

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Art Fair on the Square (65th annual)

Event Organizer/Sponsor: Madison Museum of Contemporary Art (MMoCA)

Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

MANDATORY: State Sales Tax Exemption Number: ES#: 008-1020052350-09

OPTIONAL: Federal Tax Exempt Number: 39-1133513

Address: 227 State Street

City/State/Zip: Madison, WI 53703

Primary Contact: Veronica Castillo (director of events) Work Phone: 608-338-1358

Email: veronica@mmoca.org Phone During Event: 608-332-4706

Website: www.mmoca.org/artfair FAX: n/a

Secondary Contact: Christina Brungardt, Dir. Work Phone: 608-257-0158, x225

Email: cbrungardt@mmoca.org Phone During Event: 608-214-763-5334

Annual Event? Yes No

Charitable Event? Yes No

If Yes, Name of charity to receive donations: Madison Museum of Contemporary Art

Estimated Attendance: 150,000 - 200,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.): Yes No

Hours: 9 am to 6 pm

EVENT CATEGORY

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

Other: Art fair, street festival and fundraiser for the Madison Museum of Contemporary Art

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: Capitol Square and 20 on square plus the 100 blocks of: East and West Washington Jr. Blvd, N & S Hamilton, E & W Mifflin, State street, King street, N & S Pinchney, E & W Main street, N & S Carroll, & Wisconsin Avenue.

EVENT DATE(S)/SCHEDULE

Date(s) of Event: Sat, July 8 and Sun, July 9 2023 Event Start and End Times: July 8: 9-6 and July 9: 10-5

Set-Up Start Time: 3:00pm Friday July 7, 2023

Take-Down Start Time and End Times: July 9: 5-9:30pm

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 _____

Date 5.15.23

STREET EVENT SCHEDULE

- The schedule begins when event setup starts, including setup on sidewalks, terraces or parking, and ends when the street is re-opened for normal use.
- The schedule should encompass all activities planned for the event, such as:
 - » Vending: food, beverages and/or merchandise
 - » Music/Performances
 - » Displays, Exhibits, Demonstrations
 - » A moving event such as a rally, parade, etc.

