrying their own liability insurance. No merchandise is sold at the market.

Each vendor will provide a trash and recycling bin for their customers and will remove all debris at the end of each market day. There will be an information booth at the market each Tuesday as a point of reference for an emergency action plan. The EFM has an estimated attendance of a maximum of 500 people each Tuesday. The EFM is in contact with the Marquette and Tenny-Lapham Neighborhood Associations and Alder persons.

Vendors would be allowed a 10ft by 10 ft area to vend. Vendors will set up in the paved events area and the SW lawn area without their vehicles. Vendors who need to be next to their vehicles will set up along either side of Ingersoll St and along the paved NE path of the Great Lawn. The designated bike path and the sidewalk will be kept clear. The park pathways will be used by customers to shop at vendor booths which are either set up on grass or on the pavement of the events area. The layout of the market will be centralized along Ingersoll St in order to provide an easy to access marketplace.

The Eastside Farmers' Market creates an economic opportunity for small artisan producers and small scale farmers to direct market their goods. Market customers have a connection to the farmers who grow their food. As an event, the market also provides a free family friendly weekly activity for the surrounding neighborhoods. EFM at Central Park is a wonderful investment in our local food economy and the growing East side community.



# Park Event Application

## SITE MAP



Please attach a site map. Also attach a route plan (if applicable).

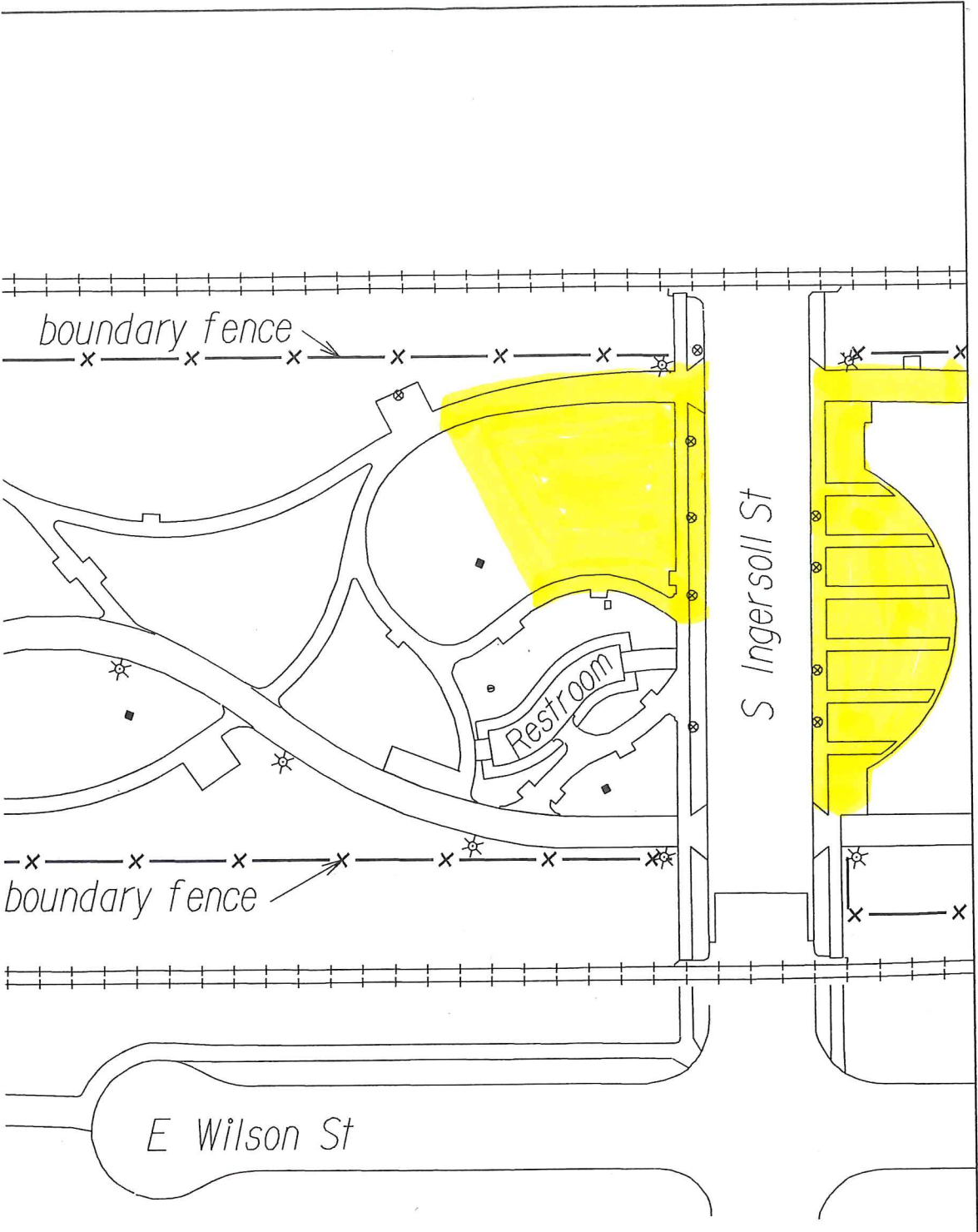
- Site map should include, but is not limited to, the following:
  - Accessible paths for wheelchairs
  - Disabled parking
  - Dumpsters
  - Exit location for fenced outdoor events
  - Event Perimeter
  - Fencing
  - Garbage and recycling receptacles
  - Placement of vehicles
  - Portable toilets
  - 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?

