

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Tiffany Kenney  
Madison's Central Business Improvement  
District  
122 W Washington Ave  
#250  
Madison, WI 53706  
Email:  
Tkenney@visitdowntownmadison.Com  
Phone: (608) 512-1340

### Contact During Event

Tiffany Kenney  
Madison's Central Business Improvement  
District  
122 W Washington Ave  
#250  
Madison, WI 53706  
Email  
Tkenney@visitdowntownmadison.Com  
Phone: (608) 512-1340

### Event Information

Name of Event: Madison Night Market - ON  
STATE

Event Type: Recurring One Day

Estimated Attendance: 7000

Is this a new event:

### Event Additional Information

Run/Walk: ☐

Music/Concert: ☒

Festival: ☒

Rally: ☐

Parade: ☐

Posting no parking signs or bagging meters? ☐

Other: ☒

If other, please describe:

Street Fair

### Site Map

Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

A helpful online resource for route mapping is: [Map My Run](#)

I understand I must attach site map and route map with this application, if applicable: ☐

## Location Information

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Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

100 - 600 State Street  
Parts of Gilman Street  
Part of Broom Street

## Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
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## Temporary (Picnic/Beer) Licenses

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Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$):

Will beer/wine be served (Free of charge)?:

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: \* ☐

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event: ☐

If the Temporary (Picnic/Beer) License is denied will the event occur?: No

## Street Use Event Vending License

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If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required: ☒

Will food and/or merchandise be sold?(\$):

Estimate number of vendors:

## Public Amplification Permit

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If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$): ☐

Start Date	Start Time	End Date	End Time	Rain Date
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### SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

### RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan: ☒

### Equipment Rental - Downtown events only.

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Will you need equipment rental from the City of Madison?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

### Marketing

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Conditional approval of the event is required before promoting, marketing or advertising the event.

Do you want this included in the Madison Parks calendar of events?:

Event Website:

Notes:

## Acknowledgement

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If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement: ☒

## Indemnification

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THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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.

I have read the Acknowledgement: ☒

## Signature

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Signature: Tiffany Kenney

Date: 06/17/2021

# Madison Night Market

## Public Overview

6/17/21 TK



Madison Night Market is a celebration of Madison's unique and inspiring creative culture.

Vendors showcase handmade products, local art, artisan gifts, prepackaged foods and fresh produce. The event includes live music, artists, special visiting food carts and pop-up restaurant experiences. The Market is presented by Madison's Central Business Improvement District (BID) in partnership with the City of Madison. Partnerships with area arts and cultural organizations ensure this event is a city-wide representation of this community's talent.

Businesses within the BID will be encouraged to participate at the Night Market or in their own place of business with a special event or attraction that evening like a trunk show, sample sale, visiting artist, etc. A monthly print guide and a website cross promote these specials.

The Market, located along State Street and Gilman Street in the heart of downtown Madison is held the second Thursday of the months of August – December. From 4pm – 9pm everyone is invited to come celebrate all things Madison.

[www.madisonnightmarket.com](http://www.madisonnightmarket.com)

### General

Started in 2017, this is the 4<sup>th</sup> year for the Madison Night Market. No in-person markets were held in 2020.

### Organizer

Madison's Central Business Improvement District  
122 W. Washington Ave. Suite 250  
Madison, WI 53703  
[www.visitdowntownmadison.com](http://www.visitdowntownmadison.com)

### Schedule

5 Markets  
3<sup>rd</sup> Thursday of the Months of August – December  
8/19, 9/16, 10/21, 11/18, and 12/16

### Timeline

2pm	Road Closes
3pm	Vendor Set Up
4pm	Market Open
9pm	Market Closes
10pm	Vendors Tear Down
12am	Road Opens

### Vendor Selection

Vendors are curated by a committee that includes city representative, BID Board members, area business owners and BID staff.

### **Participating Vendors**

- Info to come

### **Partnerships**

- Info to come

### **Sponsors**

City of Madison



### **General Notes**

- 7 - 10,000 people attend each market.
- This idea comes strongly recommended from the Downtown Retail Study accepted in 2017 by the Madison Common Council.
- This event is designed to draw in more interest to the district, with a focus on shopping.
- Vendor pricing favors businesses already in the district, vendors who supply downtown retailers and unique specialty artisans.
- Food carts and trucks will be added but will compliment not take away from restaurant business in the district.

