

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: RIDE THE DRIVE

Event Organizer/Sponsor: CITY OF MADISON – PARKS DIVISION

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☐ Yes ☒ No

MANDATORY: State Sales Tax Exemption Number:

ES#: _____

OPTIONAL: Federal Tax Exempt Number:

Address: 210 MARTIN LUTHER KING JR. BLVD. ROOM 104

City/State/Zip: MADISON, WI 53703

Primary Contact: TRACEY HARTLEY

Work Phone: 608-267-4919

Email: THARTLEY@CITYOFMADISON.COM

Phone During Event: 608-209-7980

Website: RIDETHEDRIVE.COM

FAX: 608-267-1162

Secondary Contact: _____

Work Phone: _____

Email: _____

Phone During Event: _____

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

If Yes, Name of charity to receive donations: _____

Estimated Attendance: 9,000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☐ Yes ☐ No

Hours: 8:30AM to 3PM

EVENT CATEGORY

☒ Run/Walk ☐ Music/Concert ☒ Festival ☐ Rally ☐ Parking (i.e., bagging meters)

☒ Other: Bike, skate board, roller skate/blade any non-motorized vehicles

LOCATION REQUESTED

☐ Capitol Square (note specific blocks below)

☐ State St. Mall/800 State Street

☐ 30 on the Square (aka top of 100 block of State Street)

☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: John Nolen, Blair, North Shore Drive,

EVENT DATE(S)/SCHEDULE

Date(s) of Event: Sun., May 17, 2020

Event Start and End Times: 10am-2pm

Rain Date (if any): None

Set-Up Start Time: 7am

Take-Down Start Time and End Times: 2-3pm

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?

☐ Yes ☒ No

If class B license is denied, will the event(s) occur?

☐ Yes ☒ No

____ By initialing, I/we waive the 21-day decision requirement.

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

Applicant Signature Tracey Hartley

Date 3/4/2020

Sunday, May 17, 2020 | 10:00 am – 2:00 pm

Presented by Madison Parks



Park Event Use Permit Event details

Overview

Ride the Drive will be a four-mile loop of around Madison Park's to include: Brittingham, Olin, and Law Parks. Close off streets and in specific, John Nolen Drive. Streets will be closed to cars and opened to bicyclists, walkers, rollerbladers, and those out to share in the experience in a fun atmosphere. The free event draws thousands of people to stroll, roll, pedal or glide on the route to enjoy music, food, entertainment and participate in a community event.

History

In celebration of Madison's commitment to bicycling and healthy lifestyles, Madison hosted its first Ride the Drive in 2009. This event has grown in popularity and averages 6,000 people per event. Ride the Drive will be the 11th Ride the Drive event in Madison.

Ride the Drive is coordinated by the Parks Division along with Traffic Engineering and the Madison Police Department.

Goals

Ride the Drive has four goals:

- Encourage cycling, walking, and alternative transportation
- Increase health and wellness of the participants
- Increase neighborhood awareness and raise acceptability of bicycling and walking as modes of travel
- Expanding the opportunities to connect individuals to neighborhoods, neighborhoods to commerce and commerce to the entire Madison community

Route

The route will go in the pattern as vehicles would normally drive on the roads. Participants enter at any point along the four miles. The route features 3 beautiful Madison Parks, Law, Brittingham, and Olin Parks with activities, vendors, and stopping points along the way.