**IF REQUESTING STREET(S) CLOSURE:
YOU MUST SPECIFY WHEN THE STREET(S) WILL BE CLOSED AND WHEN STREET(S) WILL REOPEN**

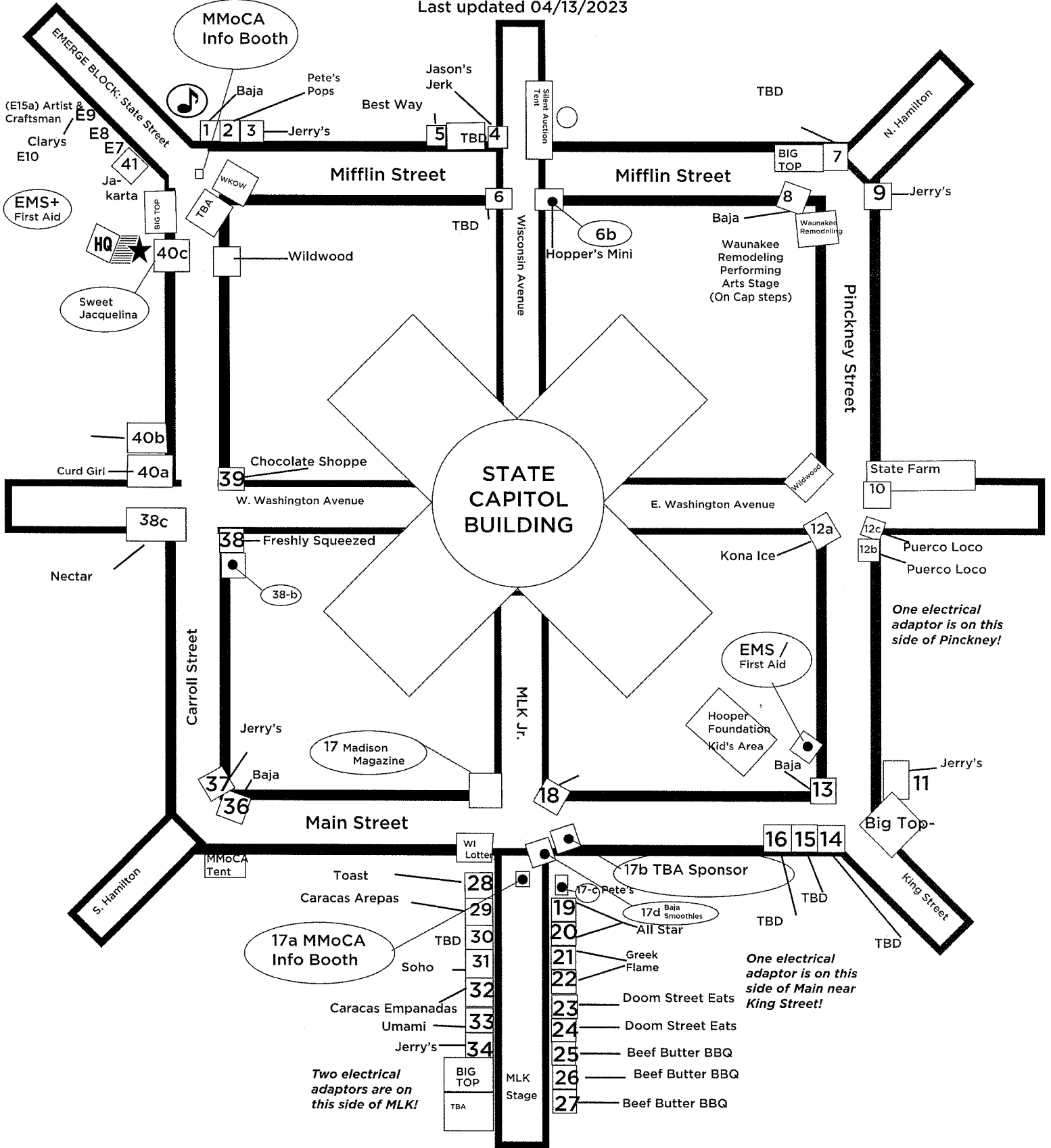
Provide Detailed Event Schedule:

DATE/TIME	ACTIVITY DETAILS FOR EACH DAY (SETUP, EVENT AND TAKE-DOWN) Make sure your times match the times given on the general information page.
July 7 - 3:00 pm	street closure begins at 3. Chalk marking/set up @ 3:30 pm.
July 7 - 5:00 pm	Artists, vendors, silent auction, kids area, and sponsors set up starts at about 5 pm and continues through the night.
July 8 - 9:00 am	Event, vending, and music starts at 9 am.
July 8 - 6:00 pm	Music, event, and vending ends at 6 pm.
July 9 - 10:00 am	Event, vending, and music starts at 10 am.
July 9 - 5:00 pm	Music, event, and vending ends at 5 pm.
July 9 - 5:00 pm	Take-down for everything begins.
July 9 - 9:30 pm	Streets expected to reopen at 9:30 pm

