



2019 SPECIAL EVENT PERMIT INSTRUCTIONS

WHAT REQUIRES A SPECIAL EVENT PERMIT?

A Special Event Permit Application must be submitted and approved by the Milwaukee County Parks in order to reserve any Milwaukee County Parks property for any of the following reasons:

- Public event, outreach, rally, promotional event or religious event
- Bike race, bike ride, cross country meet, walk or run
- Outside event with amplified sound or speaker system
- Lakefront or downtown park space
- Outdoor park space that is not designated as a reservable and permitted area
- Virtual gaming

DO NOT ADVERTISE FOR AN EVENT BEFORE OBTAINING WRITTEN APPROVAL FROM THE MILWAUKEE COUNTY PARKS.

THE USE OF SOCIAL MEDIA IS CONSIDERED ADVERTISING IF DISTRIBUTED PUBLICLY.

SPECIAL EVENT APPLICANT MUST BE 21 YEARS OF AGE OR OLDER TO SUBMIT AND SIGN A SPECIAL EVENT APPLICATION

Do not complete this form if you are interested in reserving:

- Pavilion for a private function - Contact the Public Services Office at 414-257-8005
- Picnic Area for a private function - Contact the Public Services Office at 414-257-8005
- Pool Rental for a private function - Contact the Public Services Office at 414-257-8005
- Athletic Field/Disc Golf - Contact the Organized Sports Office at 414-257-8030
- Golf Outing - Contact the Golf Office at 414-257-8024

APPLICATION PROCESS INSTRUCTIONS:

Submission: Complete the Special Event Permit Application and submit to the Milwaukee County Parks - Special Events Office for approval. The Special Event Permit Application can be submitted to Ryan Broderick by email at ryan.broderick@milwaukeecountywi.gov, fax 414-257-8044, by mail or in-person to the Milwaukee County Parks - Special Events Office at 9480 Watertown Plank Road, Wauwatosa, Wisconsin, 53226. **Application must be submitted ninety (90) days prior to event date.** Submittal of an application does not automatically grant you a permit or confirmation to conduct your event.

If applicable, submit a detailed site map and route map for approval with your application. **Your application will not be reviewed if a site and route map are not included.**

Review: After receipt of your application, you will be notified via email within **three (3) weeks** regarding the status of your event. It is the responsibility of the applicant to submit any amendments and/or revisions to the original application in writing. Revisions are subject to the review and approval of the Milwaukee County Parks.

Approval: If your special event is approved, you will receive an email with special event permit fees and requirements. All payments are required at least **sixty (60) days** prior to the event date. If the special event permit payment is not received by the specified due date, a late fee of twenty (20%) percent will be assessed or the event may be cancelled by the Milwaukee County Parks. The Parks Regional Managers contact information will be listed on permit requirements email. It is the responsibility of the permit holder to contact the Parks Regional Manager promptly to discuss event day details and logistics. Without the Parks Regional Managers final approval, a special event permit will not be issued.

Certificate of Insurance (COI): **ALL** Special Event Permit Applicants (*excluding wedding ceremonies*) 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** for all event dates including setup and teardown. Milwaukee County Parks must be listed as the *Certificate Holder* with the address listed as 9480 Watertown Plank Road, Wauwatosa, WI 53226. The special event permit will not be issued without a Certificate of Insurance on-file.

RULES AND REGULATIONS:

All special events, participants and guests, vendors and exhibitors 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. The Milwaukee County Parks may postpone approval of event permit 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 Special Event Permit.

Alcohol:

Public events that serve or sell alcohol are required to:

- Pay additional vendor fee if **selling** alcohol.
- Submit COI for \$1,000,000 in **liquor liability insurance**, naming Milwaukee County as additionally insured.
- Submit **Class "B" Liquor license** from local municipality. For the City of Milwaukee, please call (414) 286-2238 or visit <http://city.milwaukee.gov/ObtainLicensesPermit54.htm>.
- Hire **licensed bartenders**.
- Events with alcoholic beverages may require additional support from the Milwaukee County Sheriff's Office (MCSO). Additional MCSO fees may apply.
- If the Milwaukee County Parks are the exclusive alcohol vendor, permit holder does not need to provide Class "B" Liquor license, liquor liability insurance or hire licensed bartenders.

