



COMMUNITY EVENT TEAM

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LESSONS LEARNED FROM COVID

- ▶ Flexibility and adaptability are key.
- ▶ Authority to make decisions.
- ▶ Ability to develop procedures/processes quickly, specifically related to PHMDC guidelines and restrictions.
- ▶ Coordination and cooperation with other Parks agencies, commissions, other City departments, event organizers and the Madison community at large.
- ▶ Telework is a good fit for Community Event staff.
Thank you IT!

CARTS IN PARKS

TEAM CITY – Economic Development Division,
Planning Division, and Parks Division

- ▶ \$50,000 NACTO Pandemic Response Grant
- ▶ Support City licensed food trucks with economic recovery who lost on average 69% of their revenue during COVID-19 pandemic.
- ▶ Increase accessibility to Madison Parks for multicultural entrepreneurs and start ups to sell goods and promote their businesses at Community Markets and Community Events.



▶ **Community Markets**

- ▶ Latino Chamber of Commerce Plaza Markets
 - ▶ Penn Park
 - ▶ 11 markets
- ▶ UJAMAA
 - ▶ Coop of multicultural owned startup businesses
 - ▶ Held in several parks

▶ **Daily Vending**

- ▶ 15 Madison Parks
- ▶ 11 food carts participated
- ▶ Guaranteed Sales Program

CARTS IN PARK 2.0

- ▶ Proposing Carts in Parks 2.0 - January BPC
- ▶ Apply lessons learned, make more community connections in order to continue to increase accessibility to Madison Parks for all communities.
- ▶ Continue collaboration with Economic Development Division to collect a full season of data from Carts in Parks to inform Park's vending policies and ordinance to reflect the City of Madison's current economic situation and needs.


PROPOSED PARK EVENT APPROVAL PROCESS

- ▶ We request that the temporary changes to the approval process for new or recurring park events be made permanent, with the understanding that certain requests or applications may be referred to the Facilities, Programs and Fees Subcommittee as warranted.
- ▶ DATA:
 - ▶ In 2018, 16 events went to BPC – new criteria 5
 - ▶ In 2019, 30 events went to BPC – new criteria 7
 - ▶ In 2021, 19 events would have went to FPF


REQUEST TO EXTEND THE DAY CAMP/CARE IN PARKS PERMIT & CLASSES IN PARKS PERMIT

- ▶ Developed in response to the increase in demand from COVID-19.
- ▶ These permits provide an affordable outdoor option for groups that offer these services.
- ▶ Historically there was no standard way of handling these requests.
- ▶ These permits will replace fee modifications for such activities, standardizing fees and increasing accessibility.
- ▶ Pilot program for one more year to assess fees before requesting to make them permanent.

DAY CAMP/CARE IN PARKS – APP/RULES/FEEES



Madison Parks Division
DAY CAMP/CARE PARK USE APPLICATION



DAY CAMP/CARE INFORMATION

Name of Day Camp/Camp: _____
 Park Requested: _____ Shelter Requested: Yes No
 Open Field(s) or Athletic Field(s) Requested: _____
 Estimated Attendance per day: _____
 Cost per registrant: _____ Scholarships available: Yes No Sliding Scale available: Yes No

DAY CAMP/CARE ORGANIZER/SPONSOR INFORMATION

Name of Organization/Sponsor: _____
 Is Organization/Sponsor a 501(c)(3) non-profit agency? Yes No
 If yes - MANDATORY: State Sales Tax Exemption Number: ES#: _____
 Primary Contact: _____ Work Phone: _____
 Contact at the Camp/Care: _____ Phone During Camp/Care: _____
 Address: _____
 Email: _____ Organization or Camp Website: _____

DAY CAMP/CARE SCHEDULE

Date(s) of Camp/Care: _____ Excluded Dates: _____
 Days of the Week: Sundays Mondays Tuesdays Wednesdays Thursdays Fridays Saturdays
 Setup Start Time: _____ Participant Arrival Time: _____
 Participant Pickup Time: _____ Cleanup End Time: _____

NARRATIVE

Provide a narrative of the day camp/care. Include activities, age range of participants, food/drink served, and other relevant information. **"If you will be setting up any equipment, please describe or attach a separate site map."**

APPLICATION SIGNATURE

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. Fabrication of information on this application will result in forfeiture of up to \$200 per fabricated item.

Applicant Signature: _____ Date: _____

GENERAL RULES FOR DAY CAMPS / DAY CARE IN MADISON PARKS

- 1) COVID-19: Day Camps in Madison Parks must comply with current orders on the date(s) of your camp. <https://www.publichealthmdc.com/coronavirus/forward-dane/current-order>
- 2) Additional permits will be considered on a daily basis and must be applied for (amplification, temporary structures.) Requesting a temporary structure permit requires a two-week notice. Additional permit fees will be applied.
- 3) No equipment or storage boxes are allowed in Madison Parks when the day camp is not in session or overnight, without prior approval.
- 4) The park/shelter must be cleaned and returned to its original condition each day after a session.
- 5) Picnic tables must be returned to their original locations within the park each day if they have been moved around.
- 6) Day Camps utilizing any **large shelters** in Madison Parks must be cleaned and out of the shelters by 4pm if there is an evening reservation on that day. Park shelters have a sign listing any reservations and this should be checked daily for evening reservations by the camp contact. If a camp utilizing a large shelter cannot be out of the shelter by 4pm, additional fees may be applied.
- 7) Day Camps will not be permitted through this process at the Olin Pavilion, Tenney Park John Wall Pavilion, Elver Park New Shelter, Vilas Park Shelter, and Warner Park Shelter.

