



## REIMAGINING WARNER BEACH: CONCEPTUAL DESIGN CONTEST

Clean Lakes Alliance, Madison Community Foundation, Madison Parks  
Design Contest Brief

Clean Lakes Alliance, in partnership with Madison Community Foundation and City of Madison Parks, is launching a conceptual design contest to reimagine Warner Beach. The greater Madison region has 25 named beaches and access points on the five Yahara lakes, as well as dozens of street-end pocket parks. These publicly-owned gateways to the lakes – open to the entire community – are beaches, piers, boat landings, and parks scattered along 58 miles of shoreline and 28 square miles of surface water. Unfortunately, they are often underused and underfunded.

Clean Lakes Alliance aims to foster a renewed investment and pride in our local beaches through the “Back to the Beach” initiative designed to highlight our lakeshore parks’ assets and identify opportunities for improvement. The conceptual design contest calls for all participants to envision a future for Warner Beach in which the area is enhanced in terms of water quality, sustainability, community access and placemaking; promoting health, happiness and well-being.

Our goal with this design contest is to start a community conversation about how to create stronger connections to the lakes and to create grassroots action to advocate for cleaner and healthier beaches. At the end of the design contest, the top conceptual design submissions will be presented to the Madison community for input on desirable amenities, sustainability features, access and water quality improvements. The designs and community’s input will help inform future planning efforts at Warner Beach, and Greater Madison lakeside parks and beaches in general.

### **DESIGN CONTEST – OVERVIEW**

The following provides an overview of the Reimagining Warner Beach Design Contest. Please see the Official Rules located at the end of this document for additional details.

### **AWARDS**

1<sup>st</sup> - \$10,000    2<sup>nd</sup> - \$4,000    3<sup>rd</sup> - \$1,000

### **ELIGIBILITY**

The design contest is open to all U.S. residents, who may participate as individuals or as part of a team. Both amateurs and professionals are eligible. We strongly encourage students, neighborhood groups, architects, landscape architects, urban planners, engineers, water resource specialists, designers, and artists to participate. There is no fee to submit a design.

### **DEADLINE**

The deadline for submission of the conceptual design is **January 15, 2018**, no later than 11:59 p. m. CST.

## PROJECT LIMITS

The design contest area is bordered by the train tracks running parallel to Woodward Drive to the Northeast, the park edge to the Northwest, Lake Mendota to the Southwest, and the Warner Park boat launch to the Southeast. The railroad tracks and boat launch are both outside of the design area.

## DESIGN GOALS

The intent of the design contest is to enliven the community's connection to Madison's lakeshore parks and beaches. The design contest focuses on reimagining the Warner Beach shoreline based on four design goals:



Design Project Area

- **Improved Water Quality.** Water quality protection or improvement is integral to reimagining our beaches. Poor water quality can lead to beach closures and make them less enjoyable to use. Designs should consider practices to reduce overland runoff of pollutants (*e.g.*, eroded beach sand/soil, geese feces, winter salt), sources of E. coli bacteria (*e.g.*, waterfowl and pet waste), and debris that could accumulate along the shoreline (*e.g.*, algae, plants, trash). Educational features about these practices and promotion of their use in the watershed are desirable.
- **More Sustainable.** Sustainability in our beaches is a priority. Successful designs will harmonize the needs of visitors and the ecosystems they visit through best practices. Designs might incorporate renewable or energy-efficient technologies, reused or recycled materials, water-infiltration areas, native and perennial plantings, pesticide and herbicide-free landscaping, and water efficient fixtures.
- **Greater Access.** Accessibility is a key factor in building stronger connections between the 25 regional beaches and the Greater Madison community. Improved wayfinding signage and access via multi-modal transportation (car, bus, bike and foot) are desirable for getting the public to the beaches. Designs should also prioritize safe and easy access to the shoreline, swimming and fishing areas. Access to in-park amenities and recreational opportunities shall be open to all users, improve racial and social equity, and, whenever possible, meet the standards of the Americans with Disabilities Act (ADA).
- **Better Placemaking.** Functional and engaging amenities should highlight the value that lakeshore parks offer users. Public spaces that encompass a wide range of recreational uses (*e.g.*, biking, fishing, paddling, swimming, and lounging) will help attract different types of beach goers. Examples of amenities might include: beach houses, piers, concessions, playgrounds, drinking fountains, bike racks, fish cleaning stations, picnic tables, etc.