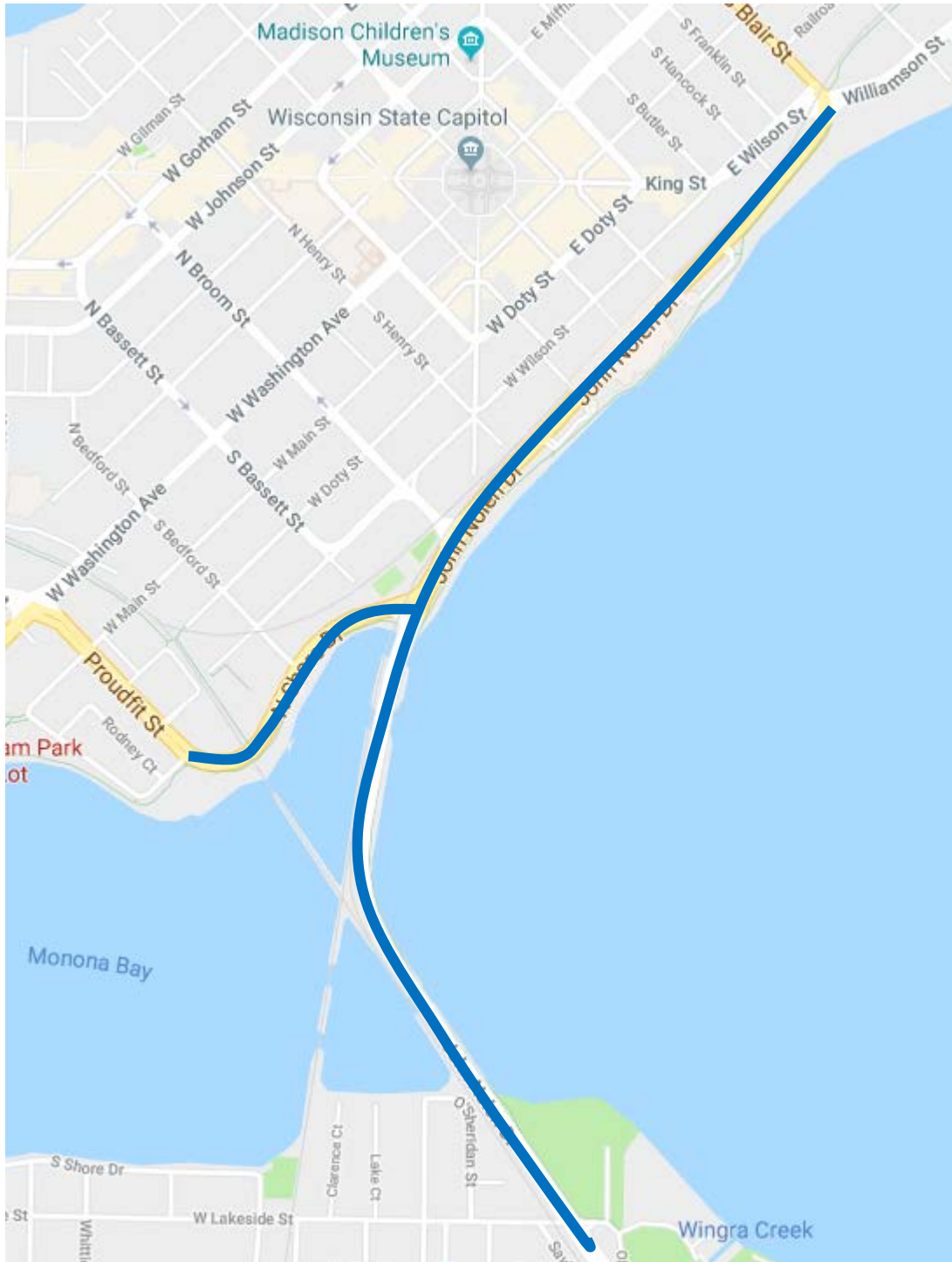
Schedule of Events

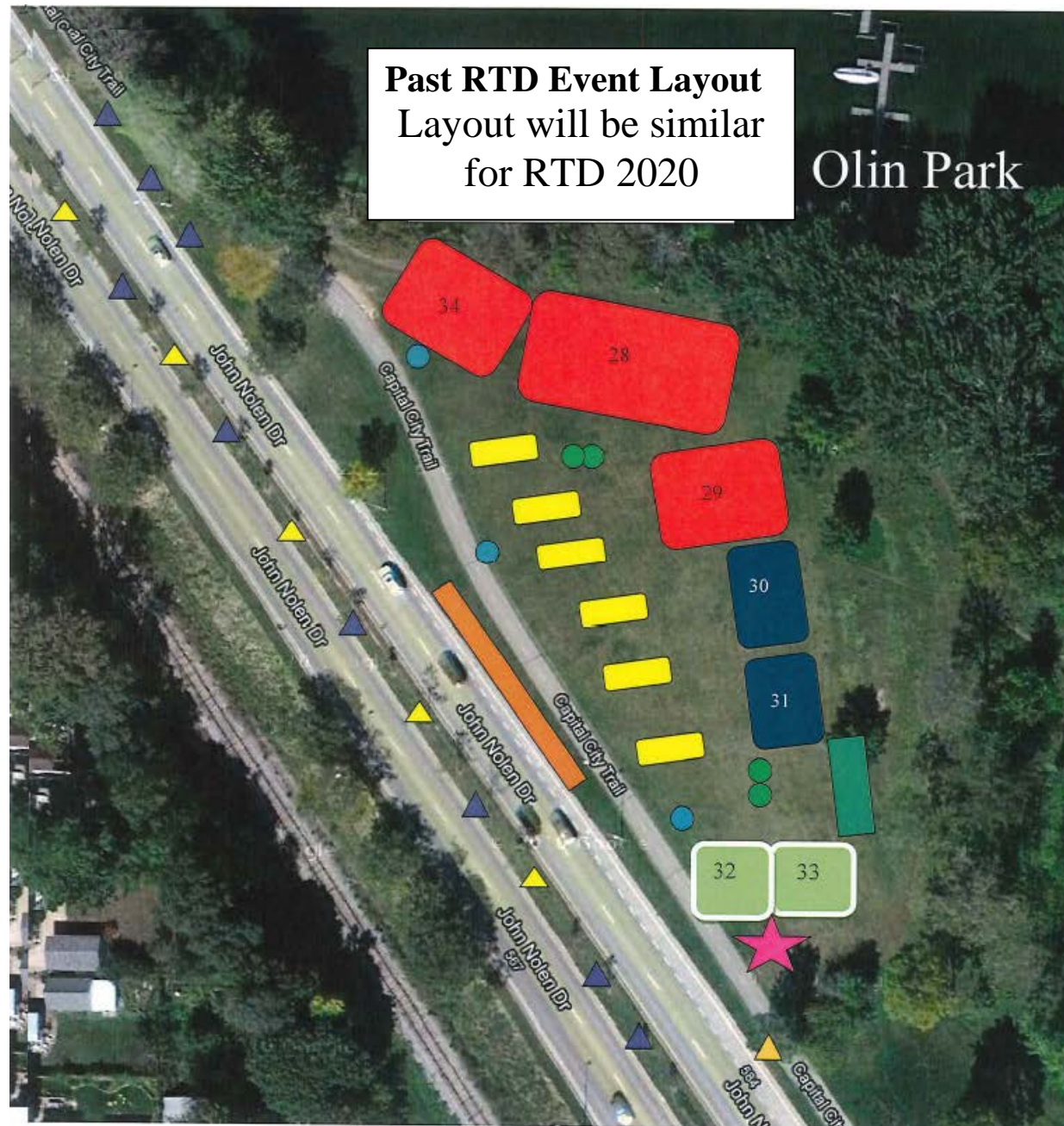
7:00am	Set up begins
8:30am	Roads close-barricades go up
10:00am	Event begins
2:00pm	Activities within the event stop Equipment, vendors materials, etc are cleaned up and moved off the streets
2:30pm	Volunteers along the route inform participants that the route will be open to traffic in 30 minutes
3:00pm	Work with TE and MPD to make sure streets are clear and the streets can reopen to traffic. Volunteers and TE will remove barricades.

Trash and Recycling plan

Ride the Drive will utilize Parks trash and recycling bins put out for the event. There will be extra trash and recycling bins at the event, in the parks, and at stopping points along the route. Parks staff will place these before the event and remove them after the event.

Ride the Drive 2020 Street Use Map





Past RTD Event Layout
Layout will be similar
for RTD 2020

Olin Park

Olin Park Parade Drive Village

KEY:

- 28. Capitol off Road Pathfinders
