

2019 PHOTOGRAPHY/FILMING PERMIT APPLICATION

WHAT REQUIRES A PERSONAL PHOTOGRAPHY PERMIT?

A Photography/Filming Permit Application must be approved by Milwaukee County Parks to reserve time at any location in the park system to take photographs. A photography permit applies to each of the following:

- Wedding pictures and engagement pictures
- Family portraits
- Formal school or graduation pictures, homecoming and prom pictures, modeling portfolios
- Any other posed photography session that uses a park location as a backdrop for pictures and/or that require special attire

WHAT REQUIRES A COMMERCIAL PHOTOGRAPHY PERMIT?

A Commercial Photography/Filming Permit Application must be approved by Milwaukee County Parks to reserve time at any location in the park system 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

CERTIFICATE OF INSURANCE (COI):

All Commercial Photography/Filming Permits are required to submit a "Certificate of Insurance" in the minimum amount of **\$1,000,000** of general liability coverage naming **Milwaukee County Parks** as an **additional insured**. Milwaukee County Parks must be listed as the **Certificate Holder** with listed address as **9480 Watertown Plank Road, Wauwatosa, WI 53326**. The permit applicant must provide the COI. A permit will not be issued if the required COI has not been submitted.

SUBMISSION:

Submit the completed application to the Milwaukee County Parks Special Events Office for approval at least **two (2) weeks** prior to requested date. Application can be submitted by email at ryan.broderick@milwaukeecountywi.gov, by fax to 414-257-8044 or by mail or in-person to the Milwaukee County Parks - Special Events Office at 9480 Watertown Plank Road, Wauwatosa, Wisconsin, 53226. Submittal of an application does not automatically grant you a photography/filming permit.

FEES:

- **Personal Photography Permit:** Minimum one (1) hour permit fee is \$68.64 per hour.
- **Commercial Photography Permit:** Minimum three (3) hour permit fee is \$221.76 or \$549.12 for eight (8) hours. Additional hours are \$121.44 per hour.
- **Lakefront Commercial Photography Permit:** Minimum three (3) hour permit fee is \$332.64 or \$844.80 for eight (8) hours. Additional hours are \$147.84 per hour.

Wisconsin State Sales Tax: All 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.

PAYMENT METHODS:

- **CASH** – Pay in-person at the Special Events Office at 9480 Watertown Plank Road – Wauwatosa, WI 53226.
- **CHECK/MONEY ORDER** – Make check payable to "**MILWAUKEE COUNTY TREASURER**" and mail to the Special Events Office at 9480 Watertown Plank Road – Wauwatosa, WI 53226.
- **CREDIT CARD** – Call the Special Events Office at 414-257-4503. MasterCard and Visa credit cards are accepted.

CANCELLATION POLICY: Permit fees are non-refundable and non-transferable. No refunds will be granted due to inclement weather. In case of inclement weather, a credit may be issued during the same calendar year and a new permitted date honored based on park availability.

PHOTOGRAPHY/FILMING RULES AND REGULATIONS:

All participants and guests shall abide by all municipal codes, Milwaukee County Ordinances and rules governing the parks and parkways.

Additional Information: Milwaukee County Parks reserves the right to require additional information or documentation regarding the applicant, applicant's company, sponsoring company/organization, co-sponsors, event participants, event vendors, event activities or the event itself. Milwaukee County Parks may postpone approval of photography/filming permit(s) until receipt of additional requested information or documentation. Failure to submit requested information or documentation in a timely manner may be cause for denial of a permit.

Alcoholic Beverages: are not permitted per chapter 47.17 of the Milwaukee County Ordinance.

Amenities: such as canopies, chairs, portable restrooms, sound systems, stages, tables, tents or other equipment are not provided by the Milwaukee County Parks. Milwaukee County Parks does not have a preferred list of vendors and applicants are free to work with vendor of choice.

Amplified Sound: must be approved by the Special Events Office. Amplified Sound cannot begin before 8:00 AM including sound checks. The City of Milwaukee is the only municipality that requires a Noise Variance Permit. Please call 414-286-5571 or visit <http://city.milwaukee.gov/Env/Noise1.htm> to apply for your Noise Variance Permit.

Cleanup & Damage:

- Permit holder is responsible for the collection and removal of all event related garbage and litter from the site and surrounding areas. All garbage collection and removal shall be to the satisfaction of the Milwaukee County Parks. Permit holder will be billed for any additional cleanup (approximately \$50.00 per employee per hour) and/or damage to park property.
- Permit holder shall be responsible for any actual documented physical damage to the premises caused by its event, employees, agents, representatives, and guests. Within five days of the conclusion of the event, the premises shall be restored to the satisfaction of the Milwaukee County Parks.
- The use of confetti is prohibited.
- Permit holder is responsible for recycling all recyclable materials.

