

# MADISON PARKS

Permit #	PEP2026002
Application Submitted:	10/3/25
Permit Issued:	1/13/25

<b>Event Sponsor:</b> Special Olympics Wisconsin	<b>Event Name:</b> Polar Plunge
<b>Contact Name:</b> Bryttany Shanklin	<b>Email:</b> bshanklin@specialolympicswisconsin.org
<b>Address:</b> 6052 Ronald Reagan Ave., Madison, WI 53704	<b>Phone During Event:</b> (920)570-4912
<b>Location(s):</b> Vilas (Henry) Park	
<b>Start Date:</b> Friday, February 13, 2026	<b>End Date:</b> Saturday, February 14, 2026

Event Details	Date	Time/Hours
<b>Setup</b>	Thursday, February 12, 2026	9:00am – 4:00pm
	Friday, February 13, 2026	9:00am – 11:00am
	Saturday, February 14, 2026	7:00am – 9:00am
<b>Event Start</b>	Friday, February 13, 2026	11:00am
	Saturday, February 14, 2026	9:00am
<b>Event End</b>	Friday, February 13, 2026	8:80pm
	Saturday, February 14, 2026	2:00pm
<b>Cleanup/Take Down</b>	Saturday, February 14, 2026	2:00pm – 4:00pm
<b>Amplification:</b>	Friday, February 13, 2026	11:00am – 8:30pm
	Saturday, February 14, 2026	9:00am – 2:00pm

**Approved with the following conditions (may extend to next page):**

X	THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, 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 GRANTED.
<b>Before Event</b>	
X	<b>Certificate of insurance is required:</b> "Organizer shall provide evidence of a \$1,000,000 per occurrence Commercial General Liability policy with the City of Madison, its officers, officials, agents and employees listed as additional insureds."
X	<b>Notification:</b> Organizer must notify the area alder at least 30 days before the event. Provide event details including location, date, schedule, and activities. Contact: Tag Evers – district13@cityofmadison.com
X	<b>Setup:</b> The Central Parks Supervisor, Jay Walters at jwalters@cityofmadison.com has reviewed event plans; organizer must follow all Maintenance Supervisor recommendations.
X	<b>Parking Plan:</b> Event must promote the parking plan on promotional material or event website. Parking plan as outlined in the application and site map, to include offsite parking with a shuttle service. The parking lots near the Vilas Shelter and Henry Vilas Zoo remain open to the public during the event. Event parkign is allowed, but should not be encouraged.
X	<b>Setup:</b> Organizer is responsible for providing and paying for enough portable toilets for expected attendance.
X	<b>Vilas Beach Parking Lot:</b> The event is approved to close the Vilas Beach parking lot during the event lot for shuttle flow and pedestrian safety. Staff and volunteer parking is allowed in this lot.. The event is responsible for blocking off the beach parking lot during the event. <b>*Notification*</b> Event organizer must