## DESIGN CONSIDERATIONS

In addition to the Design Goals, *Reimagining Warner Beach* asks participants to consider the following in preparing their submissions:

- Could the design plan for Warner Beach serve as a model for other lakeside parks and beach improvements?

- Does the design plan preserve the existing cottonwood tree grove?
- Does the design plan include a beach house with a footprint allocation of between 400-800 square feet within the site boundaries?
- Does the design focus community attention on our lakes?
- Does the design contribute to the long-term health of the watershed?
- Does the design inspire the Madison community to visit Warner Beach?
- Does the design serve a racially and socially diverse community?
- Does the design consider year-round opportunities for access and enjoyment?

## **ENTRY MATERIALS**

Only one entry per individual and/or team; no individual may submit more than one entry either individually or as part of a team. There is no limit to the number of participants per team; however, each team must designate a Team Leader for purposes of contest administration.

Participants are required to submit the following design contest entry materials:

1. Cover Page - Individual/Team Identification and Contact Information:
  - Project title
  - Individual/Team Leader name (if applicable)
  - Firm name (if applicable)
  - Team member name(s)
  - Individual/Team Leader telephone number, mailing address, and email
  
2. Summary Page (one single-spaced page) including:
  - Designer Statement: What inspired you to participate in this contest?
  - Design Abstract: Summary of your design.
  
3. Project Narrative (two single-spaced pages): Describe your design, notable features, and how it addresses the contest's Design Goals and Design Considerations.
  
4. Conceptual Design Layout must be 24" x 36" landscape orientation and must include the following, but is not limited to:
  - Site plan
  - Design feature details and elements

## **SUBMISSION REQUIREMENTS**

Individual and/or team entries must be received by Clean Lakes Alliance **no later than 11:59 p. m. CST on January 15, 2018**. An incomplete submission will be disqualified.

All document files must be saved as PDF. The conceptual design layout must be submitted as PDF, JPEG, or PNG at a resolution of at least 300 dpi, RGB mode. The Cover Page, Summary Page, Project Narrative, and Design Layout should be saved as separate documents, using the first name initial and last name of

the individual participant or Team Leader, in the following format: “JDoe\_coverpage.pdf”, “JDoe\_summary.pdf”, “JDoe\_narrative.pdf”, “JDoe\_designlayout.png”.

#### Step 1: Electronic/Hand-delivery/Mail Submission

Design entry materials can be submitted via the file upload to the Clean Lakes Alliance website at: [www.cleanlakesalliance.org/warner-beach-design-contest](http://www.cleanlakesalliance.org/warner-beach-design-contest)

Entry materials may also be saved on a USB flash drive (with the Cover Page, Project Narrative, and Design Layout each saved as individual documents, as noted above) and hand-delivered or mailed (postmarked by January 15, 2018) to Clean Lakes Alliance c/o Beach Design Contest, 150 E. Gilman Street Suite 2600 Madison, WI 53703.

#### Step 2: Print and Submit Conceptual Design Layout

Participants are required to submit one physical copy of their conceptual design layout. PLEASE NOTE: A physical hard copy of the conceptual design layout is required even if it is also being provided electronically. No identifying information (e.g., names, organization, logos) should appear on the poster. The required size is 24" x 36" landscape orientation. The poster must be printed in color at a resolution that clearly demonstrates the proposed features and elements of your design. The poster must be hand-delivered or mailed (postmarked by January 15, 2018) to Clean Lakes Alliance c/o Beach Design Contest, 150 E. Gilman Street Suite 2600 Madison, WI 53703.

#### **JUDGING PANEL, EVALUATION CRITERIA, SELECTION & AWARDS**

Each submission will be judged by a panel comprised of professionals and stakeholders with expertise in sectors such as landscape architecture, policy, sustainability, civil and environmental engineering, and parkland management. The panel will judge each submission anonymously according to evaluation criteria set forth below. The Clean Lakes Alliance Community Board will have the opportunity to view all submissions and provide input, which in turn will be shared with the panel members for their consideration. However, the panel's evaluation and scoring of submissions will determine the winning submissions.

