



Park Event Application

GENERAL INFORMATION

play
**MADISON
PARKS**

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

EVENT INFORMATION

Name of Event: MAKESLIFT
 Park Requested: Olbrich Park Estimated Attendance: 1500
 Type of Event (run/walk, fundraiser, festival, etc): Food/Beer/Wine Festival

EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: Madison Parks Foundation
 Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No
 MANDATORY: State Sales Tax Exemption Number: ES# 05D153
 Primary Contact: Bob Hernauer, Board Member Work Phone: 335-8282
 Address: MPF, 1402 Wingra Creek Parkway, Madison Phone During Event: 335-8282
 Email: _____
 Organization or Event Website: Madison Parks Foundation

EVENT SCHEDULE

Date(s) of Event: August 20, 2017 Event Start and End Times: 3-8 pm
 Rain Date (if any): _____ Set-Up/Take-Down Start/End Times: _____
 Does this require time in the park the day before your event?
 If Yes, provide details of times and area requested: 9am Sat. Aug 19 Yes No

PERMITS

Will you have amplified sound at this event? Yes No
If yes, please fill out an Amplification Permit Application (page 13)
 Will you 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
If yes, please fill out a Vending Permit Application (page 15)
 Will you serve any food at this event? Yes 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: Stephanie DeO Date: 3/23/17
 Executive Director, MPF

EVENT NARRATIVE:
MAKESHIFT

Makeshift is a new food festival that exists to celebrate creativity in the visual & culinary arts and to highlight the rich history of Madison's Public Spaces. The event features chefs from Madison, Milwaukee, Minneapolis & Chicago presenting affordably priced tasting dishes, presented in an environment designed by local designers and visual artists with the natural beauty of Madison's parks as a canvas.

Makeshift will take place in a different park every year, lending it a fresh feel, while also allowing the Parks Foundation to highlight a new story with each festival.

Entertainment will be an atmospheric component of the festival, and we do not plan on having amplified music.

**EVENT SCHEDULE:
MAKESHIFT**

8/19/17 8:00AM-5PM -- Rental Company arrives to set up tents & other rental equipment
SATURDAY

8:00PM -- Security arrives for overnight monitoring of equipment

8/20/17 6:00 AM -- Requested Street Closure
SUNDAY

9:00 AM -- Setup Volunteers Arrive

10:00 AM -- Vendor/Sponsor setup begins

2:00 PM -- Vendors/Sponsors setup ends

3:00 PM -- Gates open, food & drink service begin

3:00 PM -- Entertainment Begins

7:30 PM -- Food Service Ends

8:00 PM-- Drink Service Ends

8:00 PM -- Entertainment Ends

8:01 PM -- Event Ends

8:02 PM -- Event Teardown Begins

10:00 PM -- Event Teardown Ends

8/21/17 12:00 AM -- Street Open
MONDAY

8:00 AM -- Rental Company arrives to strike tents & collect rented equipment.

9:00 AM -- MPF Volunteers arrive to perform a final sweep of the park & remove trash.



Imagery ©2017 Google, Map data ©2017 Google 50 ft

**EVENT IMPACT:
MAKESHIFT**

We anticipate, based on our team's experience, that impact to the neighborhood should be minimal. Historically, the major complaint with festivals such as this relates to the noise levels from amplified music, which we are not going to pursue. In addition, the relatively early end time, should mitigate impact to the neighborhood.

Olbrich presents a number of advantages in terms of parking, since Madison Metro makes stops at Walter Street, Margaret Street and Olbrich Avenue.

We also have a history of encouraging and accommodating bikers, and we plan to pursue appropriate sponsorships to make these options more convenient for patrons.

We're committed to respecting existing parking arrangements, so we will direct our guests to not park in the Botanical Gardens parking lot or the boat launch area. We're also committed to creative parking solutions with area businesses.



Park Event Application EMERGENCY ACTION PLAN

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Below is the standard Emergency Action Plan required by the City of Madison. Please complete the form with your event information.