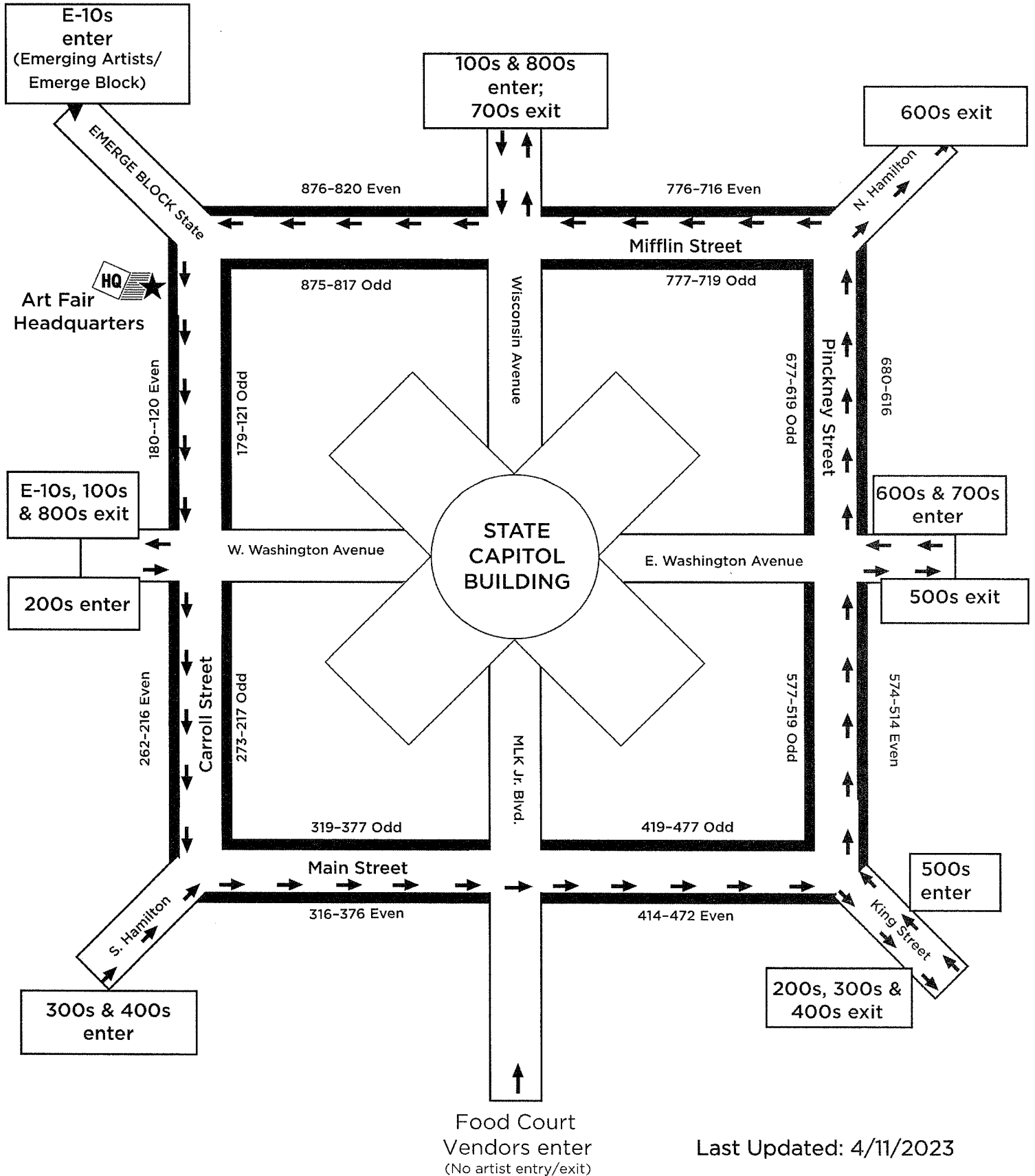
ART FAIR ON THE SQUARE 2023

FINAL - SPONSOR & FOOD VENDOR MAP

Last updated 04/13/2023



Art Fair on the Square 2023 Traffic Map



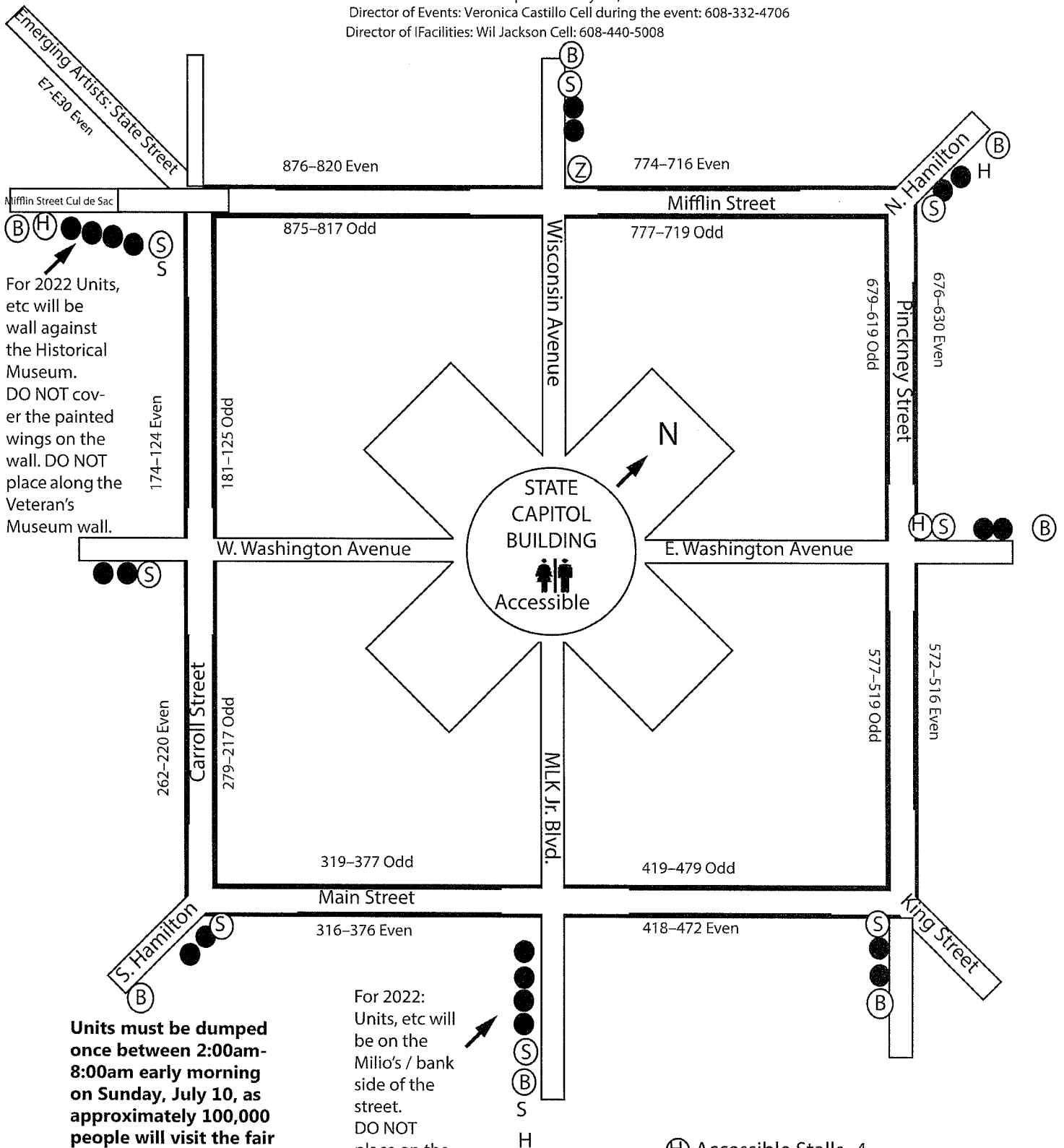
Last Updated: 4/11/2023

Art Fair on the Square Map

Last updated May 15, 2023

Director of Events: Veronica Castillo Cell during the event: 608-332-4706

Director of IFacilities: Wil Jackson Cell: 608-440-5008



For 2022 Units, etc will be wall against the Historical Museum. DO NOT cover the painted wings on the wall. DO NOT place along the Veteran's Museum wall.

Units must be dumped once between 2:00am-8:00am early morning on Sunday, July 10, as approximately 100,000 people will visit the fair each of these two days. Do not pump before 2:00am as restaurateurs will still be serving! We'll receive complaints.

For 2022: Units, etc will be on the Milio's / bank side of the street. DO NOT place on the DLUX / BelAir Cantina side.