Amplified Sound:

- Amplified sound must comply with Section 47.022, Noise, of Chapter 47 of the Milwaukee County Ordinances.
- Amplified Sound (*including sound checks*) cannot begin before 8:00 AM without prior approval from Parks Regional Manager.
- Amplified sound must be directed away from residences and kept at a minimum noise level.
- It is the responsibility of the permit holder to provide their own electrical power.
- The City of Milwaukee is the only municipality that requires a Noise Variance Permit. Please call 414-286-3280 or visit <http://city.milwaukee.gov/Env/Noise1.htm> to apply for your Noise Variance Permit.

Cancellation Policy:

- Cancellations must be made in writing to the Special Events Office by email.
- All cancellations will be charged a **\$200.00 processing fee**.
- If your cancellation is received **ninety (90)** days or more prior to the scheduled event date, you will receive a full refund minus the \$200.00 processing fee.
- If your cancellation is received between **ninety (90) to thirty (30)** days prior to the scheduled event date, you will receive a 50% refund after the \$200.00 processing fee is deducted.
- All cancellations received with less than **thirty (30)** days notice will not receive any refund.
- **No rain dates will be issued.** No refunds will be granted due to inclement weather, unless the cancellation of your event is a decision made by Milwaukee County Parks Department due to severe weather conditions.

Cleanup & Damage:

- Permit holder is responsible for the collection and removal of all event related waste and recycling from park. Details for the pickup and removal shall be negotiated between the permit holder and the Parks Regional Manager. 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 (5) days of the conclusion of the event, the premises shall be restored to the satisfaction of the Parks Regional Manager.
- Confetti is strictly prohibited.

Credit Card Transactions:

Vendors who accept payment card information (PCI) are required to provide evidence of Cyber Liability with a limit of \$1 Million per occurrence, **OR** maintain PCI compliance, **OR** utilize a PCI compliant 3rd party vendor for all payment card transactions. Acceptable proof of this requirement being met includes: certificate of insurance evidencing cyber liability **OR** letter evidencing PCI compliance **OR** letter evidencing use of PCI compliant 3rd party vendor.

Designated Areas:

Applying for a Special Event Permit does not guarantee the availability of picnic areas, pavilion or athletic fields. If your event or route uses or affects the use of picnic area, a pavilion and/or athletic field, it must be requested on the special event application. Additional fees will apply. The Special Events Office will check park availability and will make reservations accordingly. Applicant must abide by all Public Services and Organized Sports policies and procedures.

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.

Fees:

All events are charged a **base special event fee**. Permit fees are due **sixty (60) days** prior to the scheduled special event date.