- 29. Fairshare CSA Coalition
- 30. Fork in the Road
- 31. Sabor Queretano Food Cart
- 32. Madison Parks Information
- 33. Madison Parks (Bike helmet decoration parade - 11 & 1)
- 34. Griessmeyer Law

Red – Activity Vendor

Blue – Food Vendor

● Garbage / Recycle bins

■ Port-a-potty (1)

■ Handicap Port-a-potty (1)
Sink (1)

■ Picnic Tables

■ Bike Racks

▲ RTD Yard Signs

▲ Madison Parks Yard Signs

▲ Banner Stands/Shark Fin

● A-Frame Signs

★ RTD Equipment Trailer




Brittingham Park


Brittingham Park Family Drive Village

KEY:

14. The Cargo Bike Shop
15. Rockin' Jump
16. Parks Information Station
17. Parks Merchandise Tent
18. Madison Parks Bouncy House
19. Pots N Tots food cart
20. Kona Ice
21. MSCR Family Activities
(6 Picnic tables and 1 trash can.)
22. Brittingham Boats (brats, hot dogs, veggie option, Ice Cream & fruit)
23. Madison Public Library Spoke-N-Words
24. UW Health (Human Oncology) - "The Ride" Bike Event
25. Girl Scouts of WI - Badgerland Council
26. Madison-area Out-of-School Time (MOST)


