



Park Event Application OVERVIEW



The primary mission of Madison Parks is to provide citizens and visitors with open space and facilities for recreation and relaxation. Under regulated circumstances, a park event permit can be used to reserve park space for a special event. The following park event application process is intended to help with the success of your event and insure the safety and general welfare of the public and event participants.

What makes a park use request a special event? You must complete an application for a park event permit if any of the following items apply:

- A large number of participants are expected.
- The event will be promoted to the general public.
- Admission will be charged.
- A park not normally used for events, such as a neighborhood park, a beach or a park with no shelter, has been requested.
- Vending will occur.
- The purpose of the event is to raise money, whether for a non-profit/charity or as a commercial venture.
- The event will use extensive space in a park.
- If you are not sure whether your event qualifies as a special event please email MadisonEvents@cityofmadison.com.

New Park Events

If the application is for a new event, approval by the Board of Park Commissioners may be required.

Applications for new events must be submitted at least **six months (180 days) prior to the event to be considered.**

Returning Park Events – Significant Changes

Approval from the Board of Park Commissioners may be required if the plans for a returning event differ significantly from previous years' event. **These applications must be submitted at least **six months (180 days)** in advance of the event.** Examples of changes that may require Board approval include but are not limited to:

- Expansion of venue
- Gated admission
- Selling beer
- Additional stages
- Significantly increased attendance
- Amplification

Returning Park Events – No Significant Changes

If no significant changes, the application must be submitted at least two months (60 days) prior to the event.

Important Considerations

- Contact (608) 266-4711 or email MadisonEvents@cityofmadison.com, to see if your preferred date and location are available before beginning the application process.
- A late fee of \$250.00 will be charged for applications received after the deadlines indicated above.
- Review the Fee Schedule to estimate the costs for your event and any extra permits or equipment rental you may need. Actual fees will be determined by the Parks Division—this fee information is only to help you with budgeting.
- A Certificate of Insurance may be required by the City of Madison Risk Management Office.
- Conditional approval of the event is required before promoting, marketing, or advertising the event.

Neighborhood Association planning an event in your City of Madison park?

**You do not need to complete this application. Please visit [Neighborhood Association Park Events](http://www.cityofmadison.com/parks/plan/NAParkevents/).
(www.cityofmadison.com/parks/plan/NAParkevents/)**



Park Event Application FEE SCHEDULE



General Fees	Conditions	Cost
Application Fee (Non-refundable)		\$50
Event Scheduling Fee	Based on size and complexity of event.	\$200, \$750, or \$1,500
Past Application Deadline/ Incomplete Application Fee		\$250
Shelter Reservation Fee /per day	Specific Shelter costs can be found here .	\$175 - \$1150
Event Cancellation Charge	If cancelled at least 60 days prior to event date: If cancelled less than 60 days prior to event date:	20% of estimated fees 50% of estimated fees
Ranger Key Service	If ranger is required to supply keys	\$60
Key Deposit (Refundable)	Based on specific shelter	\$50/key
Event Damage Deposit (Refundable)	Based on size and complexity of event	\$1,000 - \$3,000
Damage to Property		At cost, plus 10%
Labor Charge	2 hour minimum	\$50/hour

Park Permits (Must be submitted with application)	Conditions	Cost
Temporary Structure	User has reserved a shelter/facility: User has not reserved a shelter/facility: Additional Temporary Structures	\$110 \$220 \$110 each
Public Amplification Permit 1		\$60/six hours
Public Amplification Permit 2		\$150/six hours
Additional Hours of Amplification	Two 6 hour permits can be purchased for a full day or	\$30/additional hour
Beer/Wine Permit -NO SALES-	To serve alcohol in alcohol free park	\$55
Beer/Wine Sales Permit	Single Day Each additional day in a calendar year	\$700 \$50
Vending – Single Vendor	Single Day Each additional day in a calendar year	\$275 \$50
Vending – Single Non-Profit	Single Day Each additional day in a calendar year	\$75 \$25
Vending – Multiple Vendors (up to 7 vendors)	Single Day Each additional day in a calendar year	\$845 \$50
Fireworks	Per Occurrence	\$350
Commercial Shoots (video, still catalog)	Full Day Half Day	\$225 \$175

Equipment	Conditions	Cost
Trash Barrels	Each increment of 8 barrels	\$150
Dumpsters	Per dumpster and per tip	\$300



Park Event Application

EXAMPLE PERMIT & CONDITIONS



The following is an example of the permit you will receive upon approval of your event. Conditions will vary for each event.



