

Conditions for Valerie Zaric-Gibson, requesting the use of Warner Park on Saturday, October 11, 2014 for the 90s Wicked-Fun Run.

Parks Staff recommends approval, based on the following conditions:

1. Aldermanic notification. (Alder. Larry Palm, district12@cityofmadison.com)
2. Organizer will schedule a site plan at the park with Craig Klinke, the East Parks Maintenance Supervisor (246-4508 or cklinke@cityofmadison.com) at least two weeks before the event, and agree to any site recommendations he may make.
3. Organizer will provide an insurance certificate covering this event and naming the City of Madison as "additional insured".
4. Organizer will provide a \$1,000 (refundable) damage deposit with the Parks Division prior to the event and acknowledge that she will be responsible for any and all actual field renovation costs which may result from this event.
5. Organizer understands that no permanent marking of streets, paths, or sidewalks will be allowed – chalk may be used, but not spray paint, spray chalk, or stickers.
6. Organizer will apply for a Parade Permit from Madison Police (<https://www.cityofmadison.com/transportation/forms/paradePermit.cfm?>)
7. Organizer understands that no driving or parking on the grass is allowed.
8. Organizer will be responsible for full clean-up of the park areas used immediately after the event.
9. Amplification will be allowed from 9am to 1pm, but sound will be kept to a reasonable level at all times.
10. Organizer will provide specific medical and security plans.
11. Organizer will follow all Parks and Police requirements for the selling of beer, including establishing a beer garden, and hiring licensed bartenders and security.
12. If any tents are set up in the park, the organizer will contact Digger's Hotline approximately ten days before the Run, and will then provide the ticket number for the utility location to the Parks Office.
13. Fees will be paid and a detailed site plan, route map, and the approved insurance will all be on file in the Park Office at least two weeks before the event.

Estimated fees

Warner Shelter:	\$160.00
Scheduling Fee:	\$200.00
PA Permit:	\$100.00
Beer-selling Permit:	\$700.00
Temporary Structure Permit:	\$210.00
(for the stage, plus another \$210 if a tent is added)	
Vending permit (if applicable) (per vendor)	\$275.00

plus sales tax

Padorr, Kathryn

From: Valerie Zaric-Gibson [valeriezaric@gmail.com]
Sent: Tuesday, May 27, 2014 9:47 AM
To: Padorr, Kathryn
Subject: Re: 90's Wicked-Fun Run

90s Wicked-Fun Run Brief Summary

Where: Warner Park

When: Saturday, October 4, 2014 (Register 8:00; Race begins 9:00)

What: 5k Fun-Run

Food?: Yes, proposed we will try to find food trucks to partner with (will pay food fee if this happens, more details TBD)

Beer? Yes, post-race beer to be sold

Who: Hosted by Keen Fox Active Events, LLC (Madison, WI)

Charity: Yes, 10-20% to Special Olympics WI

The 90s Wicked-Fun Run will be an untimed 5k run that will emphasize fun and fitness over competition, and will be hosted by Madison start-up, Keen Fox Active Events, LLC. The registration cost will vary between \$35-\$45, depending on how early the participant registers. Keen Fox Active Events will donate 10-20% of profits to Special Olympics Wisconsin. Their registration fee will also provide a customized t-shirt and 1990s memorabilia.

It is proposed that this event take place at Warner Park in Madison on Saturday, October 4th, 2014. Onsite registration will be available at 8:00, and the race will begin at 9:00. Depending on the number of participants, there may be two waves of runners.

The race will be advertised via social media, word of mouth, and Groupon/Living Social. Also, the participants will be encouraged to dress in 1990s fashions.

Following the race, there will be a live band performing 1990s hits (band and staging details TBD). Since the event will be near the lunch hour, it is proposed that food be sold by food truck(s) (more details TBD).

The after-party will end at 12:00 pm, and volunteers and paid workers will clean-up by 3:00 pm.

Thank you!

PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event 90s Wicked-Fun Run
Event Organizer/Sponsor Valerie Zeric-Gibson ("Keen Fox Active Events, LLC")

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 17 Sherman Terrace #2

City/State/Zip Madison 04

Primary Contact Valerie Zeric-Gibson FAX _____

Work Phone _____ Phone During Event (309) 371-8139

E-mail valeriezeric@gmail.com

Website KeenFoxEvents.com

Secondary Contact Russ Gibson

Work Phone _____ Phone During Event (601) 310-1812

E-mail russ.gibson@gmail.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: Special Olympics WI

Estimated Attendance 7,000 (?) (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours 9am to 1pm Yes No

Park Requested Warner Park

Shelter Reserved by Event Organizer Yes No

EVENT DATE(S)/SCHEDULE October 11, 2014

Date(s) of Event (including set-up and take-down) _____ Rain Date(s) none

Event Start Date(s)/Time(s) 9am - Noon Set-Up Date(s)/Time for Event 8am

Event End Date(s)/Time(s) _____ Take-Down Time by 3pm

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

APPLICATION SIGNATURE

The person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved park area. This permit is subject to all Municipal Ordinances as defined by the City of Madison, in addition to all rules and regulations governing the City's Parks Division. The applicant agrees that during the use of the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, creed, national origin or handicap.

The applicant has read the Park Events Application packet. The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Signature Valerie Zeric-Gibson Date 5/23/2014

October 11

PARK EVENT MARKETING INFORMATION

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

How will this event be marketed, promoted, or advertised? Social media, flyers,
Active.com, website

Will there be live media coverage during the event and where will the media vehicles be parked? No.

PARKS DIVISION CALENDAR OF EVENTS

The City of Madison Parks Division provides a calendar of events on the internet, in a number of publications and at kiosks located throughout downtown. The information from your permit application is considered public and is used in developing the calendars.