- (H) Accessible Stalls- 4
- (B) Barrels - 7
- (S) Sinks - 10
- Units (Portable Toilets) - 20

STREET EVENT CLEAN-UP AND RECYCLING PLAN

- Include plans for collection and disposal of materials during and after event - number and location of garbage/recycling containers and dumpsters; number/schedule of volunteers/staff assigned to collection and clean-up.
- If City containers are not used, please provide the name and contact information of the collection agency providing equipment and service for the event.
- Event organizers are responsible for emptying City garbage/recycling containers within the event perimeter.
- Any group that leaves an area in a condition that requires special clean-up by City crews will be charged the full cost of clean-up.
- If you need assistance with your clean-up and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

Provide Detailed Trash/Recycling/Clean-Up Plans:

Will you be providing your own receptacles? Yes No

If yes, which receptacles and how many?

Recycling Bins: _____

Trash Bins: _____

Dumpsters: _____

If yes, name/contact information of collection agency providing equipment and service: _____

Will you be renting City of Madison receptacles? Yes No

Trash & recycling barrels are only available from the City of Madison for **downtown events**.

If Yes, please continue. If No, skip the remainder of this form.

Event/Name of Group: Art Fair on The Square @ Brothers Mally

Location: Capitol Concourse @ radiating 100 blocks

Please indicate quantity of trash barrels: 32 8 barrel minimum: Each increment of up to 8 barrels \$150 (\$142.18 no tax)

Please indicate quantity of dumpsters: 8 per dumpster, and per tip: \$300 (\$284.37 no tax)

30 recycling containers / 1 recycling dumpster

Other Detailed Trash/Recycling/Clean-Up Plans:

mmoca @ Brothers Mally will collect bags of garbage around the square, and will deliver them to dumpsters that we will rent from the city of madison

mmoca will pick up recycling containers and bags from the City of madison Division, Recycling coordinator/Brothers mally in advance of the fair. mmoca staff @ volunteers will collect bags of recycling around the square, and will deliver them to recycling dumpster that we rent from city of madison

STREET EVENT MARKETING INFORMATION

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

Do you have marketing information? Yes No

If Yes, please continue. If No, skip this form.

How will this event be marketed, promoted, or advertised?

Local TV, local radio, online ads, social media posts, prints ads, banners and posters

Will there be live media coverage during the event and where will the media vehicles be parked?

Yes, WKOW TV 27 and other local media. Most media vehicles will be parked in the 100 block of W. Mifflin Street, and the 100 block of W. Washington Avenue between Carroll Street and Fairchild Street.

PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: Art Fair on the Square (65th annual)

Location: Capital square and all 100 blocks radiating out of square, including state street the W. Mifflin cul de sac and the N. Carroll cul de sac.

Public Contact Phone: 608-257-0159

Website: www.mmoca.org/artfair

Admission Cost: free

Date of Event: Saturday July 8, 2023 (9am-6pm) and Sunday July 9, 2023 (10am-5pm)

Beginning/End Time of Event: July 8, 2023 (9am-6pm) July 9, 2023 (10am-5pm)

Two sentence description of event (for internet calendar):

The Madison Museum of Contemporary Art's Art Fair on the Square is one of Madison's premiere summertime events that attracts some 200,000 Midwestern art lovers each July. The fair features live entertainment, a range of dining options, as well as some 500 artists exhibiting paintings, prints, sculpture, jewelry, fine craft, and more.

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?

Yes No

If Yes, please continue. If No, skip this form.