- **Additional Fees:** All events are required to pay additional fees for extra arrangements or equipment requests. If requested, the Parks Regional Manager can provide an estimate of rental fees. An invoice for these charges will be sent after the event and fees are due thirty (30) days from the date of invoice. If available, the following items will constitute an additional cost for your event: **hotline fee** (\$500.00), **garbage collection** (approximately \$50.00 per employee per hour), **recycling containers rental** (\$8.00 per day), **picnic tables rental** (\$20.00 per day), **garbage baskets rental** (\$10.00 per day), **barricades rental** (\$10.00 per day), **no parking signs** (\$5.00 per day) and an **excessive clean-up fee** (\$150.00 minimum).
- **Admission Fees:** For gated or fenced events in which admission fees are charged on Milwaukee County Park's property, the permit holder shall remit to Milwaukee County Parks a fifteen percent (15%) commission on said fees. Commission on admission fees are due thirty (30) days after the event and must be accompanied by a sales report.
- **Designated Areas Fee:** All events that utilize or affect the usage of a designated picnic area, pavilion and/or athletic field will pay the associated designated area fee.
- **Late Fee:** If payment is received less than sixty (60) days prior to the event date, special event fees may increase by twenty percent (20%) or the event may be cancelled by the Milwaukee County Parks.
- **Per Participant Fee:** There is a \$0.50 per participant fee (plus sales tax) for registered participant groups of 500 to 4,999, and a \$0.75 per participant fee (plus sales tax) for registered participant groups of 5,000 and over. Fee is required for all walks, runs, races, rides or any events with a route. Participant fee is due thirty (30) days after the event.
- **Security Deposit:** **NEW** special events (*excluding wedding ceremonies*) are subject to a **non-refundable deposit** of \$500.00 for Milwaukee's Lakefront and \$250.00 for events held at most other Milwaukee County Parks. Security deposit must be provided at time of Special Event Application submission. Security deposit will only be deposited after the Special Event Application has been reviewed and approved. Security deposit fee will be applied toward total permit fees.
- **Setup & Teardown Fees:** Permit holder will be assessed a fee for setup and teardown days. Weekday (Monday-Thursday) setup and teardown fees are half the base special event fee per date. Full base special event fee applies per date on weekends (Friday-Sunday). Permit holder will be assessed base special event fee for equipment that has not been removed from the park by the permitted teardown date.
- **Vendor & Money Exchange Fees:** A vendor permit is required to exchange money on Milwaukee County Parks property including **Alcohol Sales** (\$250.00/\$1,500.00 per vendor per day), **Food, Non-Alcoholic Beverages** or **Merchandise Sales** (\$125.00/\$250.00 per vendor per day), **Collecting Money Donations** (\$200.00) and/or **Silent Auction/Raffle** (\$250.00).
 - A City or local municipal license may also be required. For the City of Milwaukee, please contact 414-286-2238 or visit <http://city.milwaukee.gov/ObtainLicensesPermit54.htm>. Municipality license(s) must be on-site.
- **Wisconsin State Sales Tax:** sales tax is 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.

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.

Medical & Security Services:

Depending on the size and activities of your proposed event, Milwaukee County Parks may require event to provide medical services and/or security services (including the Milwaukee County Sheriff's Office) at your event.

Parking:

Milwaukee County Parks reserves the right to conduct a parking operation and collect parking fees at any special event. The Milwaukee County Parks keep all revenue generated from parking operations.

Permit holder may have the option to buyout parking from the Milwaukee County Parks. If event is charging a fee to park vehicles, the parking fee must be pre-approved by the Milwaukee County Parks. Permit holder is responsible for managing, staffing and conducting parking operation.

Parks Concessions Department:

The Milwaukee County Parks reserves the right to operate its own concession area (*food & beverages*) during any event held in a Milwaukee County Park.

The Parks Concessions Department may be able to provide all your food and/or beverage needs and make this portion of your event hassle free. When parks are the exclusive alcohol provider, there is no need for your organization to obtain a ***Class B Liquor License, Liquor Liability Insurance or Licensed Bartenders***. The Parks Department works with most beer, wine, and soda suppliers and is able to sell a specific product line if that vendor is a sponsor of your event. **Your group keeps all sponsorships dollars!**

Special events qualify for prepaid beverage vouchers good for a can of beer, bottled soda, water or Gatorade. The fee is \$2.50 per beverage ticket, up to 999 tickets and only \$2.25 per ticket if 1,000 or more tickets are purchased. For example if you purchase 500 tickets, your fee would be \$1,250.00 and if you purchased 1,000 tickets, your fee would be \$2,250.00. This fee can be added to participant registration fees and they would receive this “free” beverage. **Minimum of 500 beverage tickets must be purchased.** Additional food and beverage options are available.

The Whitnall Park Beer Garden and Traveling Beer Garden offer great opportunities for events looking to take advantage of these popular locations and parks services. Different beverage rates apply.

Please contact Joe Mrozinski at 414-257-5180 or joseph.mrozinski@milwaukeecountywi.gov for more information on the Parks Concessions Department opportunities, operation and/or services.

Permit:

Permits are not assignable and not transferable. The special event permit must be on-site for inspection on all permitted event dates including setup and teardown.