#### Evaluation Criteria

Participant anonymity will be preserved during the evaluation process. All entries will be judged on a 220-point scale by the panel based on the following 3 criteria:

1. Integration of Design Goals: (100 total possible points)

- How does the design **improve water quality?** (25 points)
- How does the design **enhance sustainability?** (25 points)
- How does the design provide **greater access?** (25 points)
- How does the design establish **better placemaking?** (25 points)

2. Integration of Design Considerations: (100 total possible points)

- Could the design plan serve as a model for other lakeside parks? (20 points)
- Does the design focus community attention on our lakes? (15 points)

- Does the design contribute to the long-term health of the watershed? (15 points)
  - Does the design preserve the existing cottonwood tree grove? (10 points)
  - Does the design include a beach house of between 400-800 square feet? (10 points)
  - Does the design inspire the Madison community to visit Warner Beach? (10 points)
  - Does the design serve a racially and socially diverse community? (10 points)
  - Does the design consider year-round opportunities for access and enjoyment? (10 points)
3. Submission clearly and concisely conveys design concepts through narrative and images. (20 total possible points)

### Selection & Awards

The judging panel will deliberate and determine the winners based on total scores. The contest design with the highest total score based on the criteria above will be designated the winning design and will be awarded \$10,000; the contest design with the second highest score will be awarded \$4,000; and the contest design with the third highest score will be awarded \$1,000.

Winners will be notified by April 20, 2018. The three winners will then be publicly announced at the Clean Lakes Alliance's *2018 Save Our Lakes Community Breakfast* on Wednesday, May 2, 2018, held at the Monona Terrace Community and Convention Center.

During summer 2018, design contest submissions will be showcased to the Madison community for input on amenities, sustainability features, access, and water quality elements featured in the designs. The community's input will help inform future planning efforts at Warner Beach, and could help inform or inspire planning efforts at other lakeside parks in the future.

### **TIMELINE**

Please consult our webpage: [www.cleanlakesalliance.org](http://www.cleanlakesalliance.org) for the most up-to-date schedule.

#### **2017**

Tuesday, July 25:	Warner Beach Site Tour and Q&A – 6:30 p.m. (1101 Woodward Dr.)
Saturday, August 5:	Warner Beach Site Tour and Q&A – 10 a.m. (1101 Woodward Dr.)
Saturday, September 16:	Warner Beach Site Tour and Q&A – 10 a.m. (1101 Woodward Dr.)

#### **2018**

Monday, January 15:	Design contest submission deadline
January – March:	Judges' deliberation and winners selected
Friday, April 20:	Winners will be notified by this date
Wednesday, May 2:	Winners publicly announced at Clean Lakes Alliance's <i>2018 Save Our Lakes Community Breakfast</i> held at the Monona Terrace Convention Center

### **CONTACT US**

- Register to receive contest updates at: [www.cleanlakesalliance.org/beaches](http://www.cleanlakesalliance.org/beaches)
- Clean Lakes Alliance office: 150 E. Gilman Street Suite 2600 Madison, WI 53703
- Email: [beaches@cleanlakesalliance.org](mailto:beaches@cleanlakesalliance.org)
- Phone: 608-255-1000

## **OFFICIAL RULES – Reimagining Warner Beach Design Contest**

- NO PURCHASE OR FEE NECESSARY TO ENTER OR WIN A PRIZE IN THIS CONTEST.
- CONTEST OPEN TO LEGAL U.S. RESIDENTS PHYSICALLY RESIDING IN THE 50 UNITED STATES (INCLUDES DC) WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AND HAVE REACHED THE AGE OF MATURITY IN THEIR STATE OF RESIDENCE AS OF THE DATE OF ENTRY.
- THIS IS A SKILL-BASED CONTEST; THIS IS NOT A GAME OF CHANCE. WINNERS WILL BE CHOSEN BASED ON STATED CRITERIA.
- VOID WHERE PROHIBITED BY LAW.
- AFFIDAVIT OF ELIGIBILITY / RELEASE OF LIABILITY / PRIZE ACCEPTANCE AGREEMENT MAY BE REQUIRED.
- SPONSOR OBTAINS RIGHTS FROM ENTRANTS TO USE ANY AND ALL CONTENT SUBMITTED AS PART OF THE CONTEST. SPECIFICALLY, ENTRANTS GRANT SPONSOR A LICENSE TO USE CONTEST SUBMISSIONS, WITH A COMMITMENT TO ASSIGN RIGHTS TO SPONSOR IN THE EVENT THAT SPONSOR INTENDS TO DEVELOP (OR CONSIDER DEVELOPMENT OF) ENTRANT'S DESIGN.
- BY ENTERING (OR OTHERWISE PARTICIPATING) IN THE CONTEST, YOU AGREE TO THESE OFFICIAL RULES, WHICH CREATE A CONTRACT SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, SUCH CONTRACT INCLUDES GRANTS OF RIGHTS AND INDEMNITIES TO SPONSOR FROM YOU, A CLASS ACTION WAIVER, AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