### **Monthly Notes**

- TBD

### **Digital Assets**

- [www.madisonnightmarket.com](http://www.madisonnightmarket.com)
- [www.facebook.com/madisonnightmarket](https://www.facebook.com/madisonnightmarket)

### **Questions?**

Tiffany Kenney, Executive Director

Madison's Central BID

(608) 512-1342

tkenney@visitdowntownmadison.com

# *2021 MADISON NIGHT MARKET*

## STREET USE APPLICATION - MAP

### **MAP & LAYOUT**

#### ACTIVE MAP LINK

<https://www.google.com/maps/d/u/0/edit?mid=1DjY-J--74uKQKffJ24pbGaWet7rzs7WX&usp=sharing>

#### MAP PDF LINK

[https://drive.google.com/file/d/1bZK8\\_7B2G0fi86lWHfXY0QsT6Go8pXfJ/view?usp=sharing](https://drive.google.com/file/d/1bZK8_7B2G0fi86lWHfXY0QsT6Go8pXfJ/view?usp=sharing)





# MAP - 2021 Madison Night Market Master Map













#MNM

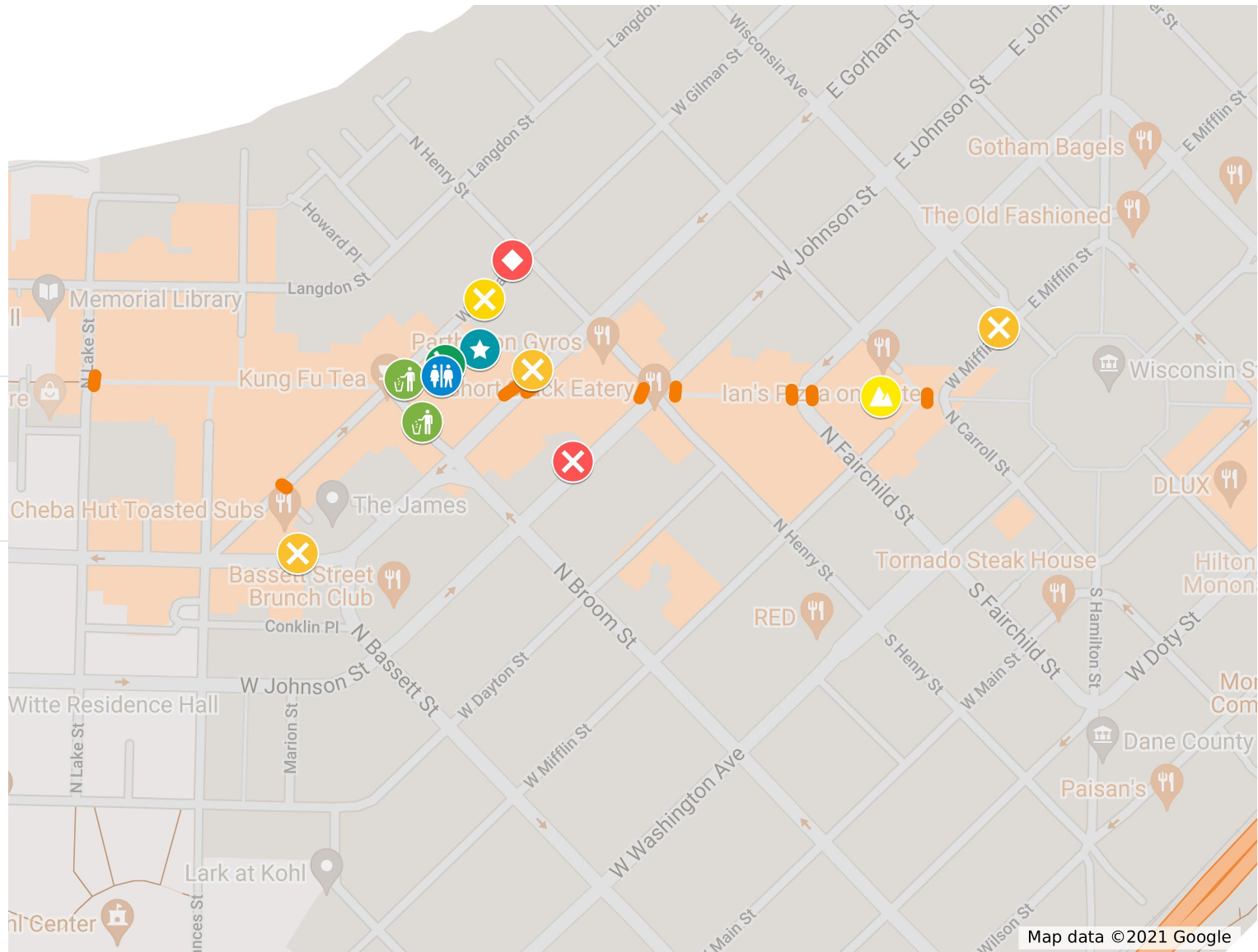
- ★ Madison Night Market
- 🎵 Music Stage at Lisa Link Peace Park
- 👤 Downtown Madison Visitor Center
- 🧗 BOULDERS CLIMBING GYM