	post notification, one week before the event, at the Vilas Beach Parking lot, indicating when the lot will be closed.
X	<b>Vilas Beach Parking Lot &amp; Snow Fall:</b> Madison Parks will plow the Vilas parking lots, per our operation plan, until event setup begins on Thursday, February 12, 2026. The organizer will be responsible for snow removal within the lot, as needed, from Thursday, February 12, 2026, through the end of clean up on Saturday, February 14, 2026.
X	<b>Setup:</b> The event organizer is responsible for determining if overnight security is needed and for coordinating that service during the Polar Plunge permitted days, as needed. Madison Parks is not responsible for any damage to or theft of event property/equipment in the park. Please provide Ashley Moseberry, amoseberry@cityofmadison.com with contact info for overnight security if you choose to have some.
X	<b>Fee Due Date:</b> All fees are due at least two weeks before the event. Payment options: cash, check, or VISA/MasterCard. To pay by phone, call (608) 266-4711. • Checks payable to <b>City Treasurer</b> , mail to: Madison Parks, 330 E Lakeside St, Madison, WI 53715 • When submitting payment (by phone or mail), Include the Household # from the top right of your invoice.
X	<b>Temporary Structure:</b> The temporary structure is approved for the Polar Plunge, to be weighed down and not staked. No staking is allowed.
X	<b>Temporary Structure:</b> A Notification of Operation license through Madison Fire Department is required for the tent, based on the size and since it will be a warming tent (with walls and heat.)
X	<b>Vilas Beach Shelter:</b> Event is not authorized to use the Vilas Beach Shelter.
X	<b>Vending:</b> There will be no vending at the event.
<b>During Event</b>	
X	<b>Food Distribution:</b> Organizer must follow all Health Department <a href="#">Health Department</a> food regulations in the park.
X	<b>Amplification:</b> An Amplified Sound (PA1) permit is required for amplification. Sound is limited to 75 dB at 125' from the source and permitted from <a href="#">Click here to enter text.</a> to <a href="#">Click here to enter text.</a> . Fees apply for amplification in parks.
X	<b>Parking:</b> The parking lots at Vilas Park have a 3 hour parking limit. Parking passes will be supplied for staff and volunteers of the Polar Plunge to allow parking for more than 3 hours. Passes must be displayed in the vehicle.
X	<b>Park Rules:</b> <ul style="list-style-type: none"> <li>• No glass containers are permitted in the park.</li> <li>• No driving or parking of vehicles on grass.</li> <li>• No permanent marking of the parking lots, paths, sidewalks or streets is allowed.</li> <li>• Chalk may be used, but not spray paint, spray chalk, or stickers.</li> </ul>
X	<b>Event Support:</b> For assistance or unexpected issues during your event, contact the Park Rangers at (608) 235-0448.
<b>After Event</b>	
X	<b>Clean Up:</b> Organizer is responsible for all cleanup after event. If cleanup requires city resources, the organizer will be billed for the cost.
X	<b>Damage:</b> Organizer is responsible for any damage to Park facilities or grounds during the event. Park staff will document any damage, and the organizer will be billed for repair costs.
X	<b>Compliance:</b> Parks staff will review the event to ensure conditions are followed and assess its impact on the public and City operations. The review will identify any needed fixes, guide planning for future events, and determine if future permits require approval from the Board of Park Commissioners or the Facilities, Programs, and Fees Subcommittee.



# PARK EVENT PERMIT APPLICATION



ATTENDANCE AND SCHEDULE FORM

ESTIMATED ATTENDANCE

Estimated average daily attendance for event: 350-400      Estimated total attendance for event: 800

DAILY ATTENDANCE INFO:

Date: 2/13/2026	Estimated attendance (total): 200-300	Peak time / attendance: 11:00A-5:00P
Date: 2/14/2026	Estimated attendance (total): 400-500	Peak time / attendance: 9:00A-2:00P
Date:	Estimated attendance (total):	Peak time / attendance:
Date:	Estimated attendance (total):	Peak time / attendance:

**EVENT SCHEDULE** (be as detailed as possible)  
EVENT SCHEDULE SHOULD INCLUDE, BUT NOT LIMITED TO:  
SETUP DATE(S)/TIMES \* PARK SHELTER USE DATE(S)/TIMES \* EVENT DATE(S)/TIMES \* CLEANUP DATE(S)/TIMES \* VENDOR SETUP/TAKE DOWN DATE(S)/TIMES \* CONCERT SETUP/SET TIMES/TAKE DOWN \* TEMPORARY STRUCTURE SETUP/TAKE DOWN \* RUN/WALK START/END TIMES \* SPECIFIC ADVERTISED ACTIVITIES THAT WILL DRAW A CROWD \* ETC.

(PROVIDE A SEPARATE ATTACHMENT IF YOU NEED MORE SPACE OR IF YOU HAVE A DETAILED SCHEDULE DOCUMENT ALREADY AVAILABLE)

DATE/TIME	ACTIVITY DETAILS FOR EACH DAY (SETUP, EVENT AND TAKE-DOWN) *INCLUDE AS MUCH DETAIL AS POSSIBLE FOR YOUR EVENT SCHEDULE*
2/12/2026	Event Set Up: 9:00A to 4:00P
2/13/2026	Event Day prep: 9:00A -11:00A, Event /Students: 11:00A to 3:00P
2/13/2026	Event /Sponsors + Corporate Plunge 5:00P-8:30P.
2/14/2026	Event day Prep: 7:00A-9:00A, Event Community Plunge 9:00A-2:00P
2/14/2026	Event Take Down 2:00P-4:00P



# PARK EVENT PERMIT APPLICATION



## SITE MAP

A site map is required for all Park Event permit requests that will have setup outside of a Park shelter. The information you should include on your site map depends on the details of the event request (location, setup, etc.)