Route:

- All proposed routes are subject to the Milwaukee County Parks approval.
- Milwaukee County Parks roads and parkways cannot be closed using volunteers or event staff without prior approval from the Milwaukee County Parks. All closures must be handled by Park Rangers and/or the Milwaukee County Sheriff’s Office.
- Lincoln Memorial Drive is under the Milwaukee County Parks jurisdiction. Events affecting traffic along Lincoln Memorial Drive must be approved by the Milwaukee County Parks Director and the Milwaukee County Board of Supervisors.
- If your event is requesting the closure of or use of a public street or public way, you must obtain approval and all necessary permits from the affected municipality.
 - For the City of Milwaukee, please contact the Department of Public Works Special Events Office at 414-286-3329 or visit <http://city.milwaukee.gov/ObtainLicensesPermit54.htm>.
- All course markings used along the route must be pre-approved by the Parks Regional Manager.
 - **Spray Paint & Spray Chalk is prohibited** other than on **grass surfaces** with the Parks Regional Managers approval.
- Milwaukee County Parks is not responsible for any costs associated with the denial of a proposed route.
- **Per Participant Fee:** There is a \$0.50 per participant fee (plus sales tax) for registered participant groups of 500 to 4,999, and a \$0.75 per participant fee (plus sales tax) for registered participant groups of 5,000 and over. This fee is required for all walks, runs, races, rides or any events with a route. Participant fee is due thirty days after the event.

Signage & Promotion:

- Promotional and advertising materials must be submitted to the Special Events Office thirty (30) days prior to event date.
- The Parks Regional Manager must approve the placement and fastening of all event signage.
- Signage in the park to promote an event is permitted within one (1) week of the event date and requires prior approval of Parks Regional Manager.
- Milwaukee County Parks offers promotional space along the lakefront and at other prominent park locations. No other banners are permitted on the Lakefront. Contact the Parks Fund Development team for more information at 414-257-8043.
- Milwaukee County Parks Partner Logo is required on all promotional materials related to your special event.
- Costs incurred promoting and marketing for an event prior to the issuance of an approved special event permit from the Milwaukee County Parks and changes/modifications relative to the event from Milwaukee County Parks and/or other Milwaukee County Department(s) is at the sole expense and risk of the permit holder.

Staging Area:

Site map should indicate the location of the following: sources of amplified sound, barricades, dumpsters, fencing, inflatables/bounce houses, parking, portable toilets, stages, tents, vehicles, vendors and any other structures used for the event.

- **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 list of preferred vendors and events are free to work with vendors/rental companies of their choice.
- **Equipment Requests** such as barricades, picnic tables, recycling containers and waste containers must be discussed with the Parks Regional Manager. The Parks Regional Manager will determine the availability of equipment rentals and send invoice for equipment rentals after the event has concluded.
- **Garbage/Recycling** collection and disposal plan must be approved by the Parks Regional Manager.
- **Grilling** must be confined to enclosed metal containers. Hot coals must be disposed of in designated coal containers. Disposing of coals on grass, at the base of a tree, or at any other location is strictly prohibited.
- **Portable Restrooms** are the responsibility of the event organizer and must accommodate the size of the event. Portable restrooms must be provided by event organizer if estimated attendance for the event is above 250 people. One portable restroom for every 100 people is required for all special events that do not provide alcoholic beverages and one portable restrooms for every 50 people is required for special events providing alcoholic beverages. Milwaukee County Parks public restroom facilities are typically available May 1st to October 15th.
- **Staking is PROHIBITED** on Milwaukee County Parks property without prior approval from the Parks Regional Manager. If staking request is approved, event organizer is responsible for contacting Diggers Hotline at 800-242-8511. Confirmation ticket number issued by Diggers Hotline must be submitted to the Parks Regional Manager. 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** must be secured with sand bags or water barrels. 10'x10' pop-up tents are permitted with small stakes. Tents cannot be staked without prior approval from the Parks Regional Manager and meeting all staking requirements.

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.

Traffic Control & Law Enforcement:

- Milwaukee County Parks reserves the right to require the presence of Milwaukee County Sheriff's Office (MCSO) at any event even if event has hired a private security company. Permit holder is responsible for payment of MCSO fees.
- Permit holder shall contact MCSO and affected police departments at least thirty (30) days prior to their event date.
- Milwaukee County Parks will notify MCSO and affected police departments of all permitted special events.

Vehicles:

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. Contact the Parks Regional Manager regarding any special parking needs or vehicular access. If permission is granted for parking or driving on grass, it will be noted on the special event permit. 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. Any vehicle passes that have been provided to the permit holder must be displayed in each permitted vehicle.