Your event will only be included on the calendars if all permits and applications are approved 60 days in advance (for printed form of calendar) and 30 days in advance (for internet calendar) and your event is open to the public. If this section is not filled out, we will assume you do not want to be included on the calendars.

Official Name of Event 90s Wicked- Fun Run

Park Location Warner Park

Public Contact Phone _____ Website _____

Admission Cost ~\$40 avg. (+ Groupon deals & late registration fee)

Date of Event _____ Beginning/End Time of Event _____

Two sentence description of event (for internet calendar)
Travel back in time with us to the days ~~with~~ of grunge,
butterfly clips, virtual pets and teen pop while getting

EQUIPMENT RENTAL jiggy to some of the decade's best music. It will
start with a fun run and end with a bangin'
To assist with your Community event, the Madison Parks Division rents some equipment for use by the Event Organization. The Event Organizer must have the ability to pick up and return all equipment from Park Maintenance Facilities. dance party.

Rented from Parks Division, but picked up by Event Organizer

- Trash Barrels # _____ barrels
- Key to Shelter and Gates - Refundable deposit required

Rented from Parks Division, dropped off and picked up by Parks Division

- Dumpsters # _____

Rented from Private Vendors

- Portable toilets

Vendor Name _____
Date or Drop Off _____

How Many? _____
Date of Removal _____

(Dates must be pre-approved by Parks Maintenance Supervisor.)

PARK EVENT AMPLIFICATION PERMIT APPLICATION

By Ordinance, public amplification is not allowed in City Parks except by permission from the Parks Division. Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of park neighbors and other park users. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

EVENT INFORMATION

Name of Event 90s Wicked - Fun Run
Contact Person Valerie Boric Gibson Phone # During Event (309) 371-8139
Park WARNER Park Date _____

TYPE OF AMPLIFIED SOUND

Band DJ Sound System Speeches/Announcements Karaoke
 Other (please specify) _____

Times of Sound 9:00 to 1:00 (max) (4-hour maximum)

EXCERPTS FROM APPLICABLE CITY ORDINANCES

8.29 PUBLIC ADDRESS SYSTEMS IN PARKS.

(1) No public address systems or sound amplification devices shall be used in any public park within the City of Madison except as permitted by this section. The Parks Superintendent may issue permits in accordance with this section. A permit shall not exempt the holder from the provisions of Sec. 24.08.

(3) The Superintendent may limit the hours of operation and the location within the park of any such system or equipment so as to insure the benefit of such system or equipment to the group seeking its use and to minimize any unreasonable interference with the peace and enjoyment of other users of the park and those adjacent to such park.

(5) The Police Department is authorized to require the discontinuance of any such system or equipment operating outside the prescribed hours or location.

24.08 NOISE REGULATION

(2) In the following zoning districts established under Chapter 28 of the Madison General Ordinances, the noise emitted from any source and measured at any point within any distance beyond fifty (50) feet of the property or public right-of-way where the noise is produced or beyond fifty (50) feet from the noise source when such exists on public property shall not exceed the amounts indicated in the following table:

SOUND PRESSURE LEVEL

R1, R2, R3, R4, R4A, R4L, Agriculture

Conservancy, Office Residence

7:00 p.m. to 7:00 a.m.—70 dBA

7:00 a.m. to 7:00 p.m.—75 dBA

R5, R6

All times—75 dBA

PARK EVENT TEMPORARY STRUCTURE PERMIT APPLICATION

EVENT ORGANIZER INFORMATION

Name of Group Keen Fox Active Events, LLC
Contact Person Valerie Eric Gibson
Address 17 Sherman Ter ; Unit 2 ; Madison, WI 53704
Cell Phone (309)371-8139 Home Phone _____

EVENT INFORMATION

Event Name 90s Wicked-Fun Run
Park Requested Warner Park Event Date _____
Number of People _____

TEMPORARY STRUCTURE INFORMATION

➤ What type of temporary structure do you plan to have? How many?

possible Tent Dunk Tank 1 Staging
 Inflatable Trailer Other (please specify) _____

- Size and/or Dimension _____
- Time duration this structure will be in the park 8-1:30
- Diggers Hotline Ticket Number _____
(Please note: Diggers Hotline phone number is 1-800-242-8511. The ticket number must be received in the Park Office at least 5 days prior to the event. You may call (608) 266-4711 or fax (608) 267-1162 the ticket number to the Parks Office.)
- Location of the structure in the park. You must attach a park map. Park maps can be downloaded from Parks website www.cityofmadison.com/parks or obtained in the Parks Office.
- Company installing the structure _____
- Do you or the tent installer have insurance to cover the placement of this structure for your event? Yes No

Temporary structures, such as tents, staging, trailers, dunk tanks, inflatables, or promotional equipment will only be allowed in a park by obtaining a permit.

This application must be returned to the Park Office no later than 5 days prior to the event.

Today's Date 5/23/2014

BEER / ALCOHOL SALES PERMIT APPLICATION

EVENT ORGANIZER INFORMATION

Name of Group Keen Eye Events
Contact Person Valerie Lane Gibson
Address 17 Sherman Terrace, Unit 2
Work Phone 309-371-8139 Home Phone _____
Today's Date 9/25/2014

BEER SELLING PERMIT INFORMATION

Name of the Licensed Bartender Barry Madison (AMA Catered Cocktails)
Security Company In negotiations w/ ISM Patrol

Have you applied for the Temporary Class 'S' Retailers License from the City Clerk's Office? Yes No not yet
Indicate Application Date _____

Have you submitted the Certificate of Insurance with a liquor facility naming the City of Madison additionally insured? Yes No not yet
Indicate Application Date _____

PERMIT COSTS

Beer/Alcohol Sales Permit \$450 per Event