**SPONSOR:** Clean Lakes Alliance, Inc., 150 East Gilman St., Suite 2600, Madison, WI 53703.

**ELIGIBILITY:** The Reimagining Warner Beach Design Contest (the “Contest”) is open to legal U.S. residents physically residing in the 50 United States (includes DC) who are eighteen (18) years of age or older and have reached the age of maturity in their state of residence as of the date of entry. Multiple individuals may work as a team to prepare and submit an entry submission; but one individual must be identified on the entry submission as the “Team Leader.” For purposes of this Contest, the Team Leader will serve as the entrant. The Team Leader must have the authority to act on behalf of the team members and accept the terms and conditions of these Official Rules. Employees of Sponsor and its respective affiliates, subsidiaries, parent companies, sales representatives, agencies, dealers, retailers, wholesalers, distributors, and promotional and vendor agencies involved in the Contest, and the immediate families (spouse, parents, siblings and children) or household members of all such employees, are NOT eligible. The Contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited or restricted by law or regulations. Participation constitutes entrant's full and unconditional agreement to these terms and conditions and Sponsor's decisions, which are final and binding in all matters related to the Contest.

**ENTRY:** All entries must be submitted by January 15, 2018 at 11:59 p.m. Central Time (CT) (the “Entry Period”). To enter, entrants will need to submit a completed submission to Sponsor during the Entry Period using one of the methods described below in Step 1, and, in addition, submit a hard-copy of their conceptual design layout as described in Step 2.

**Step 1:** Entrants may upload the entry materials using the on-line submission feature available at [www.cleanlakesalliance.org/warner-beach-design-contest](http://www.cleanlakesalliance.org/warner-beach-design-contest). (Please note that on-line submissions must be 100 MBs or less in size.) Alternatively, entrants may submit their entry materials on a USB flash drive either by mail (post-marked by January 15, 2018) or by hand-delivery (by January 15, 2018) to: Clean Lakes Alliance c/o Beach Design Contest, 150 E. Gilman Street, Suite 2600, Madison, WI 53703.

**Step 2:** Entrants must submit one (1) physical copy of a poster with their conceptual design layout. The poster must be mailed (postmarked by January 15, 2018) or hand-delivered (by January 15, 2018) to Clean Lakes Alliance c/o Beach Design Contest, 150 E. Gilman Street, Suite 2600, Madison, WI 53703. PLEASE NOTE: A physical hard copy of the conceptual design layout is required even if the conceptual design layout is also being provided electronically. As noted below, no identifying information (e.g., names, organization, logos, contact information) should appear on the conceptual design layout. The required size is 24" by 36" landscape orientation. The poster must be printed in color at a resolution that clearly shows the proposed features and elements of your design.

Please see below for the Design Goals, the Design Considerations, and technical submission requirements. Limit one (1) entry per person. For purposes of clarity, an individual may enter only once, whether the submission is presented individually or as part of a team.