## Services

-  DUMPSTER
-  MALL DROP OFF LOCATION

## Traffic Control

-  Line 1
  -  Line 2
  -  Line 3
  -  Line 4
  -  Line 5
  -  Line 6
  -  Line 7
  -  Line 8
  -  Line 9
  -  Line 10
  -  Line 11
-  NO RIGHT TURN SIGN






 NO RIGHT TURN SIGN

 NO LEFT TURN SIGN

 NO RIGHT TURN SIGN

 ROAD CLOSED AHEAD

 NO LEFT TURN SIGN

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# 2021 MADISON NIGHT MARKET

## STREET USE APPLICATION - EAP

### I. GENERAL

The "Madison Night Market" aka MNM will be held the 3rd Thursday of the Months of August – December, 2021 along State Street and Gilman Street. The dates of the markets are: 8/19, 9/16, 10/21, 11/18, and 12/16.

Vendors showcase handmade products, local art, artisan gifts, prepackaged foods and fresh produce. The event includes live music, artists, special visiting food carts and pop-up restaurant experiences. The Market is presented by Madison's Central Business Improvement District (BID) in partnership with the City of Madison. Partnerships with area arts and cultural organizations ensure this event is a city-wide representation of this community's talent.

### II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "MNM" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

### III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

### IV. BASIC PLAN

#### A. Emergency Action Plan (EAP) Event Representative

- 1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT: Tiffany Kenney.

#### B. Emergency Notification

- 1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
- 2. We will / ☒ will not have on-site EMS (ENTER CONTACT NAME & CELL PHONE NUMBER)
- 3. We will / ☒ will not have on-site Police or Security (ENTER CONTACT NAME & CELL PHONE NUMBER)

#### C. Severe Weather

- 1. Weather forecasts and current conditions can be monitored through the [National Weather Service's Madison Weather Forecast website](#).
- 2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such PRIMARY CONTACT: Tiffany Kenney and will be responsible to monitor the weather conditions before and during the event.

3. During the event - If severe weather occurs during the event, the EAP event representative **PRIMARY CONTACT: Tiffany Kenney** will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
4. There are very limited provisions for sheltering participants in the event of severe weather.
5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

#### **D. Fire**

1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
3. If cooking is intended, you must contact the fire department and -
  - a) Must have a valid fire extinguisher, 2A10BC
  - b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
  - c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
  - d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

#### **E. Medical Emergencies**

1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

#### **F. Law Enforcement**

1. The need for constant Law Enforcement presence at this event has / **X has not been** identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

#### **G. Emergency Vehicle Access**

1. Access for Emergency Vehicles will be maintained at all times.
2. 20' Fire Lanes are required to be kept open at events.
3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane

4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
5. Crowd control will be managed by: VOLUNTEERS AND BID STAFF
6. Parking for vendor and staff vehicles will be: PUBLICLY AVAILABLE CITY SPACES
7. Parking for attendee vehicles will be: PUBLICLY AVAILABLE CITY SPACES

**V. CONTACT INFORMATION**

Primary Contact	Tiffany Kenney	608-512-1340
Secondary Contact	Tim Jenquin	608-512-1341
Third Contact	Michelle Morrison	608-512-1342
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345