I. GENERAL

MAKESHIFT will be held August 20, 2017 at Oikrich Park (near Sledding Hill)
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. AS IS DETERMINED NECESSARY BY MPD
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

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- 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. **BOB HEMAWER**
6. Parking for vendor and staff vehicles will be: LOCATION(S). **WELCH OAKRIDGE AVENUES**
7. Parking for attendee vehicles will be: LOCATION(S). **SAME**

V. CONTACT INFORMATION

Primary Contact	BOB HEMAWER	Cell: 335 8282
Secondary Contact	JOHNNY HUNTER	Cell: 320 0017
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

TEMPORARY STRUCTURE PERMIT

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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, (608) 266-4457.

Event/Name of Group: _____

TEMPORARY STRUCTURE INFORMATION

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

TEMPORARY STRUCTURE	QUANTITY	SIZE AND/OR DIMENSION
Staging		
Tent	10 / 1	10 - 10' x 10' - 1 - 10' x 75'
Trailer		
Inflatable		
Other		

- Company installing the structure(s): EVENT ESSENTIALS



Park Event Application VENDING PERMITS

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Will vending of any type occur at your event?
If Yes, please continue. If No, skip this form.

Yes No

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: _____

PERMIT TYPE

<input type="checkbox"/> Vending -- Single Vendor	Single Day	\$275
	Each additional day in a calendar year	\$50
<input checked="" type="checkbox"/> Vending -- Single Non-Profit	Single Day	\$75
	Each additional day in a calendar year	\$25
<input type="checkbox"/> Vending -- Multiple Vendors (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? 1

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: ANTICIPATED APRIL 2017, CONTINGENT UPON PARKS COMMISSION APPROVAL

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.
- Posts now or hereafter established of ex-servicemen's organizations



Park Event Application ADDITIONAL CITY PERMIT INFORMATION



ADDITIONAL CITY OF MADISON PERMITS

Check all that apply

Event Organizers are responsible for obtaining all permits that the City of Madison requires for park events. Please indicate which permits you are required to have for your planned event and the date you applied for the permits.

- Temporary Food Stand** - Required if food or beverages, other than prepackaged items, will be sold or served at an event.

Available online: www.publichealthmdc.com/environmental/food/tempfood.cfm

or at

City Clerk's Office
210 Martin Luther King, Jr. Blvd., Rm. 103,
(608) 266-4601.

Date Temporary Restaurant Permit Application Submitted: ANTICIPATED APRIL 2017 - PENDING PARKS COMMISSION APPROVAL

- Parade Permit** - May be required of a run, walk or bike ride event in a street.

Available online: www.cityofmadison.com/trafficengineering/paradep permit.cfm.

Date Parade Permit Application Submitted: S.

- Street Use Permit** - Necessary to close a city street, sidewalk and/or request special street parking considerations.

Available online: www.cityofmadison.com/specialevents/streetEvents.

Or call (608) 266-6033

Date Street Use Permit Application Submitted: SEE ABOVE

- Temporary (Picnic Beer) License** - Required if your event will be selling beer/wine.

Available online: www.cityofmadison.com/clerk/licensingliquor.cfm

or at

City Clerk's Office,
210 Martin Luther King, Jr. Blvd., Rm. 103,
(608) 266-4601.

Date Temporary Class "B" Retailers Permit Application Submitted: _____

- Fireworks Permit**

Available online: www.cityofmadison.com/fire/code/dolNeedAPermit.cfm,

Or call (608) 266-4457.

Date Fireworks Permit Application Submitted: _____

- Tents and Canopies Permit** - Required by Madison Fire Department for tents & canopies in excess of 400 sq. ft.

Available online: www.cityofmadison.com/fire/code/dolNeedAPermit.cfm, (608) 266-4457.



Park Event Application MARKETING

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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.

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: MAKESHIFT

Park Location: Olbrich Park

Public Contact Phone: _____

Website: MAKESHIFTFESTIVAL.COM

Admission Cost: \$10

Date of Event: 8/20/17

Beginning/End Time of Event: 3 - 8 PM

Two sentence description of event:

A CELEBRATION OF CULINARY & ARTISTIC CREATIVITY
 & MADISON'S PUBLIC SPACES TO BENEFIT THE MADISON
 PARKS FOUNDATION