*The event would have minimal impact on surrounding area*

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

*See attached*



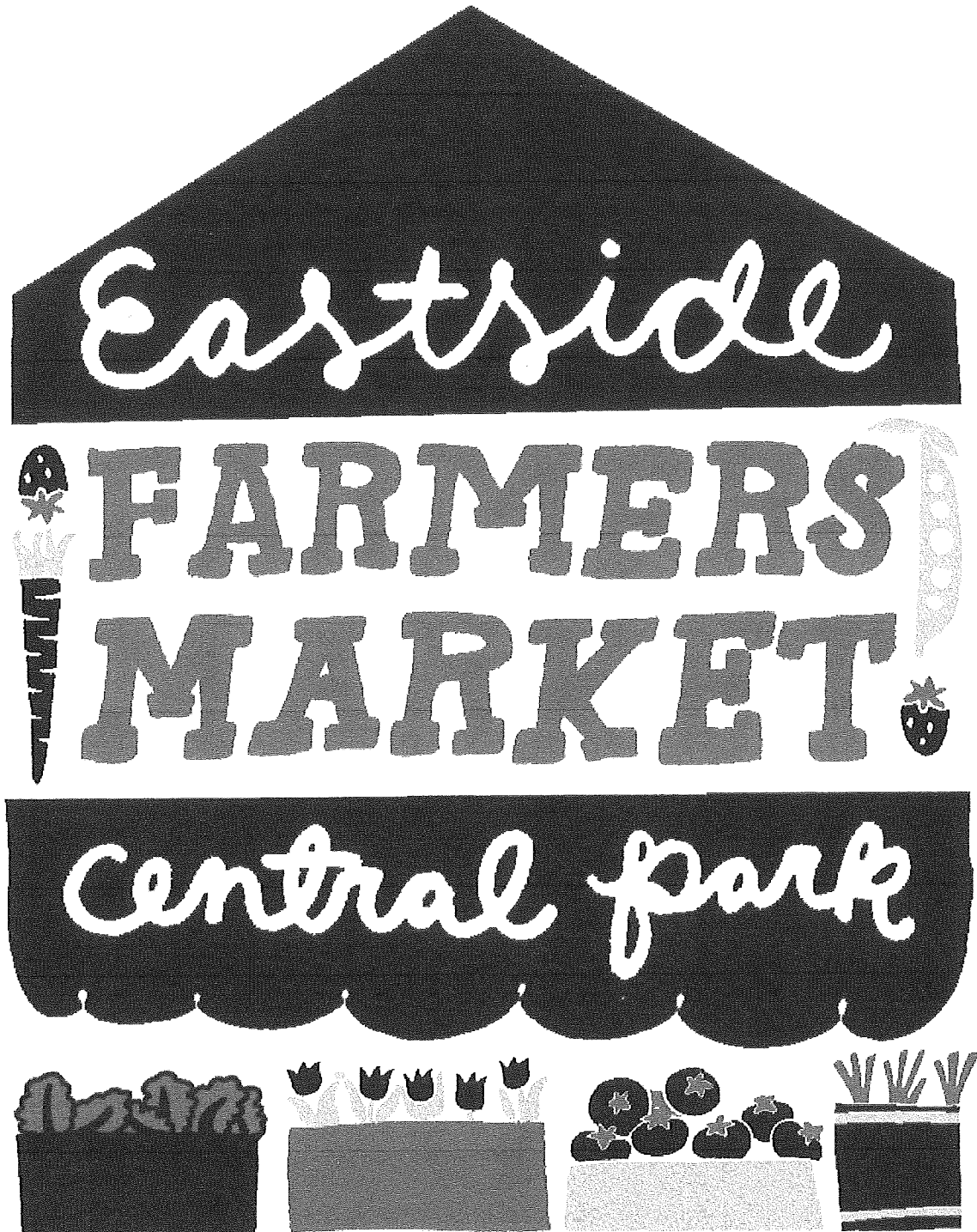
DN: This park has many ground utilities owned by different entities. Before any utility penetration, including water, gas, or electric, contact Diggers Direct (phone 811 / diggershotline.com) and the Parks Division (266-4711). All utilities are marked, and you must stay at least 18 inches away from marks. Thank you!

**CENTRAL PARK EVENT MAP 2015**  
**BREARLY ST - INGERSOLL ST**  
**202 S INGERSOLL ST (SW SIDE INGERSOLL)**

*City of Madison*  
 Dept. of Public Works - Parks Div.  
 City-County Building, Suite 104  
 210 Martin Luther King Jr. Blvd.  
 PO Box 2987  
 Madison, WI 53701-2987

Graphical Scale  
 0 80 ft

*play*  
**MADISON PARKS**



3' x 5' banner example



# 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**

*Tuesdays 4-7pm*  
EFM will be held April 24<sup>th</sup> at McPike (Central) Park  
EVENT NAME DATE GENERAL LOCATION/ADDRESS/PARK NAME  
*Oct. 30<sup>th</sup>*

**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	<i>Mary White</i>	Cell: <i>608-698-2401</i>
Secondary Contact	<i>Sophie Patterson</i>	Cell: <i>608-698-8055</i>
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345