



# PARK EVENT PERMIT APPLICATION



## CONTACT INFORMATION

Name of Event: \_\_\_\_\_

Event Organizer / Sponsor: \_\_\_\_\_

Organization / Sponsor Address: \_\_\_\_\_

Organization / Sponsor website: \_\_\_\_\_

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: \_\_\_\_\_ Email: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Phone During Event: \_\_\_\_\_

Secondary Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Phone During Event: \_\_\_\_\_

## 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: \_\_\_\_\_

### **EVENT DATES** (see page 2 for detailed schedule form)

Set Up - Date(s): \_\_\_\_\_ Event Start - Date(s): \_\_\_\_\_

Clean Up - Date(s): \_\_\_\_\_ Event End - Date(s): \_\_\_\_\_

## LOCATION INFORMATION

Park Requested: \_\_\_\_\_

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?      | <input type="checkbox"/> Yes <input type="checkbox"/> No | Public Amplification? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Vending?           | <input type="checkbox"/> Yes <input type="checkbox"/> No | Temporary Structure?  | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Serving beer/wine? | <input type="checkbox"/> Yes <input type="checkbox"/> No | Selling beer/wine?    | <input type="checkbox"/> Yes <input type="checkbox"/> 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: \_\_\_\_\_ Date: \_\_\_\_\_



# PARK EVENT PERMIT APPLICATION



## ATTENDANCE AND SCHEDULE FORM

### ESTIMATED ATTENDANCE

Estimated average daily attendance for event: \_\_\_\_\_ Estimated total attendance for event: \_\_\_\_\_

### DAILY ATTENDANCE INFO:

Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
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) <small>*INCLUDE AS MUCH DETAIL AS POSSIBLE FOR YOUR EVENT SCHEDULE*</small>



# 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?**



# PARK EVENT PERMIT APPLICATION



## CERTIFICATE OF INSURANCE

Requirement of a Certificate of Insurance will be noted on the Permit Conditions for your event .

- The City's Risk Manager determines whether a Certificate of Insurance is required for an event.
  - The determination is based on the risk level of an event.
  - Risk level is determined by such things as, but is not limited to:
    - Activities planned for the event
    - Anticipated attendance
    - Beer/alcohol
    - Potential for injury
    - Size and nature of the event
- If a Certificate of Insurance is required, the event organizer must:
  - Submit a general liability insurance policy certificate
    - **30 days prior to the event date**
    - In the amount of \$1,000,000 (unless otherwise specified)
    - Naming the City of Madison as Additional Insured.
  - If alcohol (beer/wine) will be sold, this certificate must include liquor liability.
    - **60 days prior to the event date**
    - Will also be required for the [Temporary B Picnic License](#)
- Submit official certificate by mail, email, or fax to the City of Madison Risk Management Office  
City Risk Manager  
210 Martin Luther King, Jr. Blvd., Rm. 406  
Madison, WI 53703  
Phone: (608) 266-5965  
Fax: (608) 267-8705  
**Risk Manager Email**  
[eveum@cityofmadison.com](mailto:eveum@cityofmadison.com)  
[jaustin2@cityofmadison.com](mailto:jaustin2@cityofmadison.com)

### INDEMNIFICATION CLAUSE FOR PERMITS

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.



# 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: \_\_\_\_\_

#### Type of Amplified Sound:

- Sound System
- Speeches/Announcements
- Karaoke
- Band(s) (names): \_\_\_\_\_
- DJ (names): \_\_\_\_\_
- Other (please specify): \_\_\_\_\_

#### Amplification Schedule:

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

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: _____
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.
  - o 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)
  - o 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.
  - o 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:

  - o Accessible parking locations
  - o Accessible seating locations
  - o Accessible restrooms
  - o Available interpretation services
  - o 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.**

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



# PARK EVENT PERMIT APPLICATION



## 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: \_\_\_\_\_

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? \_\_\_\_\_
- How many non-profit vendors will be at the event? \_\_\_\_\_

### 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](mailto: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
					<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
					<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](mailto: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)\_\_\_\_\_

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)\_\_\_\_\_

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

- Canceled
- Not Canceled





# PARK EVENT PERMIT APPLICATION



## 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](mailto: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](mailto: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: \_\_\_\_\_

Location (where should they be delivered in the Park?): \_\_\_\_\_

Please indicate quantity of trash barrels: \_\_\_\_\_ 8 barrel minimum: Each increment of up to 8 barrels \$150  
Please indicate quantity of recycling barrels: \_\_\_\_\_ (\$142.18 no tax)

Please indicate quantity of dumpsters: \_\_\_\_\_ 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. \_\_\_\_\_

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):  
[Empty box for detailed information]



# 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):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **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.