**DESIGN GOALS & DESIGN CONSIDERATIONS:** This Contest focuses on reimagining the Warner Beach shoreline based on four Design Goals and eight Design Considerations:

#### **Design Goals**

- *Improved Water Quality.* Water quality improvement is integral to reimagining our beaches. Poor water quality can lead to beach closures and make them less enjoyable to use. Designs should consider practices to reduce overland runoff of pollutants (e.g., eroded beach sand/soil, geese feces, winter salt), E. coli bacteria (found in waterfowl and pet waste), and debris that could accumulate along the shoreline (e.g., algae, plants, trash). Educational features about the effectiveness of these devices and promotion of their use in the watershed are desirable.
- *More Sustainable.* Sustainability in our beaches is a priority. Successful designs will harmonize the needs of visitors and the ecosystems they visit through best practices. Designs might incorporate renewable energy technologies such as solar panels, LED lighting, reused materials, rain gardens, native and perennial plantings (including drought-tolerant species), pesticide and herbicide-free landscaping, and water efficient fixtures.
- *Greater Access.* Accessibility is a key factor in building stronger connections between the 25 regional beaches and the Greater Madison community. Increased signage and access via multi-modal transportation (car, bus, bike and foot) are desirable for getting the public to the beaches. Designs should also prioritize safe and easy access to the shoreline, swimming, and fishing areas. Access to in-park amenities and recreational opportunities shall be open to all users, improve racial and social equity, and, whenever possible, meet the standards of the Americans with Disabilities Act (ADA).

- *Better Placemaking.* Functional and engaging amenities should highlight the value that lakeshore parks offer users. The installation of a Warner Beach watershed map will provide the community an understanding of how their homes are directly connected to the lakes. Public spaces that encompass a wide range of recreational uses (e.g., biking, fishing, paddling, swimming, and lounging) will help attract different types of beach goers. Examples of desirable amenities might include: beach houses, piers, concessions, playgrounds, drinking fountains, bike racks, fish cleaning stations, picnic tables, and so forth.

**Design Considerations:**

- Could the design plan for Warner Beach serve as a model for other lakeside parks and beach improvements?
- Does the design plan preserve the existing cottonwood tree grove?
- Does the design plan include a beach house with a footprint allocation of between 400-800 square feet within the site boundaries?
- Does the design focus community attention on our lakes?
- Does the design contribute to the long-term health of the watershed?
- Does the design inspire the Madison community to visit Warner Beach?
- Does the design serve a racially and socially diverse community?
- Does the design consider year-round opportunities for access and enjoyment?

**ENTRY/SUBMISSION REQUIREMENTS:** Entrants' submissions must include the following materials:

5. Cover Page

- Entrant/Team Leader identification and contact information:
  - Project title;
  - Full name of entrant/Team Leader;
  - Telephone number, mailing address, and email address of entrant/Team Leader;
  - Firm name (if applicable); and
  - Team member name(s) (if applicable).

PLEASE NOTE: For the following judged entry materials, ***please refrain from including any identifying information on the materials in the interest of fair and impartial judging.*** If identifying information is included on the materials, it will be redacted.

6. Summary Page

- Maximum of one (1) single-spaced page
- Designer Statement: What inspired you to participate in this Contest?

- Design Abstract: High-level summary of your design.

7. Project Narrative

- Maximum of two (2) single-spaced pages
- Describe your design, notable features, and how it addresses the Contest's Design Goals and Design Considerations?

8. Conceptual Design Layout

- Submissions must include the following drawings/materials:
  - Site plan
  - Design feature details and elements
- Design Poster: A hard-copy poster of the conceptual design layout is required even if it is also being provided electronically.
  - Required size is 24" by 36" landscape orientation.
  - Poster must be printed in color at a resolution that clearly shows the proposed features and elements of your design.
  - No identifying information (*e.g.*, names, organization, logos, contact information) should appear on the conceptual design layout.

*Technical Requirements:* The Cover Page, Summary Page, and Project Narrative must be submitted electronically in PDF format. The conceptual design layout must also be submitted electronically as a .PDF, .JPEG or .PNG file, with a resolution of at least 300 dpi. The Cover Page, Summary Page, Project Narrative, and Design Layout should be saved as separate documents, using the first name initial and last name of the individual participant or Team Leader, in the following format: "JDoe\_coverpage.pdf"; "JDoe\_summary.pdf"; "JDoe\_narrative.pdf"; JDoe\_designlayout.png". Technical information regarding the required poster is included above.

*Other Requirements:* All entries must be written in English. All requirements listed above must be provided to be a complete submission. Sponsor reserves the right, but not the obligation, to contact entrants who submit incomplete submissions so that missing information or documents can be submitted by the entrant within the Entry Period.

