

# Planning Guide

## About Davidson Park:

Positioned on the Near West Side's western edge, Davidson Park is an inclusive, vibrant community gathering place that has revitalized the neighborhood through sustainable practices and serves as a recreational, civic and cultural destination welcoming all who visit and call the Near West Side home.

## About the Harley-Davidson Foundation:

The Harley-Davidson Foundation, established in 1993, is the philanthropic arm of Harley-Davidson, Inc. The Foundation cultivates social impact through employee volunteerism, collaboration with other non-profit organizations and investments in youth programs that foster STEAM innovation and programming. Our Foundation priorities include a commitment to our home, the Near West Side of Milwaukee, and the communities where we live and work across the globe. Including our focus on the Near West Side and why we are committed to the neighborhood.

## Event Planning Guide:

Please read the following guide carefully. Regulations are subject to change. All events are subject to review and approval. Davidson Park reserves the right to modify the rules within the Event Planning Guide at any time. The experience and safety of all of our visitors is our top priority.

## Rules & Regulations:

Davidson Park is open daily from 7am to 9pm, unless otherwise posted. All visitors must comply with posted rules. An individual or group can freely visit Davidson Park. Approval and certain permit(s) may be required for a public event if you plan to:

- Reserve an area of Davidson Park for a particular time
- Set up a table or booth
- Sell or advertise a product or service on park grounds
- Create amplified or excessive noise

## Process:

After you submit an application, a member of our events team will be in touch with you. Please note that submitting an application does not guarantee that your event will be approved. Do not publicize your event, internally or externally, until you receive confirmation and approval.

- Contact: [davidsonpark@harley-davidson.com](mailto:davidsonpark@harley-davidson.com)

## Event Production Logistics

Event Layout & Production Details: A comprehensive event layout and production rundown with all activities planned must be submitted for approval to our events team. Any equipment or elements that will be placed on grass must be approved.

- **Tents:** Any and all event tents must be weighted rather than staked. Use of heating and/or cooling equipment must be approved by our events team.
- **Signage:** All signage locations must be temporary and require approval by our events team. It is prohibited to affix equipment or event elements to structures within Davidson Park.
- **Specialty Equipment:** Requests and information regarding specific event equipment must be submitted for approval.
- **Vehicles:** Vehicles are prohibited for driving or parking on grass within the Park. Information on when/where vehicles will arrive for the setup of your event must be included in your production details for approval.
- **Audio-Visual:** Our events team recommends partnering with our preferred audio-visual provider, Events by Design.
- **Sound Ordinances:** Milwaukee Ords. 80-64 and 80-65 list allowable noise levels during nighttime hours, defined as between 9:00 pm and 7:00 am (Ord. 80-60). This includes sound from music systems. For assistance with sound ordinance compliance, confer with the events team.
- **Sound Monitoring:** The A/V provider will be required to monitor the volume of events with amplified sound during sound checks and throughout the event. If at anypoint the volume exceeds the levels stipulated by the Milwaukee Ords. above, the events team will notify you and the sound must be lowered immediately.
- **Electrical:** Electrical site plans will be provided once an event agreement has been reached.
- **Lighting:** Additional event lighting is subject to approval by the events team.
- **Internet:** Public wifi is available.
- **Catering/Food Service:** When using outside catering, vendors must meet insurance requirements outlined by Davidson Park staff.
- **Merchandise Sales:** Merchandise sales are prohibited without prior approval from the Davidson Park events team.
- **Transportation/Parking:** Self-parking is available in the vicinity of the Park.. Nearby bus lines include the 30 Sherman-Wisconsin Route, 31 State-Highland Route, 33 Vliet-84th St Route, and the 35 35th St Route. Bublr Bike stations are located nearby at the intersections of 40th St and Vliet St, and 27th St and State St.
- **Marketing:** Depending on the nature of your event, the Davidson Park team may be able to provide event marketing assistance. Event promotion is not allowed until your event is approved by the events team. Use of the Davidson Park logo must be approved by the events team and follow outlined brand guidelines. Any marketing and communications in which the Davidson Park channels are tagged and/or the Davidson Park logo is used must be shared with and pre-approved by Harley-Davidson.
- **Drones:** All drone pilots must have appropriate FAA documentation.

- **Deliveries:** Davidson Park does not accept deliveries in advance of events. If shipments or deliveries are required for your event, they must be delivered on your event day and received by your organization. Any deliveries are subject to approval by the Davidson Park team.
- **Weather:** Events in Davidson Park are subject to cancellation at any time in case of severe weather. In the case that an event is canceled due to inclement weather, the ability to reschedule is not guaranteed. The Pavilion is not a safe location for shelter during severe weather conditions.
- **Public Safety:** Davidson Park is monitored 24/7. All event security plans must be developed in consultation with the Davidson Park events team.
- **Restrooms:** Porta potties are located on the east side of Davidson Park near the South Lawn.
- **Cleaning:** All custodial coverage plans must be developed in consultation with the Davidson Park events team as needed.
- **Water:** If water access is needed for any event elements, please consult with the Davidson Park events team.

## Rules and Regulations:

- Use of the "Davidson Park" logo is subject to approval.
- Pets must be on a leash at all times.
- Events at Davidson Park must clear guests by 9:00 PM unless prior approval is received.
- No amplified sound is permitted in the Park before 8:00 AM or after 9:00 PM
- Open flames are not permitted unless prior approval is received.
- Use of sidewalk chalk and water-based chalk paint directly on the ground are not permitted.
- Use of paint and/or other artistic materials must be approved by the events team and have plans for proper clean up and disposal.
- Use of lawn stakes is prohibited.
- The staking of tents or temporary covers is prohibited. Tents must use weights.
- Vehicles are not allowed on the grass

## Prohibited Items & Activities:

- Smoking, vaping, drugs
- Skateboards
- Weapons
- Glass containers
- Fireworks
- Organized Sports
- Camping
- Grilling
- Open Flames
- Feeding Wildlife
- Panhandling
- Interfering with an event
- Unattended packages
- Balloon releases
- Rice

## Permits:

The Davidson Park team will let your organization know if a permit is required for your event. It is your organization's responsibility to acquire any permits necessary for your event.