



PARK EVENT PERMIT APPLICATION



CONTACT INFORMATION

Name of Event: Madison Balloon Glow

Event Organizer / Sponsor: Hot Air America

Organization / Sponsor Address: 30 N Gould ST Sheridan WY 82801

Organization / Sponsor website: hotairamerica.com

Is the Organizer / Sponsor a 501(c)3 non-profit agency?

☒ Yes ☒ No

MANDATORY: State Sales Tax Exemption Number: CES#: _____

Day-of contact info:

Primary Contact: Alex Rowland

Email: office@hotairamerica.com

Work Phone: 3527691537

Phone During Event: Event Contact List To Be Supplied

Secondary Contact: Sara Black

Email: office@hotairamerica.com

Work Phone: 3527691537

Phone During Event: Event Contact List To Be Supplied

EVENT INFORMATION

OCCURRENCE:

- ☐ One-Day Event
☒ Multi-Day Event (consecutive days)
☐ Recurring Event (weekly, monthly)

TYPE OF EVENT (select all that apply):

- ☐ Music / Concert / Festival
☐ Athletic Competition
☐ Free Community Gathering / Health Fair
☒ Fundraiser
☒ Other: Food Trucks / Retail Vendors / Bounce

Houses / Static Display Hot Air Balloons

EVENT DATES (see page 2 for detailed schedule form)

Set Up - Date(s): May 31

Event Start - Date(s): 4pm May 31, 2024

Clean Up - Date(s): June 2

Event End - Date(s): 10pm June 2, 2024

LOCATION INFORMATION

Park Requested: Olbrich

Requesting use of shelter: ☐ during set up

☐ during event

☐ during cleanup

Requesting use any athletic fields: ☒ Yes

☐ No

☐ Unsure

EVENT DATES (select all that apply for the event)

Annual Event? ☒ Yes ☐ No

Public Amplification?

☒ Yes ☐ No

Vending? ☒ Yes ☐ No

Temporary Structure?

☒ Yes ☐ No

Serving beer/wine? ☐ Yes ☒ No

Selling beer/wine?

☐ Yes ☒ 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: Sara Black

Date: 4/5/24



PARK EVENT PERMIT
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ATTENDANCE AND SCHEDULE FORM

ESTIMATED ATTENDANCE

Estimated average daily attendance for event: 999 Estimated total attendance for event: 2,997

DAILY ATTENDANCE INFO:

Date: 5/31	Estimated attendance (total): 999	Peak time / attendance: 7pm - 8pm - 999
Date: 6/1	Estimated attendance (total): 999	Peak time / attendance: 7pm - 8pm - 999
Date: 6/2	Estimated attendance (total): 999	Peak time / attendance: 7pm - 8pm - 999
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*
5/31/24 - 10am	Set up - layout bounce houses, food & retail vendors arrive from noon.
Daily - 4pm	Event Open (advertised as 5pm start)
Daily - 7:30pm	Balloons Inflate
Daily - 10pm	Event Closes (advertised 9pm close)
6/2/24 - 10pm to Midnight	Event Breakdown and clean up.
6/3/24 - 9am	Event Venue walkthrough to ensure fully cleaned up



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?

This event will have a reduced attendance for year one, so we would expect disruption to be minimal. We will place officers at entry to boat ramp parking and bier garden parking lot. The users of those facilities may see minimal disruption from passers by trying to get a look at the balloons. We will run a shuttle from East Towne Mall to ensure no parking on site.



Draft Layout (REVISED)

-  Food Vendors
-  Retail Vendors
-  Kids Zone (Bounce Houses etc.)
-  Toilets
-  Event Fencing
-  Hot Air Balloons
-  Traffic Deputies



Park Event Application

TEMPORARY STRUCTURE PERMIT



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. Dunk tanks, sprinklers or other water features are NOT ALLOWED.

***IF STAKING ANYTHING IN THE 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 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:

[Tent Notification of Operation permit](#)

Event/Name of Group: Hot Air America

TEMPORARY STRUCTURE INFORMATION

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

TEMPORARY STRUCTURE	QUANTITY	SIZE AND/OR DIMENSION
Staging	0	
Tent	0	Any tents would be 10x10
Trailer	0	
Inflatable	4	Maximum of 4, typically 14ft x 14ft
Other	0	

- Company installing the structure(s): Various - no staking period. Any weights used would be san

TEMPORARY STRUCTURE PERMIT

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



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: Madison Balloon Glow

Type of Amplified Sound:

☐ Sound System

☒ Speeches/Announcements

☐ Karaoke

☐ Band(s) (names): _____

☐ DJ (names): _____

☒ Other (please specify): Background music using wireless speaker system so volume is not blasting.

