

**UNIVERSITY OF WISCONSIN-MADISON  
FACILITIES USE GUIDELINES**

**Special Note:**

Alumni Park will open October 6, 2017. To best support the establishment of park grounds and operations, for the first spring and summer the park is open (Spring-Summer 2018), organized park uses will be limited to programs and events presented by or co-sponsored by the Wisconsin Foundation and Alumni Association (WFAA). Alumni Park will be open for campus and community uses that align with the park mission starting in late summer, 2018, with reservations being accepted starting in early 2018, when reservations guidelines and fee schedule will be available.

**SUBJECT:** Use of Alumni Park

**FROM:** Facilities Use Committee

**DATE:** August 2, 2017

Alumni Park is a special use park on University lands which honors UW alumni living the Wisconsin Idea, and fosters alumni-campus connections. Along with green space, gardens and lakeshore access, Alumni Park offers an educational experience, with more than 50 permanent exhibits and artworks about UW-Madison alumni and the university's social and cultural legacy. Alumni Park is primarily programmed by the Wisconsin Foundation and Alumni Association (WFAA). University departments, programs, Registered Student Organizations (RSO's), and non-university organizations may request use of in Alumni Park with approval from WFAA and campus. Alumni Park can be reserved for events that align with the park mission: educating about alumni; fostering alumni connections (with the university, other alumni, students, and community); and teaching, learning and programming related to the park and its content. Groups seeking space for general events, tabling or displays should request space in University's Library Mall (see UW-Madison Facility Use Guideline G-3, Use of Library Mall) or the State Street Mall. Registered Student Organization's and non-university entities may request use of Alumni Park if the event is consistent with guidelines and sponsored by a UW department or program or sponsored by WFAA.

The following guidelines apply for the limited use of Alumni Park:

1. WFAA and Campus Event Services will review event and space reservation requests. Initial requests will be made through the Alumni Park Program staff at WFAA, which has operational discretion to determine whether proposed uses or events align with the Alumni Park mission and are appropriate for Alumni Park. WFAA-approved use requests will be referred to the Campus Events Services Office for review and compliance with University policies, including but not limited to G-24.
2. For approved events, organizers will work with a Campus Event Services event planner.

3. There are three programmable spaces in Alumni Park: Central Green (3,400 sf.), Lakefront Green (3,600 sf), and Outdoor Classroom (1000 sf.). Space rental fees will apply for most uses, along with fees for event production services and catering. [Specific information will be available in early 2018.]
4. Reservations are typically allowed May through October as conditions permit. Reserved/programmed use of the park will be balanced with unreserved time for patrons to experience exhibits.
5. Assignment of space may be limited to one day, from sunup to sundown. Requests for evening or multiple-day uses must be approved by campus and WFAA and may require additional support (e.g.: security).
6. One separate assignment per semester (including summer) may be made by any organization other than WFAA, excluding WFAA co-sponsored uses.
7. No organized athletics, sports activities, or other large-scale events that could damage the grounds or exhibits are allowed in the park.
8. Allowed amplification times will mirror those of Memorial Union Terrace programming. Special exception requests must be sent to Campus Event Services.
9. No protection of temporary event display items can be guaranteed by UW-Madison or WFAA.
10. The sponsoring organization will be responsible for the clean-up of all materials, with such clean-up to occur immediately following any scheduled use. Failure to do so will result in a charge for clean-up costs to the organization from campus.
11. Use must comply with UWS18 and other applicable regulations, including but not limited to the UW-Madison Facilities Use Policies and Guidelines, the Alumni Park Patron Code of Conduct and other policies, and the posted rules of Alumni Park/Memorial Union Terrace.