Entry must be entrant's original creation and may not include copyrighted, trademarked, patented, or previously published material. Entry requiring license or usage rights from any third party is not eligible. Entry may not include any trademarked or copyrighted brand names/logos, except those of Sponsor. Entry cannot defame or invade the rights or privacy of any person, living or deceased, or otherwise infringe upon any third party's personal, proprietary, or intellectual rights. Entry cannot contain

illegal or unlawful material, and must not promote bigotry, racism, harm, or discrimination. Entry must be consistent with Sponsor's reputation in the community and must be suitable for audiences of all ages. Entries which, in Sponsor's or judges' sole discretion, contain any type of vulgarity or objectionable content will be disqualified. Entries that do not meet these stated criteria, or entries that (in Sponsor's or judges' sole discretion) may technically meet the stated criteria but do not reflect the intent and the spirit of the Contest, will be disqualified.

**OWNERSHIP OF ENTRY:** By submitting an entry, entrant represents and warrants that: (a) the submission is entrant's original work; (b) entrant owns the copyright in the submission; (c) the submission does not violate, in whole or in part, any existing copyright, trademark, trade secret, proprietary rights or any other property rights of any other person, organization or entity; (d) any third-party content included in submission is not protected by copyright or entrant has a license to use the content for any purpose, specifically including the Contest; (e) entrant is not disclosing the confidential, trade secret or proprietary information of any person or entity; and (f) entrant has full power and all legal rights to register and make a submission.

**SELECTION OF PRIZE WINNERS:** Odds of winning depend on the number of eligible entries received and the quality of the entries received.

All entries will be judged by a panel of judges comprised of professionals and stakeholders with expertise in sectors such as landscape architecture, policy, sustainability, civil and environmental engineering, and parkland management. Entries will be judged on a 220-point scale by the panel based on the following three criteria:

4. Integration of Design Goals: (100 total possible points)

- How does the design improve water quality? (25 points)
- How does the design enhance sustainability? (25 points)
- How does the design provide greater access? (25 points)
- How does the design establish better placemaking? (25 points)

5. Integration of Design Considerations: (100 total possible points)

- Could the design plan serve as a model for other lakeside parks? (20 points)
- Does the design focus community attention on our lakes? (15 points)
- Does the design contribute to the long-term health of the watershed? (15 points)
- Does the design preserve the existing cottonwood tree grove? (10 points)
- Does the design include a beach house of between 400-800 square feet? (10 points)
- Does the design inspire the Madison community to visit Warner Beach? (10 points)
- Does the design serve a racially and socially diverse community? (10 points)

- Does the design consider year-round opportunities for access and enjoyment? (10 points)
6. Conveyance of Design Concepts (20 total possible points)
- Submission clearly and concisely conveys design concepts through narrative and images. (20 total possible points)

The judges will select the top three (3) entries based on the stated criteria. Specifically, the three (3) entries receiving the highest total scores will be declared the potential finalists. In the event of a tie, the tied entry that receives the highest score for “Integration of Design Goals” will be deemed the potential finalist. If a tie still exists, the tied entry that receives the highest score for “Integration of Design Considerations” will be deemed the potential finalist. If a tie still exists, the tied entry that receives the highest score for “Conveyance of Design Concepts” will be deemed the potential finalist. All decisions by the judges are final and binding on all entries.

Potential winners will be notified on or before April 20, 2018, by phone, email, or regular mail, in Sponsor’s sole discretion, using the information provided in the entry. The potential winner will be required to respond to the notification within seven (7) business days of notification, or the potential winner will be deemed to have forfeited, and an alternate potential finalist will be chosen.

*Announcement of Contest Winners*

The three (3) winners will have the opportunity to attend the Clean Lakes Alliance’s 2018 *Save Our Lakes Community Breakfast* held at the Monona Terrace Convention Center on Wednesday, May 2, 2018. The entry receiving the most points will be announced as the First Place Winner; the entry receiving the second most points will be announced as the Second Place Winner; and the entry receiving the third most points will be announced as the Third Place Winner.

Affidavit of eligibility (including SSN), prize acceptance form, tax information, assignment of rights, publicity release, and/or mutually acceptable liability releases may be required and, if so, must be returned within the reasonable specified time or prize will be forfeited and an alternate winner chosen.