Amplification Schedule:

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

Date: Daily Start Time: 4pm End Time: 9:30pm Type: PA System

Date: _____ Start Time: _____ End Time: _____ Type: _____

Date: _____ Start Time: _____ End Time: _____ Type: _____

Date: _____ Start Time: _____ End Time: _____ Type: _____

Date: _____ Start Time: _____ End Time: _____ Type: _____

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



ACCESSIBILITY PLAN

Events permitted in the City of Madison are required to have an accessibility plan. The scope and details of the accessibility plan depend on the scope and details of the event. The accessibility plan could include the following:

- Accessible parking spots which include temporary access aisles where needed (indicated on event site map).
- Accessible path of travel from parking or drop-off areas, as well as throughout event to any area accessible to the public.
 - An accessible path of travel connects all elements and is at least 36" wide.
- Accessible communication plan (may need to include opportunity for request of interpreters, multiple ways to access festival information)
 - For some events interpreters must be booked but can be cancelled if organizers do not receive RSVPs from the deaf community 72 hours prior to the event.
 - At a minimum, schedules should be in print and accessible to screen readers electronically.
- Accessibility features included in advertising materials (websites and fliers) at least 2 weeks in advance of event.
Possible information to include:
 - Accessible parking locations
 - Accessible seating locations
 - Accessible restrooms
 - Available interpretation services
 - Available quiet areas
- Cluster portable toilets in groups of no more than 6 and ensure at least one accessible portable toilet per cluster of portable toilets.
- Provide an ADA seating area to ensure access for people who need it.
- Maintain accessible path to, and within, all temporary structures.
- Contacting parking enforcement regarding vehicles illegally parked in temporary accessible stalls.

Describe your event's accessibility plan. Include any accessibility setup in your site map.

ADA accessible restrooms provided.

ADA shuttle service provided.

Guests with mobility needs can book "off-road" wheelchairs in advance through Hot Air America.

For more information contact the City of Madison Disability Rights and Services Specialist, Rebecca Hoyt at rhoyt@cityofmadison.com or (608) 266-6511.



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PARK EVENT VENDING PERMIT FORM

Will you be having vending at your event? ☒ Yes ☐ No
If No, you can skip this form.
If Yes, you must complete this form.

Name of Event: Madison Balloon Glow

Event organizers/sponsors are responsible for submitting a list of event vendors at least two weeks prior to the event to the City of Madison.

- How many for-profit vendors will be at the event? TBD
- How many non-profit vendors will be at the event? TBD

VENDING PERMIT FEES:

Single Non-Profit Vendor permit	\$ 75.00
Each additional day	\$ 25.00
Single Vendor permit	\$ 275.00
Each additional day	\$ 50.00
Umbrella Vendor permit (multiple vendors, up to 7 vendors)	\$ 845.00
Each additional day	\$ 50.00

Events on City of Madison property are also required to submit event and food vendor information to [Public Health of Madison and Dane County](#). Food vendors are required to have a [Transient Food Stand License](#) or [Mobile Food Establishment License](#) from PHMDC, contact leadadmin@publichealthmdc.org for requirements or questions.

Events with vendors, in the State of Wisconsin, are also required to submit a [S-240](#) form to the [WI Department of Revenue](#).

VENDOR LIST

(Submit separate list as needed – include all info below for each vendor)

Legal Business Name	Address	Contact (name)	Email	WI sellers permit #	Food OR Merchandise	Nonprofit
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
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					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No



PARK EVENT PERMIT APPLICATION



PARK EVENT BEER/WINE SALES PERMIT FORM

Will you be serving or selling beer/wine at your event?

☐ Yes ☒ No

If No, you can skip this form.

If Yes, there is important information on this form about City of Madison licensing requirements, continue reading.

Temporary B Picnic License – APPLICATION DUE AT LEAST 60 DAYS BEFORE EVENT

A Temporary B Picnic License is required if you plan on serving or selling beer/wine at your event.

A Certificate of Insurance with liquor liability is also due with the Temporary B Picnic License at least 60 days before the event.