FEEES FOR DAY CAMPS IN MADISON PARKS

Application Fee	\$50	Due with application, nonrefundable
Shelter Fees (large shelters)	\$50/day	Due within 30 days of invoice receipt
Shelter Fees (picnic shelters)	\$17.50/day	Due within 30 days of invoice receipt

CLASSES IN PARKS – APP/RULES/FEEES





Madison Parks Division
PARKS USE APPLICATION FOR CLASSES



CLASS INFORMATION
 Name of Class: _____ Type of Class: _____
 Park Requested: _____
 Estimated Attendance per class: _____

ORGANIZER/SPONSOR INFORMATION
 Name of Organization/Sponsor: _____
 Primary Contact: _____ Work Phone: _____
 Contact at the Class: _____ Phone During Class: _____
 Address: _____
 Email: _____ Organization Website: _____

CLASS SCHEDULE (this can be submitted as a separate attachment)
 Date(s) of Classes: _____ Excluded Dates: _____
 Days of the Week: Sundays Mondays Tuesdays Wednesdays Thursdays Fridays Saturdays
 Class Start Time(s) _____: _____ Class End Time(s): _____

NARRATIVE
 Provide a narrative of the class(es). Include activities, age range of participants, and other relevant information.

APPLICATION SIGNATURE
 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 _____

GENERAL RULES FOR CLASSES IN MADISON PARKS

- 1) COVID-19: Classes in Madison Parks must comply with current orders on the date(s) of your classes. <https://www.publichealthmdc.com/coronavirus/forward-dane/current-order>
- 2) There can be no vending (money exchanging hands in the park). Classes must be prepaid or donations only.
- 3) There can be no temporary structure permits issued for classes in Madison Parks.
- 4) No equipment or storage boxes are allowed in Madison Parks when the class is not in session or overnight.
- 5) The class must utilize open space in the park. Requesting use of a park shelter or athletic field/court may result in additional fees.
- 6) The area used for the class must be cleaned and returned to its original condition.
- 7) Classes may not interfere with any shelter reservations, athletic field/court reservations or permitted special events. Check here for field availability and conditions. [Madison Parks Athletic Fields](#) or the rainout line, 608-267-8787. If fields are closed due to rain, you may not host your class in that location.
- 8) Signs pertaining to the class are allowed during the class only. Signs cannot remain in the park when class is not in session.
- 9) A small speaker may be used for amplification during the class. The amplification must remain reasonable and not affect other park users, reservations, or the surrounding neighborhood.

FEEES FOR CLASSES IN MADISON PARKS

Application Fee – classes with fees	\$50 /per park requested	Due with application, nonrefundable
Application Fee – classes with no fees	\$0	

REQUEST TO MAKE OPEN SPACE PERMIT PERMANENT

This permit proved to be a popular alternative for smaller private events that want to utilize our parks but don't need a shelter for their event. Previously, these type of events had to go through the park event application process, which can be cumbersome and requires a lot of considerations that are not applicable to these small gatherings.



Open Space Park Event Application

GENERAL INFORMATION



EVENT INFORMATION

Name of Event: _____

Park Requested: _____ Estimated Attendance: _____

Area in Park: _____

Type of Event (ceremony, birthday party, etc.): _____

EVENT ORGANIZER

Primary Contact: _____ Phone During Event: _____

Organization: _____ Email: _____

Address: _____

EVENT SCHEDULE

Date Requested: _____ Rain Date: _____

Setup Start Time: _____ Setup End Time: _____

Event Start Time: _____ Event End Time: _____

Take-Down Start Time: _____ Take-Down End Time: _____

PERMITS

Will you have amplified sound at the event? Yes No
If yes, what times? _____

Will you have a temporary structure at the event? Yes No
If yes, you must submit a site map (see next page)
Note that permits are not required for 10' x 10' pop-up tents

Will you serve any food or beverages? Yes No
If yes, what will be served? _____
You must follow all [Public Health](#) requirements concerning food in the park.

Will you serve beer/wine? Yes No
If yes and you are requesting an alcohol free park, you must purchase a [beer/wine permit](#).

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, 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.

Applicant Signature: _____ Date: _____



Open Space Park Event Application

INFORMATION



OPEN SPACE PARK EVENT PERMIT

The Open Space Park Event Permit is for small, private park events that fit the criteria listed below.

Permit Criteria

- Expected attendance at or below 200 people.
- Requesting reserving open space in a Madison Park (no shelter reservation).
- Not a fundraising event.
- Not an advertised event.
- There will be no vending.
- The event will not take up extensive space in the park. The rest of the park must be accessible to the public.
- Must adhere to the PAL requirements if requesting an amplification permit
 - Sound Limit: 75 dB, 150 ft from the source.
 - Time Limit: Between 8 AM and 9 PM, 6 hour duration
- No more than one temporary structure permit allowed.
- One-day event only.

Applications due at least 30 days before the event date

Fee Schedule

• Application Fee (nonrefundable)	\$50.00
• Scheduling Fee	\$35.00
• Temporary Structure Permit (optional)	\$110.00 (one structure only)
• Amplification Permit (optional)	\$60 / 6 hours
• Damage Deposit (refundable)	\$75.00