Red - Activity Vendor
Blue - Food Vendor

 Port-a-Potty & Sink


 Garbage / Recycle bins


 Picnic Tables

 Bike Racks

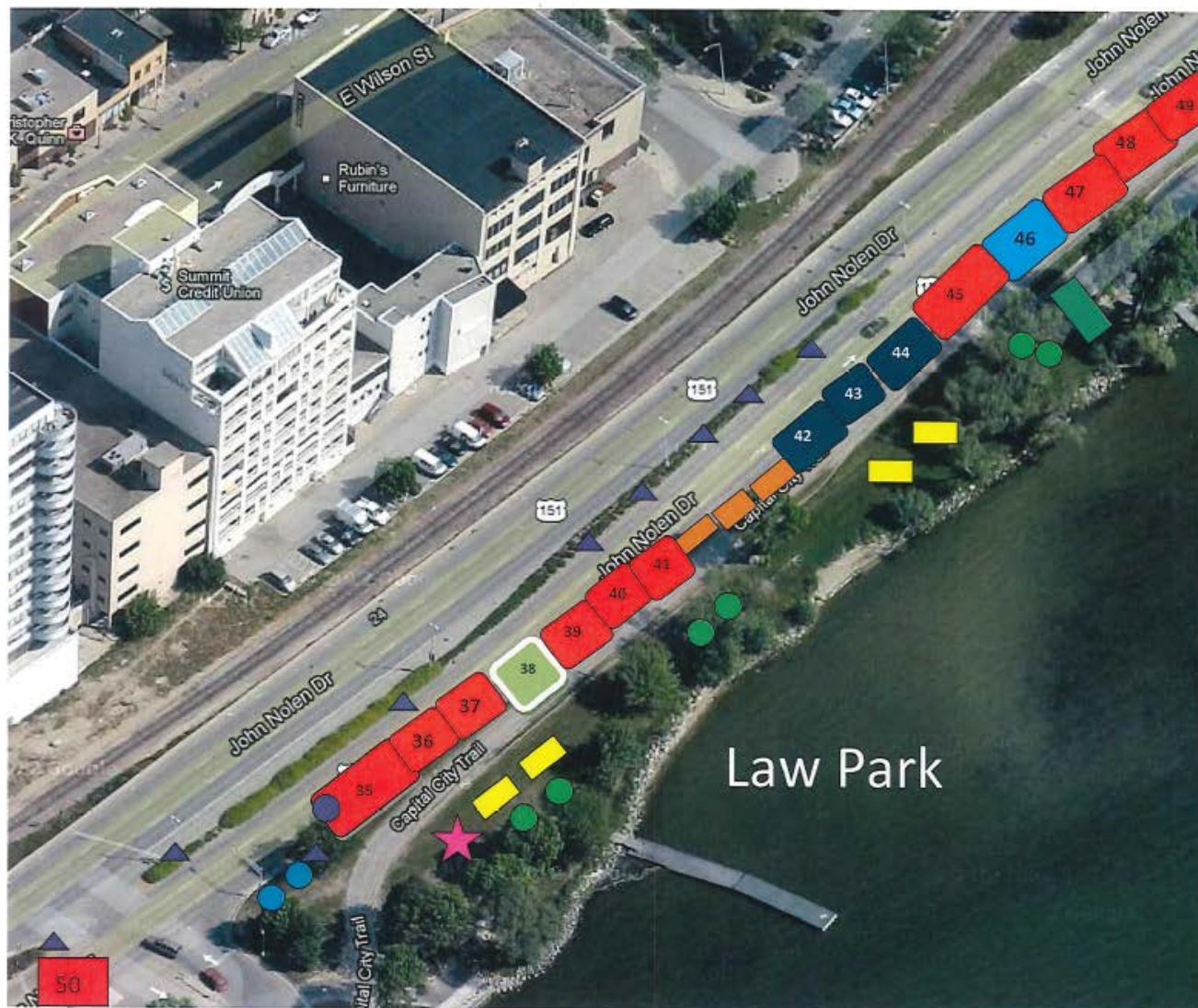
 RTD Yard Signs/Shark Fin

 Banner Stands and Banner

 A-Frame Signs

 RTD Equipment Trailer

 Cones



Law Park - John Nolen Drive Trek Bike Avenue Village

KEY:

- 35. Trek
- 36. B-Cycle
- 37. Dream Bikes
- 38. Parks Information Tent
- 39. Wisconsin Bike Fed.
- 40. City of Madison, Traffic Engineering
- 41. Erik's Bike Shop
- 42. dZi Little Tibet Food Cart
- 43. Colectivo Coffee
- 44. Haynes Kitchen
- 45. Madison SCI/Creative Mobility Outdoor Activities/Hand Bikes
- 46. **Madison Utilities Water Wagon**
- 47. Saris
- 48. The Bike Mobile
- 49. Adventure Rock Climbing Wall
- 50. Live Music – PolKalamity
Wingin It Bird Band

Red - Activity Vendors

Blue - Food Vendors

- Port-a-Potty (1)
- Handicap Port-a-Potty (1)
- Sink (1)
- Banners/Banner Stands
- RTD Yard Signs/Shark Fins
- Garbage / Recycle Bins
- Bike Racks
- RTD Equipment Trailer
- Picnic Tables

Blue Circle - A-Frame Signs

Dark Blue Circle - Trek A-Frame Sign