**PRIZES & APPROXIMATE RETAIL VALUES (ARV):** The winning entrants will receive the following prizes:

*First Place Winner:* \$10,000

*Second Place Winner:* \$4,000

*Third Place Winner:* \$1,000

**Total ARV of all prizes to be awarded: \$15,000.**

Prizes will be awarded in the form of a corporate check. All taxes, fees, and surcharges on prize are the sole responsibility of the winner. (Please Note: For teams, the prize will be awarded to the individual identified as the Team Leader on the entry

submission, who will be deemed the winner. The Team Leader is solely responsible for determining whether and in what amount to share the prize with other team members. For purposes of clarity, Sponsor is not responsible for the allocation of the prize among individual team members.) The winner will be issued an IRS Form 1099 for the fair market value of the prize inclusive of sales or other transaction taxes. Affidavit of eligibility (including SSN), prize acceptance form, tax information, assignment of rights, personal services agreement, publicity release, and/or mutually acceptable liability releases may be required where not prohibited. Prizes are non-transferable except in the sole discretion of the Sponsor. No substitution or cash equivalent is allowed. Sponsor reserves the right to substitute prizes of the same approximate retail value. Prize consists only of items specifically listed as part of the prize. All costs and expenses not specified herein, related to any prize, including but not limited to delivery, installation, service activation fees, and other expenses incurred by accepting the prize, are the sole responsibility of the winner.

**LICENSE TO ENTRY MATERIAL:** As a condition of entry, each entrant grants Sponsor a perpetual, irrevocable, royalty-free, fully sub-licensable and transferable worldwide exclusive license and permission to use, reproduce, edit, modify and exhibit, create derivative works of, transmit, distribute, and display the entry, in any and all media formats, whether now known or hereafter developed. With respect to the winning entries only, each winning entrant further agrees to assign all rights, title, and interest in the Entries to Sponsor if requested by Sponsor, including the exclusive right to secure trademark and copyright registrations and other rights for that entry anywhere throughout the world, the exclusive right to license, exploit, sell, assign, or otherwise dispose of the entry or any of the said rights included therein for any purpose which the Sponsor may see fit, and any and all subsidiary rights to the entry. Entrant will have no right of approval, review, or modification as to the future use, modification, or display of entrant's entry. Entrant shall have no right of compensation from, credit or attribution, or approval over any use of entry by Sponsor. Sponsor has the right but not the obligation to post any entry for worldwide viewing on the Internet. Entrants hereby forever waive and relinquish all so-called "moral rights (droit moral)" now or hereafter recognized in connection with any entry submitted as part of the Contest. Entrants agree not to issue any publicity concerning Sponsor. Entrants agree that neither Sponsor, nor its agents, shall be responsible for return or preservation of the Entries submitted. All entries that are posted on Sponsor's website or elsewhere may be available to be viewed by the public.

Winners agree that, as a condition of any prize award, Sponsor shall have the option, in its sole discretion, to secure all rights, title, and interest in the winning entries, which winner shall transfer exclusively to Sponsor if requested by Sponsor, and winners agree to execute any additional written authorization, assignment, or other papers requested by Sponsor in connection with the transfer and assignment of rights to their entries, and any such written papers requested will be required as a condition of obtaining the prize, or another winner(s) will be selected.

**PUBLICITY RELEASE:** By entering, entrants authorize the Sponsor to post their entries on the Sponsor's webpage for viewing by a world-wide audience. Except where prohibited, acceptance of a prize constitutes winners' consent that his or her name, likeness, voice and/or biographical data may be used for advertising and promotional purposes without limitation and without additional notice, compensation, or consent. Submission of content to be posted online constitutes permission for same.

**RELEASE:** By entering the Contest, entrant agrees to accept and abide by the Official Rules of this Contest and agrees that any dispute with regard to the conduct of this Contest, rule interpretation, or award of prize shall be submitted to Sponsor, whose decision shall be binding and final.

