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## 2018 PHOTOGRAPHY/FILMING PERMIT APPLICATION

### WHAT REQUIRES A PHOTOGRAPHY PERMIT?

All photography sessions on any part of the Boerner Botanical Gardens 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 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 Gardens grounds. A Commercial Photography Permit applies 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 Botanical 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 Botanical 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 Botanical Gardens, normal public use of the Botanical Gardens, or with normal park maintenance and operation.

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

General Office Hours: 8 a.m.–4 p.m., Monday through Friday

Garden Hours: April through November, 8 a.m.–6 p.m., seven days a week, weather permitting

- **Wedding Photography Permit:** The permit fee is \$142.56 per hour (includes sales tax). This fee includes admissions to the Gardens for up to 20 people. Any additional people in the party will be charged the regular admission rate. (See Admission Rates.) If you, the Permit Holder, go over the reserved time period, you will be charged for the additional time at a rate of \$68.64 per half hour or fraction thereof (includes sales tax).
- **All Other Photography Permit:** The permit fee is \$26.40 (includes sales tax) per hour, AND each person attending the photo shoot must pay the individual regular Gardens admission rate. (See Admission Rates.)
- **Commercial Photography Permit:** The permit fee is \$300 (\$316.80 with tax) for up to 3 hours, or \$780 (\$823.68 with tax) for up to 8 hours, AND each person attending the photo shoot must pay the individual regular Gardens admission rate. If you, the Permit Holder, go over the reserved time period, you will be charged for the additional time at a rate of \$125 (\$132 with tax) for every hour or fraction thereof.
- **NOTE: The use of drones (unmanned aerial vehicles) is prohibited** without the prior approval of the Parks Director or designee. Please contact the Botanical Gardens at least one (1) week in advance.

**Wisconsin State Sales Tax:** Photography/Filming permit fees are taxable. 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 TO THE BOTANICAL GARDENS:**

Admission is collected April through November, 8 a.m.–6 p.m. seven days a week, weather permitting

- Adult (18+), \$6.50; Youth (6-17), \$4.50; Child (5 and under), Free
- Milw. Co. Senior (60+ with proof of residency), Person with Disability, Student with ID, \$5
- Group Rates (20 or more in group): Adult, \$5.50; Child, \$4

### **CANCELLATION POLICY:**

- **Cancellations must be submitted in writing and must be accompanied by the original permit.**
- **Cancellations will be charged a \$50 administrative fee** and may be charged a percentage of the permit fee, based on when the notice is received.  
**Cancellation received:**
  - **ninety (90) or more days prior** to the scheduled date: refund, less \$50 fee
  - **forty-five (45) to eighty-nine (89) days prior** to the scheduled date: **50%** refund, less \$50 fee
  - **forty-four (44) or fewer days prior** to the scheduled date: **NO** refund
- No refunds will be given due to inclement weather, unless the cancellation of your event is a decision made by Milwaukee County Parks 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 drive 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 a permitted Wedding Site, **reservations cannot be made for specific locations within the Gardens** for photography sessions.
- **If wedding attendance exceeds 20 people**, each additional person must 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.**
- **You, the Permit Holder, are responsible for clean-up.** You will be billed for any and all costs incurred by the Gardens for clean-up beyond normal operating procedures (**\$50 minimum**).
- 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.
- **You, the Permit Holder, agree that you 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 you, the Permit Holder, or your 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 ("Permit Holder") \_\_\_\_\_

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_ "Day Of" Phone \_\_\_\_\_

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

\$ \_\_\_\_\_ Wedding Photo Permit - \$135 (\$142.56 w/tax)  
Up to 20 people

\$ \_\_\_\_\_ Formal/Other Photo Permit - \$25 (\$26.40 w/tax)

\$ \_\_\_\_\_ Commercial Photo Permit – 3 hr. - \$300 (\$316.80 w/tax)

\$ \_\_\_\_\_ Commercial Photo Permit – 8 hr. - \$780 (\$823.68 w/tax)

\$ \_\_\_\_\_ Admission for wedding party  
larger than 20, based on regular admission  
rate

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

\$ \_\_\_\_\_ 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)*