



Park Event Application GENERAL INFORMATION

play
**MADISON
PARKS**

Are you applying for a NEW park event?

☐ Yes

☒ No

Are you applying for a returning park event with significant changes?

☒ Yes

☐ No

↓ park location

EVENT INFORMATION

Name of Event: Makeshift Festival

Park Requested: Tenney Park Island

Estimated Attendance: 3,600

Type of Event (run/walk, fundraiser, festival, etc): 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# 050153

Primary Contact: Stephanie Franklin

Work Phone: 266-4339

Address: 1402 Wingra Creek Pkwy

Phone During Event: _____

Email: info@madisonparksfoundation.org

Organization or Event Website: madisonparksfoundation.org

EVENT SCHEDULE

Date(s) of Event: Sunday, August 12, 2018 Event Start and End Times: 1-7 PM

Rain Date (if any): N/A

Set-Up/Take-Down Start/End Times: 8/11: 7 AM - 7 PM / 8/12: 7 AM - 1 PM

Does this require time in the park the day before your event?

☒ Yes

☐ No

If Yes, provide details of times and area requested: Access to Festival Area

PERMITS

Will you have amplified sound at this event?

☐ Yes

☐ No

If yes, please fill out an Amplification Permit Application (page 13)

Will 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 Franklin

Date 5/1/18



The Makeshift Festival was created to celebrate creativity in the visual and culinary arts, which will benefit the Madison Parks Foundation. This event features chefs from the Midwest who will provide affordably priced dishes in a family-friendly environment created by local designers and visual artists with the natural beauty of Jenner Park as their canvas.

- General: set up, hours of operation, tear down/cleanup, leave park
- Vending: when vendors will set up, hours of operation, tear down/cleanup, leave park
- Music/Performances: stage setup, performance schedule, tears down/cleanup, leave park
- Displays, Exhibits, Demonstrations: setup, open hours, tear down, leave park
- Run/Walk/Parade, etc.: when staging starts, start time(s), end time(s), cleanup, leave park

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**EVENT SCHEDULE:
MAKESHIFT**

8/11/18
SATURDAY

8:00AM-5PM -- Rental Company arrives to set up tents & other rental equipment
8:00PM -- Security arrives for overnight monitoring of equipment

8/12/18
SUNDAY

9:00 AM -- Setup Volunteers Arrive
10:00 AM -- Vendor/Sponsor setup begins
12:00 PM -- Vendors/Sponsors setup ends
1:00 PM -- Gates open, food & drink service begin
6:30 PM -- Food Service Ends
7:00 PM-- Drink Service Ends
7:01 PM -- Event Ends
7:02 PM -- Event Teardown Begins
10:00 PM -- Event Teardown Ends

8/13/18
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.

Find a place



EVENT IMPACT: MAKESHIFT

We anticipate, based on last year's festival, 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 on a level that will be noticeable. We are unaware of any complaints from last year's festival from the neighbors, so we're optimistic that we'll continue to be good temporary neighbors. In addition, the relatively early end time should mitigate impact to the neighborhood.

We're happy to say that we've approached the Tenney-Lapham Neighborhood Association and received enthusiastic support for this year's location.

We've already gotten a commitment from Care Wisconsin to use their parking facilities, and we're going to dedicate resources to making sure our guests know it's available.

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.



Park Event Application

CLEANUP AND RECYCLING

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Will you be providing your own receptacles?

If yes, which receptacles and how many?

Recycling Bins: _____

Trash Bins: _____

Dumpsters: _____

☐ Yes

☐ No

If yes, name/contact information of collection agency
providing equipment and service: _____

Will you be renting additional Parks receptacles?

If Yes, please continue. If No, skip the remainder of this form.

☒ Yes

☐ No

Event/Name of Group: MAKE SHIFT FESTIVAL / MADISON PARKS FOUNDATION

Park Name: TENNEY

Please indicate quantity of trash barrels: 32

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

Please indicate quantity of dumpsters: 2

per dumpster, and per tip: \$300



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 Festival will be held Aug 12 2018 at Tennet Park Island
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.
3. We ☒ will/ ☐ will not have on-site Police or Security.

CONTACT NAME/CELL NUMBER

PERMAN SECURITY
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.
6. Parking for vendor and staff vehicles will be: LOCATION(S).
7. Parking for attendee vehicles will be: LOCATION(S).

V. CONTACT INFORMATION

Primary Contact	BOB LEHAUER	Cell: 608 335 8282
Secondary Contact	STEPHANIE FRANKLIN	Cell: 608 333 3569
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 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?
If Yes, please continue. If No, skip this form.

Yes ☒ No ☐

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 Festival

Park Location: Tenney Park

Public Contact Phone: _____

Website: makeshiftfestival.com

Admission Cost: \$0

Date of Event: August 12, 2018

Beginning/End Time of Event: 1-7 PM

Two sentence description of event:

Makeshift Festival - a festival created to celebrate creativity in the visual and culinary arts benefitting and highlight our great public spaces - our parks. This event features chefs from Madison, Milwaukee, Minneapolis & Chicago presenting affordably priced dishes in a family friendly environment created by local designers and visual artists with the natural beauty of Madison parks as their canvas.



Park Event Application AMPLIFICATION PERMIT

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Will there be amplification at the event?

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

Yes



No ☐

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.

Event/Name of Group: MAKESLIFT FESTIVAL / MADISON PARKS FOUNDATION

Type of Amplified Sound:

- ☐ Band ☐ DJ ☒ Sound System ☐ Speeches/Announcements ☐ Karaoke
☐ Other (please specify): _____

SOUND DURATION INFORMATION

DATE	TYPE	TIME SOUND BEGINS	TIME SOUND ENDS
8-12	PA / BACKGROUND MUSIC	1 PM	7 PM

Public Amplification permit type is determined by Parks Staff.

Public Amplification Permit 1 – (PA1)

- Sound Limit: 75 dB, 150 ft from the source.
- Time Limit: Between 8 AM and 9 PM, 6 hour duration
- Permit Fee: \$60
- Additional Hour(s) between 8AM and 10PM (9PM for Shelter Reservations): \$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.
 - Ranger staff will monitor events for compliance.

Public Amplification Permit 2 – (PA2)

- 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
- Permit Fee: \$100
- Additional Hour(s) between 8 AM and 10 PM: \$20
- Special Conditions:
 - PA1 Conditions apply
 - Ranger staff will monitor events for compliance at the perimeter and/or 125 ft from the source and at the sound board if applicable.
- 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 Application

TEMPORARY STRUCTURE PERMIT

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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.

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: MAKE SHIFT FESTIVAL

TEMPORARY STRUCTURE INFORMATION

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

TEMPORARY STRUCTURE	QUANTITY	SIZE AND/OR DIMENSION
Staging	1	
Tent	6	1 - 10' x 150', 5 - 10' x 10'
Trailer	1	
Inflatable	1	
Other	1	

- 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: MAKESHIFT FESTIVAL

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?

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

Yes ☒ No ☐

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: _____

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