



**Milwaukee County**  
**Department of Parks, Recreation & Culture**  
**Boerner Botanical Gardens**



## 2016 GARDENS PHOTOGRAPHY/FILMING PERMIT APPLICATION

### WHAT REQUIRES A PHOTOGRAPHY PERMIT?

All photography sessions on any part of the Boerner Botanical Garden grounds are subject to photography permit requirements. A Photography Permit applies to each of the following:

- Wedding pictures and engagement pictures
- Cultural celebrations, birthday pictures, and family portraits
- School or graduation pictures, homecoming and prom pictures, modeling portfolios
- Any other **posed** photography session that uses the Gardens as a backdrop for pictures and/or that require special attire.  
**Photos taken to be used in the stream of commerce require a Commercial Photography Permit.**

### WHAT REQUIRES A COMMERCIAL PHOTOGRAPHY PERMIT?

A Commercial Photography Permit must be completed, processed, and approved, including payment, to reserve time at any part of the Boerner Botanical Garden grounds to take professional photographs related to each of the following:

- Advertising and art
- Fashion and glamour photography
- Editorial photography
- Photojournalism
- Any other photography session in which the final images may be used in the stream of commerce

### GARDEN SETTINGS AND ACCESS RULES (see site map):

All areas of the Gardens are available for photography sessions so long as not currently reserved by a wedding party. Caution should be used around all plantings. All persons are required to stay on established paths; do not step into any of the flowerbeds, on any of the rock ledges, or into any wooded area. Failure to do so may result in permit revocation.

Because the Gardens are open to the public, **photography permit reservations cannot be made for a specific site location.** Also, the exercise of a permit granted may not in any way interfere with a party's reserved use of the Gardens, normal public use of the Gardens, or with normal park maintenance and operation.

### PERMIT TIMES AND FEES (subject to change):

The formal Gardens are open from April through November, weather permitting.

General Office Hours:	8:00 a.m. – 4:00 p.m. Monday through Friday
Admission Season:	8:00 a.m. – 6:00 p.m. seven days a week

- **Wedding Photography Permit:** The permit fee is \$142.56 (includes sales tax) per hour. This fee includes admissions to the Gardens for up to 20 people. The 21 person + will be charged the regular admission rate (see Admission Rates.) If a permit holder goes over the reserved time period, he or she will be charged for the additional time at a rate of \$65.00 (\$68.64 w/ tax) for every ½ hour or fraction thereof.
- **All Other Photography Permit:** The permit fee is \$26.40 (includes sales tax) per hour. This fee does NOT include admissions to the Gardens. Each person attending the photo shoot must pay the individual regular Gardens admission rate in addition to the fee payment (see Admission Rates.)
- **Commercial Photography Permit:** The permit fee is \$316.80 (includes sales tax) for up to 3 hours, and \$823.68 (includes sales tax) for up to 8 hours. This fee does NOT include admissions to the Gardens. Each person attending the

photo shoot must pay the individual regular Gardens admission rate in addition to the fee payment (see Admission Rates.) If a permit holder goes over the reserved time period, he or she will be charged for the additional time at a rate of \$125.00 (\$132.00 w/ tax) for every hour or fraction thereof.

**Wisconsin State Sales Tax:** All Photography/Filming permit fees include sales tax (5.6%). If you are a tax-exempt organization, attach a copy of your Certificate of Exempt Status (CES#) issued by the Department of Revenue from the State of Wisconsin.

### **ADMISSION RATES TO THE GARDENS (subject to change):**

The formal Gardens are open from April through November, weather permitting.

General Office Hours: 8:00 a.m. – 4:00 p.m. Monday through Friday  
Admission Season: 8:00 a.m. – 6:00 p.m. seven days a week

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|----------------------|--------|-------------------------------------|-------------------------------------|
| • Children 5 & under | Free   | • Adults                            | \$5.50                              |
| • Children (6 –17)   | \$3.50 | • Resident Seniors (60+) & Disabled | \$4.50                              |
| • Students with ID   | \$4.50 | • Group Rate (20+)                  | \$4.50 (adults) & \$3.00 (children) |

### **CANCELLATION POLICY:**

All cancellations must be submitted in writing.