[Temporary B Picnic License](#)

[Temporary B Picnic License FAQ](#)

Submit to:

City of Madison Clerk's Office

210 MLK Jr Blvd, Room 103

Madison, WI 53703

licensing@cityofmadison.com

608-266-4601

Will you be selling beer/wine at your event?

☐ Yes ☒ No

If No, you can skip this rest of this form.

If Yes, you must complete this form.

Street Use Event Beer/Wine Selling Permit

Permit fee is \$700.00.

Name of Event: _____

I understand I must obtain a Temporary B Picnic License in order to sell beer/wine at my event.

(initial) SB

I understand I must submit a Certificate of Insurance with Liquor Liability along with the Temporary B Picnic License application at least 60 days before the event date to the Clerk's Office.

(initial) SB

If the Temp B Picnic License is denied, the event will be:

☐ Canceled

☐ Not Canceled



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PARK EVENT CLEANUP AND RECYCLING PLAN

Events are required to submit a clean-up and recycling plan with their application. Plans should include number and location(s) for garbage/recycling containers and dumpsters, collection during event, disposal after the event and any other relevant information.

Park Events can request additional Madison Parks trash barrels. Please email madisonevents@cityofmadison.com to find out how many receptacles are already in the Park so you can determine if you need to request more.

City of Madison has 4, 20-yard dumpsters available for events. We cannot guarantee availability. Please confirm with madisonevents@cityofmadison.com if the number you are requesting are available or if the Park already has a dumpster you can use.

Will you be renting City of Madison receptacles?

☒ Yes ☐ No

Name of Event: Madison Balloon Glow

Location (where should they be delivered in the Park?): Olbrich Park Central Field

Please indicate quantity of trash barrels: 40

8 barrel minimum: Each increment of up to 8 barrels \$150

Please indicate quantity of recycling barrels: 40

(\$142.18 no tax)

Please indicate quantity of dumpsters: 2

per dumpster, and per tip: \$375

(\$355.45 no tax)

If you are not requesting City equipment, please provide the name and contact information of the collection agency providing equipment or services for the event. NA

Any group that leaves an area in a condition that requires special clean-up by City crews will be charged the full cost of clean-up.

If you need assistance with your clean-up and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

Provide detailed trash/recycling/clean-up information (please submit as a separate document if needed):

We will place trash bags in dumpster at end of each evening. Event Management will walk park at first light daily to ensure park clear for day time users. Food vendors to take own trash bags.

We hope that by having large number of trash barrels, it will ensure most barrels are only partially full each night to give venue a better look and feel.



PARK EVENT PERMIT APPLICATION



PARK EVENT MARKETING INFORMATION

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

Do you want your event listed on the City of Madison Online Event Calendar?

☐ Yes ☒ No

If No, skip this form.

If Yes, please continue.

CITY OF MADISON CALENDAR OF EVENTS

If you want your event to be listed on the City of Madison online event calendar, please complete the Marketing Information form. Your event will only be included on the calendar if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendar.

**required info*

*Official Name of Event: _____

*Location: _____

Public Contact Phone: _____

*Website: _____

*Admission Cost: _____

*Date of Event: _____

*Beginning Time of Event: _____ *End Time of Event: _____

*Two sentence description of event (short promotional description of the event):

Event will only be promoted on official Facebook due to limited year 1 capacity.

Poster Kiosks on the Capitol Square and State Street

Madison Parks maintains the enclosed kiosks on the Capitol Square and State Street. The posters are placed in the kiosks approximately every 1-2 weeks - depending on staff availability and maintenance duties. It is your responsibility to ensure that you have taken care of other ways to promote your event. You may drop off 12 posters, max size 12"x17", up to one month in advance of your event. Drop off at the Parks Division, 330 E Lakeside St, Madison, WI 53715, Monday – Friday, 8:00 am – 4:30 pm.

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The “ Madison Balloon Glow ” will be held May 31 - June 2 at Olbrich Park .

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the “ Madison Balloon Glow Event ” (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 Sara Black

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 Sara Black 3527691537
- 3. We ☒ will / ☐ will not have on-site Police or Security Sara Black 3527691537

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 Sara Black 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 Sara Black 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: Alex Rowland
6. Parking for vendor and staff vehicles will be: Olbrich Park sattelite lot
7. Parking for attendee vehicles will be: East Towne Mall and / or downtown for shuttle

V. CONTACT INFORMATION

Primary Contact	Sara Black	3527691537
Secondary Contact	Alex Rowland	3527691537
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345