Permit #	PEP2019XXX
Application Submitted:	EXAMPLE
Permit Issued:	EXAMPLE

Issued to:	Contact Name: EXAMPLE
Organization: EXAMPLE	Email: EXAMPLE
Address: EXAMPLE . EXAMPLE	Phone During Event: (XXX) XXX-XXXX
Name of Event: EXAMPLE	Location: EXAMPLE
Start Date: EXAMPLE	End Date: EXAMPLE

	Date	Time/Hours
Setup	EXAMPLE	
Event Start	EXAMPLE	
Event End	EXAMPLE	
Cleanup/Take Down	EXAMPLE	

Approved with the following conditions (may extend to next page):

X	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 GRANTED.
Before Event	
X	Notification: Organizer must notify area alder(s) at least 30 days prior to the event. Provide the alder with event information, including: location, date, schedule, activities, etc. The alder(s) to notify for this event is: <i>Choose an item.</i>
X	Notification: The applicant shall send a copy of the application to the alderperson, <i>Choose an item.</i> , and to any neighborhood associations on file with the Department of Planning and Community and Economic Development, within thirty (30) days of receiving approval from the Park Commission. The notification shall include contact information for the applicant. The purpose of the notification shall be to exchange information and receive public comment about the details of the event. <ul style="list-style-type: none"> The applicant shall keep a record of all public comments and provide them to the Madison Parks Division.
X	Insurance: Organizer will submit a certificate of insurance covering this activity which names the City of Madison as Additional Insured. (If beer/wine will be sold, this certificate must include liquor liability.)
X	Parade Permit: Organizer will apply for a Parade Permit if a run/walk or march is part of the event.
X	Street Use: If the event will close street(s), event organizer must apply for a Street Use Permit .
X	Setup: Organizer will contact the <i>Choose an item.</i> Parks Maintenance Supervisor, <i>Choose an item.</i> , at <i>Choose an item.</i> at least 30 days prior to your event to review site plans. Organizer must abide by all recommendations/stipulations provided by the Maintenance Supervisor.
X	Setup: Organizer will submit a detailed parking/traffic plan for the event.
X	Setup: Organizer will be responsible for ordering and paying for enough portable toilets for the event, based on expected attendance.