- **All cancellations will be charged a \$50 administrative fee.**
- A written cancellation must be received no later than **ninety (90) days** prior to the scheduled date to receive a 100% refund (minus \$50 administrative fee).
- To obtain a 50% refund, a written notification of cancellation must be received no later than **forty five (45) days** prior to the schedule date. After that, there are NO refunds.
- Additionally, to receive any refund the original permit must accompany the written notification.
- No refunds will be given due to inclement weather, unless the cancellation of your event is a decision made by Milwaukee County Parks Department due to severe weather conditions.

### **RULES, REGULATIONS AND CONSIDERATIONS:**

- **Please check in** at the Visitor Center Information Desk upon arrival.
- Please advise your driver and guests to park in the parking lot, not the circle drive in front of the facility. The circle is a fire lane and must remain clear. **Engines must be turned off while parking in the lot.**
- **All public areas of the Gardens** are available for photography sessions unless the area is currently reserved for a wedding.
- Except for the permitted Garden wedding site, **reservations cannot be made for specific locations within the Gardens** for photography sessions.
- **Be advised, if attendance numbers exceed the allowable 20 persons**, any and all additional persons shall pay the regular Gardens admission rate.
- Electrical hook-up is not available in the Gardens.
- Please make photography preparations prior to arrival. Dressing facilities are available at an extra cost.
- Extra furnishings, displays, tents or other **props are not allowed.**
- Please be advised, **permit holder is responsible for clean-up**, any and all costs incurred by the Gardens for clean-up beyond normal operating procedures will be billed to the permit holder.
- Under no conditions and **at no time may a photograph taken at the Gardens**, or at any other Milwaukee County Park, **be used to infer endorsement of a product, person or service** by Milwaukee County or by any of its employees.
- **The permit holder agrees that it will at all times during the existence of this permit indemnify and hold harmless Milwaukee County** against any and all liability, costs or expenses (including attorney's fees) which Milwaukee County may sustain by reason of the acts or omissions of the permit holder, its guests or invitees.

**PERMIT QUESTIONNAIRE:**

Please read carefully, complete, and return with payment.

Date Permit Needed \_\_\_\_\_

Time (includes your set up and clean up time), from \_\_\_\_\_ to \_\_\_\_\_

Group Name \_\_\_\_\_

Responsible Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

Email \_\_\_\_\_ Day of Phone \_\_\_\_\_

Type of Event \_\_\_\_\_ Estimated Attendance \_\_\_\_\_

\$ \_\_\_\_\_ Wedding Photo Permit - \$135.00 (\$142.56 w/tax)  
Up to 20 people

\$ \_\_\_\_\_ Admission for party larger than 20  
Based on regular admission rate

\$ \_\_\_\_\_ Formal Photo Permit - \$25.00 (\$26.40 w/tax)

\$ \_\_\_\_\_ Cancellation

\$ \_\_\_\_\_ Commercial Photo Permit – 3 hr. - \$300.00 (\$316.80 w/tax)

\$ \_\_\_\_\_ Commercial Photo Permit – 8 hr. - \$780.00 (\$823.68 w/tax)

\$ \_\_\_\_\_ TOTAL

*“For Office Use Only”* - Date \_\_\_\_\_ Processed by \_\_\_\_\_ Amount \_\_\_\_\_

Cash      Check      Charge

Payments may be made in cash, check (payable to **Milwaukee County Treasurer**), or credit card (Visa, MasterCard, Discover or American Express.)

I hereby acknowledge that I have read, understand and agree to follow the terms and conditions, rules, regulations and considerations contained herein. In addition, I acknowledge and understand that I am responsible for any damage that may result from my actions or those of my guests or invitees.

**I AGREE THAT THE ENTRY OF MY FULL NAME BELOW CONSTITUTES AN ELECTRONIC SIGNATURE.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

*(Electronic Signature Accepted)*