**Please submit your site map as a separate attachment.**

### Site Map Requirements

- Identify requested Park
- Event perimeter
  - Indication if putting up fencing
  - Indication of each entry and exit point
- Temporary Structures (stages, tents, portable toilets, inflatables, etc.)
  - **must include dimensions of each structure**
- ADA accessible pathways within the event perimeter
- Signage, banner placement
- Vendor area(s)
- Beer/wine tent(s), garden(s), etc.
- Garbage/recycling receptacles and / or dumpster placement
- Route map(s) – if applicable
  - Indication of any bike path usage along the route
  - Water station or portable toilet locations along the route

### PUBLIC IMPACT

**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? Have you communicated with any residents/businesses that may be impacted by the event?**

Noise may be a variable Friday and Saturday. Residents will see increased traffic in the neighborhood. Hosting off site parking and shuttling should help eliminate the traffic / parking concerns. The event should primarily be impactful to the Zoo property. We will have police on site navigate the footprint and safety of foot traffic vs car traffic. Event Signage will help with site navigation as well.

# MAP KEY

- Shuttle Stop
- ◆ Concessions
- ▼ Plunge Site
- Changing Area
- Warming Stations/ Vendor Activations
- P Onsite Parking
- ◆ ADA Potty's
- Shuttle Route
- ★ Hot Tubs
- Walking Paths





# PARK EVENT PERMIT APPLICATION



## PUBLIC AMPLIFICATION 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.

Will you be using public amplification at your event?

☒ Yes ☐ No

If No, you can skip this form.

If Yes, you must complete this form.

### AMPLIFICATION INFORMATION

Name of Event: Polar Plunge - Madison

Type of Amplified Sound:

☒ Sound System

☒ Speeches/Announcements

☐ Karaoke

☐ Band(s) (names): \_\_\_\_\_

☒ DJ (names): Lux Productions

☐ Other (please specify): \_\_\_\_\_

Amplification Schedule:

- You must include any sound checks or equipment testing, in the amplification schedule.

Date: 2/13/2026 Start Time: 11:00A End Time: 8:30P Type: Speeches & DJ

Date: 2/14/2026 Start Time: 9:00A End Time: 2:00P Type: Speeches & DJ

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Type: \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Type: \_\_\_\_\_

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Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Type: \_\_\_\_\_

### Public Amplification Permit 1 – (PA1) - \$60 / 6 hours

☒ Yes ☐ No

- Sound Limit: 75 dB, 150 ft from the source.
- Time Limit: Between 8 AM and 10 PM, 6 hour duration
- Additional Hour(s) between 8AM and 10PM: \$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.

### Public Amplification Permit 2 – (PA2) - \$150 / 6 hours

☐ Yes ☐ No

- 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
- Additional Hour(s) between 8 AM and 10 PM: \$30
- 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 PERMIT APPLICATION



## TEMPORARY STRUCTURE FORM

**Will temporary structures be set up at the event?**

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

☒ Yes ☐ No

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: Henry Vilas Zoo & Beach

### 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	1	30x60 weighted tents
Trailer		
Inflatable		
Other		

- Company installing the structure(s): Event Essentials

### TEMPORARY STRUCTURE PERMIT FEES

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

# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The “ Polar Plunge - Madison ” will be held 2/13/2026 & 2/14/2026 at Henry Vilas Zoo & Beach .

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the “ Polar Plunge - Madison ” (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 Bryttany Shanklin 9205704912

### 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 TBD
- 3. We ☒ will / ☐ will not have on-site Police or Security Dane County- Hayley Collins

### 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 Bryttany Shanklin 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 Bryttany Shanklin 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.

### CI. 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: Bryttany Shanklin
- 6. Parking for vendor and staff vehicles will be: onsite at the zoo parking lot
- 7. Parking for attendee vehicles will be: off site street parking, Liberty Station, local high school

#### **V. CONTACT INFORMATION**

Primary Contact	Bryttany Shanklin	920-5704912
Secondary Contact	Corey Beecher	920-252-2742
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345