EVENT INFORMATION

Name of Event: Art Fair on the Square (65th annual)

Contact Person: Veronica Castillo, Director of Events, cell during event 608-332-4706

Location: Capitol Square and Martin Luther King Jr, Blvd 2023 Date: July 8 & 9 2023

Type of Amplified Sound:

Band DJ Sound System Speeches/Announcements Karaoke

Other (please specify): _____

Hours of Amplification:

Date: Sat July 8 (9am-6pm) Sun July 9 (10am-5pm) Time: 9am-6pm, 10am-5pm

STREET EVENT VENDING LICENSE APPLICATION

- 1-25 Vendors\$400.00
- 26-100 Vendors\$675.00
- 101-300 Vendors\$975.00
- 301 or more Vendors\$1,700.00

EVENT INFORMATION

Name of Event: Art Fair on the Square (65th)

Event Organizer/Sponsor: Madison Museum of Contemporary Art (MMAoCA)

Address: 227 State Street

City/State/Zip: Madison, WI 53703

Date(s) of Event: Sat July 8 & Sun July 9 Rain Date(s): N/A

Primary Contact: Veronica Castillo, Director of Events

E-mail: veronica@moca.org

Work Phone: 608-338-1358 Phone During Event: 608-332-4706

Vendor Name	WI State Seller's Permit #
1. <u>See Attached</u>	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
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11.	
12.	
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14.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

Art Fair on the Square 2023

Vendor list

Participating Artist's First Name (or name of Guild)	Participating Artist's Last Name
Yan	Inlow
Justin	Sato
T.L.	Luke
Dan	Neff
Steve	Mitchell
Jef	Raasch
John	Pine
Noel	Winn
Emilie	Taylor
Annie	Mohaupt
Justin	Miller
Miranda	Heward
Andy	Adams
DEBORAH	KERR
Alan & Rosemary	Bennett
Keith	Andry
Don	David
Jay	Kim
Toby	Skov
Kimberly	Burnett
Norman	Morgan
Kim	Russell
Jan	Raven
Justin	Bernhardt
Janine	Schwendinger
Megan	Horan
Rebecca	Korth
Luke	Stretar
Michael	Brown
Jane	Pellicciotto
Jennifer	Falter
Tactile	Craftworks
Greta	Sandquist
Coreen	Johnson
Tom	Bloyd
Nicholas	Ringelstetter
Kathleen	Willer
Adam	Egenolf
Stephanie	Barenz
Andrea	Rudisill
phillip	hall
Shani	Solomon
Laura	Harris
Trelan	Jones

Alla	Baltas
Melinda	Wolff
Rebecca	Grant
Victor	Field
tomas	savrda
Caleb	Calloway
Ruth	Fromstein
Kate	Beck
Brian T.	Keller
Jeff	Dallas
Mea	Rhee
Michael	Bryant
Sean	Miller
leo	hong mao
Tracy	Womack
Janice	Czerwinski
Grace	Vanderbush
Wendy	Franklin
Michelle	McDowell-Smith
Josiah	Eidmann
Steven	Showalter
Penny	Atkinson-Potter
Naomi	Hart
Michelle	Detering
Shinichi	Sato
Liza	Compass
Karen	Watson-Newlin
jana	epstein
Angelo & Karen	Fico & Naylor
Miguel	Serna
Chris	Wheeler
Julie	Goodin
Nha	Vuu
Jonathon	Stopper
Faye	Fisher-Ward
Andrew	Krueger
David	Gilbertsen
Robert	Wilkens
Dawn	Middleton
Martina	Celerin
Sheridan	Steiner
Dwo Wen	Chen
Scott	Johnson
Jay	Long
Brian	Doyle
Sarah	Kaufman
Stephanie	Ciaglo

lydia	randolph
Gina	Pannorfi
Nestor	Yulfo
Brendan	Kramp
Gayle	Heinemann
Jeanne	Akita
Jean	Houndsome
R. L.	Alexander
Gregory	Frederic
Wenwen	Manfred
Nichole	Collins
Marc	Anderson
Kathleen	Johnson
Dan	Wiemer
Chuck	Ungemach
Anna	Bailey
Sarah	Goodyear
Stephen	Wheeler
Lee	Galusha
Lisa	Williams
Emma	Stuive
Todd	Cutler
Terry	Meyer
Ken	Reif
Bruce	johnson
Scott	Swezy
Jason	Brueck
Kate	Carney
Irena	Saparnis
Colleen	Williams
Ray	Zovar
Kevin	Lohse
J.	Berndt
Mary	DeMarco
Paul	Morrison
Aaron	Sault
Samuel	Yao
andrew	shea
Julie	Sutter-Blair
Robert	Nilsson
Kaitlin	Walsh
Anastasia	Mak
Kim	Peterson
Bruce	Van Inwegen
Toril	Fisher
Daniel	Bondroff
Kate	Strong