Park Event Application

EXAMPLE PERMIT & CONDITIONS



X	Setup: Organizer is responsible for cordoning off the portion of the parking lot that will be used for the event.
X	Alcohol (Beer/Wine): If alcohol will be sold at the event, organizer must apply for a Temporary (Picnic Beer) License through the Clerk Office.
X	Alcohol (Beer/Wine): If alcohol is not permitted in the park, organizer must obtain a permit that allows alcohol consumption.
X	Park Use: Organizer will pick up keys for shelters and/or bathrooms in the Parks office a few days before Click here to enter a date. , in exchange for a refundable \$ Click here to enter text. deposit.
X	Damage Deposit: Organizer will leave a \$ Click here to enter text. refundable damage deposit with the Parks Office and agrees to be responsible for any damage to the park that occurs as a result of the event. This can be done via check or charge, but it must be separate from your invoice payment.
X	Fee Due Date: All fees will be paid and deposits made at least two weeks before the event. We accept cash, check, or charge (VISA or MasterCard). To make a credit card payment via phone, please call (608) 264-9289. Please make checks payable to City Treasurer and mail to: City of Madison Parks Division / 210 Martin Luther King, Jr. Blvd. / Madison, WI 53703
X	Vending: Organizer will furnish the Parks Office with a complete list of vendors at least two weeks in advance.
During Event	
X	Food Distribution: Organizer will follow all Health Department requirements and recommendations concerning food in the park.
X	Temporary Structures: If using temporary structure(s) (e.g. tents, stages, inflatable structures, etc.), organizer will contact Digger's Hotline (811) ten to fourteen days before Click here to enter a date.
X	Amplified Sound: A PA1 permit will be issued for amplification. Sound shall be limited to 75 decibels (dB) 125' from the source. Amplification will be allowed from Click here to enter text. to Click here to enter text.
X	Amplified Sound: A PA2 permit will be issued for amplification. Sound shall be limited to 95 decibels (dB) at the sound board or 125' from the amplification source if no sound board is present. Amplification will be allowed from Click here to enter text. to Click here to enter text. Sound will be monitored by Parks staff with an octave band meter. If readings are above 95 dB during the measurement period, non-compliance action will commence. <ul style="list-style-type: none"> • <u>Non-compliance action</u> A warning will be given to comply with the conditions of the PA2 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.
X	Parking: For events at Gates of Heaven, Brittingham, Olin, and Vilas: if your reservation is longer than 3 hours and you require parking passes, they are available upon request. Parking Passes are only valid during the time of your reservation and must be placed in the windshield of the car in the parking area. Please contact the Parks Office at 264-9289 with any questions.
X	Park Rules: <ul style="list-style-type: none"> • No glass containers are permitted in the park. • No driving or parking of vehicles on grass. • No permanent marking of the parking lots, paths, sidewalks or streets is allowed. Chalk may be used, but not spray paint, spray chalk, or stickers.
X	If you require assistance or experience any unforeseen issues during your event, please contact the Park Rangers at (608) 235-0448.
After Event	
X	Organizer is responsible for all cleanup after event. If city resources are required for cleanup, the organizer will be billed for those costs.



Park Event Application INSURANCE



Requirement of a Certificate of Insurance will be noted on the Permit Conditions for your event (example pg. 4)

- 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
 - Naming the City of Madison as Additional Insured.
 - If alcohol (beer/wine) will be sold, this certificate must include liquor liability.
- 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
mlloyd@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 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: _____

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

Available online: www.cityofmadison.com/trafficengineering/paradepermit.cfm

Date Parade Permit Application Submitted: _____

- 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: _____

- 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 SUBMISSION & FOLLOW-UP



SUBMIT

Submit the completed application forms and applicable documents by the outlined deadlines. You may submit your full application via email, USPS, or in person using the contact information below:

City of Madison Parks Division
210 Martin Luther King, Jr. Blvd., Rm. 104
Madison, WI 53703
madisonevents@cityofmadison.com

Please remember that new events (or repeat events that have changed) require application submission a MINIMUM of 180 days (6 months) in advance of the date of the event. Repeat events without modification require application submission a MINIMUM of 60 days (two months) in advance of the date of the event. A late fee of \$250.00 will be charged for applications received after these deadlines.

REVIEW

Park Event applications are reviewed by the Park Event Staff Team and/or the Park Commission, which meets the second Wednesday of each month. Event organizers may be required to attend the Park Commission meeting if/when the application is reviewed. Park Event Staff will contact you if your attendance is required.

APPROVAL

If/when the application is approved, a Park Event Permit will be issued to the Event Organizer. The permit will list the date, time and location of the event, as well as conditions for the event.

CONDITIONS

All conditions of the Park Event Permit must be met before, during, and after the event. Failure to do so may result in deductions from the Event Deposit.

NOTIFICATION

You may be required to notify both your alder and your regional Parks Maintenance Supervisor about your event. Once the Parks Division receives, processes, and approves your application, we will indicate whether or not these notifications are necessary.

Alder Look-Up: [by Address or by Map](#)
www.cityofmadison.com/Council/councilMembers/alders.cfm

When notifying your alder, you should note:

- Event Date
- Event Location
- Event Permits
 - » Amplification
 - » Temporary Structure
 - » Vending
 - » Beer/Wine
 - » All Additional City Permits