Virtual Gaming:

Virtual gaming is an activity during which a person can experience being in a three-dimensional environment and interact with that environment during a game. The game typically consists of an artificial world of images and sounds created by a computer that is affected by the actions of person who is experiencing it. Any virtual gaming activity conducted in a Milwaukee County Park requires a Special Event permit.

APPLICANT INFORMATION:

Organization/Business Name _____ Name of Applicant _____
 Street Address _____ City, State, Zip _____
 Primary Phone _____ Cell Phone _____
 Email _____ On-Site Contact _____
 On-Site Email _____ On-Site Cell Phone _____
 Wisconsin Tax Exempt

EVENT INFORMATION:

Event Description *(required)*:

Public Event NO YES
 Event Name _____ Event Website _____
 County Park(s) _____ Estimated Attendance _____
 Event Date(s) _____ Staging Area _____
 Event Start Time _____ AM PM Day of the Week *(Monday-Sunday)* _____
 Setup Date(s) _____ Event End Time _____ AM PM
 Teardown Date(s) _____ Setup Start Time _____ AM PM
 Teardown End Time _____ AM PM

FACILITY REQUESTS:

Pavilion Request
 Pavilion Start Time _____ AM PM
 Pavilion End Time _____ AM PM
 Picnic Area(s) Request _____
 Athletic Field(s) Request _____

AMPLIFIED SOUND:

Amplified Sound
 Start time _____ AM PM
 End time _____ AM PM
 Type of Music _____

VENDORS & MONEY EXCHANGE:

<input type="checkbox"/> Alcohol Sales	<input type="checkbox"/> Merchandise Sales	<input type="checkbox"/> Raffle/Silent Auction
<input type="checkbox"/> Alcohol Served	<input type="checkbox"/> 3 rd Party Vendor(s)	<input type="checkbox"/> Charging for Parking
<input type="checkbox"/> Requesting Parks Alcohol Sales	<input type="checkbox"/> Multiple 3 rd Party Vendors	<input type="checkbox"/> Charging Admissions On-Site
<input type="checkbox"/> Beverage or Food Sales	<input type="checkbox"/> Collecting Money Donations	<input type="checkbox"/> Credit Card Sales/Transactions

EVENT STRUCTURES: *Site map must be submitted with application*

Staking Structures into Ground Carnival Rides # _____
 Fencing Dumpster # _____
 Bounce House # _____ Stage # _____
 Portable Restrooms # _____ Tent # _____

EVENT FEATURES:

Animals
 Banners
 Car Display/Car Show
 Drone

EQUIPMENT PARK RENTAL REQUESTS: *additional fees may apply*

- Recycling Containers # _____ \$8.00 per container per day
- Waste Containers # _____ \$10.00 per container per day
- Barricades # _____ \$10.00 per barricade per day
- Picnic Tables # _____ \$20.00 per picnic table per day
- No Parking Signs # _____ \$5.00 per sign per day

ROUTE: *Route map must be submitted with application*

- Road Closure Describe Road Closure:
- Timed Route
- Road Crossing Describe Road Crossing:
- Course Marking

VEHICLES:

- Vehicular Access Requests Describe Vehicle & Parking Request(s):
- Special Parking Requests

SECURITY & MEDICAL:

- Security Services onsite Security Company _____
- Medical Services onsite Medical Company _____

ADDITIONAL QUESTIONS:

- Are you willing to share your event participation data?
- Are you willing to provide tickets to the Milwaukee County Parks to increase event exposure & promotion?

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.

SIGNATURE:

The permit holder named above will be responsible for the conduct of the group and for the condition of the reserved area. This permit is subject to all municipal codes and Milwaukee County Ordinances (S. 47.04, 47.16, 47.28, 63.01, 63.02) in addition to all rules and regulations governing parks and parkways. The applicant agrees that, while using the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, national origin or handicap.

I do solemnly swear (or affirm) that all answers given and statements made on this application are full and true to the best of my knowledge and beliefs. I have read the terms and conditions outlined in this document and agree to abide by them.

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

SIGNATURE OF APPLICANT
(Electronic Signature Accepted)

DATE SIGNED