By entering the Contest, entrant agrees to release, defend and hold harmless Clean Lakes Alliance, Madison Community Foundation, City of Madison Parks, associated entities, professional advisors, and other parties to and assisting in this Contest, and their respective officers, directors and employees ("Released Parties") from any and all causes of action, suits, debts, dues, sums of money, accounts, reckonings, bonds, bills, covenants, contracts, controversies, promises, lost profits, indirect or direct damages, consequential damage, incidental damages, punitive or exemplary damages, judgments, claims and demands whosoever, in law, or equity, whether known or unknown, foreseen or unforeseen, which entrant has or may ever had, now or hereafter, arising from or related to the Contest, the preparation of any entry materials, or delivery, mis-delivery, acceptance, possession, use of or inability to use any prize. Further, the entrant hereby expressly waives all rights afforded by any statute or doctrine that limits the effect of a release, with respect to unknown claims.

**INDEMNIFICATION:** By submitting an entry, entrant agrees to indemnify, defend, and hold harmless Clean Lakes Alliance, Madison Community Foundation, City of Madison Parks, its officers, directors, employees, owners, parent entity, affiliates, agents and licensees, and any other parties involved with or assisting in this Contest from and against any and all claims, actions, demands, and liabilities, including those raised or brought by third parties, and any costs and expenses, including, without limitation, reasonable attorney and professional fees and costs and other expenses of any nature incurred in the investigation and defense of any such claims resulting from breach of any provision of the terms and conditions of these Official Rules, or any representation or warranty provided herein, or otherwise arising in any way out of entry into the Contest, whether now known or unknown, or anticipated or unanticipated. Sponsor reserves the right to take exclusive control and defend any such claim otherwise subject to indemnification by entrant, in which event entrant will cooperate fully with Sponsor in asserting any available defenses.

**ADDITIONAL RULES:** Sponsors are not responsible for: (i) lost, late, stolen, misdirected, damaged, garbled, or illegible entries; (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software

malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsors on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to Entrant's or any other person's computer related to or resulting from participating in the Contest.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE CONTEST, IS A VIOLATION OF CRIMINAL & CIVIL LAWS AND SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor is not responsible for any typographical or other error in the printing of this offer, administration of the Contest, or in the announcement of prizes, including erroneous appearance of qualification for a prize, and under no circumstances will more than the stated number of prizes be awarded. Sponsor reserves the right, in its sole and absolute discretion, to modify, cancel, or suspend this Contest, or to amend the Official Rules at any time, without prior individual notice, should any factor interfere with the administration, security, or proper play of this Contest as contemplated by these Official Rules. If for any reason Sponsor is prevented from continuing with this Contest, or the integrity and/or feasibility of the Contest is severely undermined by any event including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Contest without further obligation. If Sponsor in its discretion elects to so abbreviate the Contest, Sponsor reserves the right, but not the obligation, to award the prize from among all eligible entries received to date. All entries are the physical property of Sponsor and are not returnable.

**DISPUTES / CHOICE OF LAW:** EXCEPT WHERE PROHIBITED, EACH ENTRANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS CONTEST OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY STATE OR FEDERAL COURTS SITUATED IN WISCONSIN, (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, BUT IN NO EVENT ATTORNEYS' FEES, (3) NO PUNITIVE, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR OTHER DAMAGES, INCLUDING, WITHOUT LIMITATION, LOST PROFITS, MAY BE AWARDED (COLLECTIVELY, "SPECIAL DAMAGES"), AND (4) ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM SPECIAL DAMAGES AND ALL RIGHTS TO SUCH DAMAGES MULTIPLIED OR INCREASED. WISCONSIN LAW, WITHOUT REFERENCE TO CHOICE OF LAW RULES, GOVERNS THE CONTEST AND ALL ASPECTS RELATED THERETO.

**PRIVACY:** As a condition of entering the Contest, each entrant agrees his or her personally identifiable information submitted as part of an entry will be used to administer the Contest, select prize winner, and fulfill prize. Such information may be shared with Sponsor's agents and affiliates as necessary to administer the Contest, confirm Winner identity or materials, and fulfill the prize.

**WINNER'S LIST:** Winners will be announced at Clean Lakes Alliance's *2018 Save Our Lakes Community Breakfast* on May 2, 2018, held at the Monona Terrace Community and Convention Center. The winning designs will then be presented to the Madison community for input on desirable amenities, sustainability features, access, and water quality improvements. The community's input will help inform future planning efforts at Warner Beach. In addition, the winner's list will be posted on Sponsor's webpage at: [www.cleanlakesalliance.org/beaches](http://www.cleanlakesalliance.org/beaches) on or about May 2, 2018.