Drones:

Drone use must be approved by the Special Events Office. If approved, drone and drone pilot must be in compliance with all Federal, State and Local licenses and provide documentation upon request. Drone pilot must fly drone with public safety as its highest priority. Vendors are required to evidence unmanned aircraft liability insurance, including war liability, premises liability, and personal injury liability. Vendor shall maintain limits of at least \$5,000,000 per occurrence.

Electrical Access: It is the responsibility of the permit holder to provide their own electrical power.

Indemnification: The permit holder agrees at all times during the existence of this permit to indemnify Milwaukee County for, and hold it harmless from all liability, claims and demands on account of personal injuries, property damage and loss of any kind whatsoever, including workers' compensation claims, which arise out of or are in any manner connected to this permit, based on any injury, damage or loss being caused by any wrongful, intentional, or negligent acts or omissions of the permit holder, its agents or employees. Permit holder shall, at its own expense, investigate all claims and demands, attend to their settlement or disposition, defend all actions based thereon and pay all charges of attorneys and other costs and expenses arising from any such injury, damage or loss, claim, demand or action.

Permit: Permits are not transferable. Permit must be present and on-site for inspection.

Photographs/Film:

- The Milwaukee County Parks reserves the right to deny photography privileges and permits for any photographs of activities which in its opinion are not in the best interest of Milwaukee County Parks, the park operation or the public.
- Under no conditions and at no time may a photograph taken on Milwaukee County Parks property be used to infer endorsement of a product, person or services by the Milwaukee County Parks or by any of its employees.

Public Access: cannot be restricted or impeded at any time without prior approval from the Special Events Office.

Staking: Staking of tents or any other structures is **PROHIBITED** without prior approval. If staking is approved, event organizer is responsible for contacting Diggers Hotline at 800-242-8511. Confirmation or ticket number issued by Diggers Hotline must be submitted to the Special Events Office. While Diggers Hotline services are free of charge, they cannot detect Milwaukee County Park utilities. Therefore the Milwaukee County Parks Maintenance Department must hotline staking area as well and a hotline fee of \$500.00 dollars will apply.

Tents cannot be staked without prior approval from the Special Events Office and meeting all staking requirements listed above. Tents must be secured with sand bags, water barrels, or other approved anchoring equipment. 10'x10' pop-up tents are permitted with small tent stakes.

Termination:

- Milwaukee County Parks in its sole discretion may grant, deny, revoke or suspend any permit, at any time and for any reason. Cancellation of a permit for cause will result in forfeiture of all fees. For cause means if the terms of the application or any license or other code or ordinance is violated or if the event organizer makes any misrepresentation or when public safety is threatened. Cancellation can also occur if payment has not been received by due date and event organizer has not contacted the Special Events Office requesting an extension of their due date.
- The Special Event Permit is subject to all local municipal codes and Milwaukee County ordinances in addition to all rules and regulations governing parks and parkways, and can be terminated at any time at the sole discretion of local law enforcement authorities when public safety is threatened. Excessive noise generated by a special event shall be considered a threat to public safety.

Vehicles: are prohibited from parking or driving on grass, athletic fields, beaches, park walkways and trails per Section 47.10, Use of Motor Vehicles in Parks, of Chapter 47 of the Milwaukee County Ordinances. Any turf damage caused by event or rental companies is the responsibility of the permit holder to pay for all restoration costs to restore park.



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Organization/Business Name _____ Name of Applicant _____
 Address _____ City, State, Zip _____
 Daytime Phone _____ Evening Phone _____
 Cell Phone _____ Email _____
 On Site Contact *(if different from applicant)* _____ On Site Cell Phone # _____

Type of Photography/Filming:

- Commercial Photography Family Portrait Other:
 Wedding or Engagement School or Graduation

Description of Photography/Filming Shoot:

Date Requested _____ Expected Attendance _____
 Start Time *(include setup)* _____ End Time *(include teardown)* _____
 Park _____ Location in Park _____
 Type of Equipment _____ Type of Props _____

Are you requesting to use a drone? NO YES Hours of drone use: _____
 Are you requesting to have amplified sound? NO YES Hours of amplification: _____
 Are you requesting any special vehicular access? NO YES

Describe vehicular request:

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