Michael	Imes
Allison & Jonathan	Metzger
Scott	Matyjaszek
Maggie	Grier
Steve	Nowatzki
Ashley	Corbello
Drew	Mounce
Michael	Rohner
Jonathan	Rose
Nicario	Jimenez
Megan	Lagueruela
Laura	Yost
Dennis	Thompson
Darren	Jones
Barry	Reithmeier
Lisa and Cris	Berry
Brian	Bortz
Andrew	Otis
Adrian	Vogel
Bettina	Madini
Emily	Luyk
Craig	Roderick
Heather	Miles
Brian	Schmidt
Theresa	Politowicz Heires
Teresa	Koester
Renee	Roeder Early
Evan	Abrahamson
Jean	Wells
Romina	Paiva
Jonathan	Glowacki
Chris	Cumbie
Aaron	Spiller
Mary & Lou Ann	Filapek & Townsend
Mick	Whitcomb
Melissa Helene	Bossenbroek
Kim	Wilson
Barbara	Helene
Peter	Stolvoort
Richard	Ryan
Janet	Weilbrenner
Timothy	Kobs
Hayley	Nolte
Andrew	Kosten
Sher	Berman
Michele	Friedman
Kelsey	Merkle

Mays	Mayhew
Chris	Abigt
Mary	Christian
Shane	Anderson
ARTS for ALL Wisconsin	
Mindy	Huntress
Marirosa	Hofmann
Julie	Dwyre- Zuckerman
Glen	Etheridge
Sara	Hoffland
charles	arnold
Shari	Grenzow Mauer
Michael	Steddum
Char	terBeest Kudla
Ethan	Lillemoe
Kendra	Bennett
Aubrey	Hogan
Laura	Star
Kari	Schaff
Thomas	Nye
Allison	Kallaway-Young
David	Leach
William	Ortman
Elissa	Brown
Dan	Gardiner
Regina	Tamosh
Anne	Holman
Cyrus	Raivo
J David	Norton
jamie	heiden
Nadine	King
Tyler	Voorhees
michael	cho
Abbie	Ansburg
Matthew	Rucker
Patrick	Plautz
Brenda	Morrison
Melissa	Hampton
Adam	Crowell
Kelsi and Jared	Murphy and Breyfogle
Venus	Cramer
Megan	Johnson
Bruce	Furlin
Kaoru	Izushi
Andy	Van Schyndle
Naomi	Tiry Salgado
Sara	Letsch

Darcy	Horn
Emily	Lavalier
Ali	Hasmut
Luke	Proctor
Elisa	Angjeli
Chelsea	Bird
Jill	Stevens
Ila Catherine (Katie)	Hofacker
Penny	dobson
Vladimir	Ovtcharov
Alex	Stehle
Joanna	Alot-Ciecholewski
Steve	Swagerle
Amy	Koch
Kate	Qualley Peterson
William	Millonig
Neshama	Roash
steve	uren
Jeffrey	St. Romain
Christian	Nevin
Brian	Perry
Inna and Alex	Deriy
Amber	Frigaard
Angie	Pickman
Valerie	Savarie
George	Ceffalio
Joseph	Rieland
William	Kwamena-Poh
David & Carolyn	Levy
Kwame Boama	Mensa-Aborampa
Robin	Lauersdorf
Karina	Llargo
Adair	Hinds
Madison Weavers Guild Em	Guild
Kenneth	Kudulis
Sundie + Brad	Ruppert
Clayton	Macone
Madison Art Guild	Guild
Kyle	Spears
Julie	Roth
Jennifer	Akese-Burney
Aaron	Coleman
Cherie	Haney
John Wayne	Jackson
John W.	Fesken
Tai	Taeoalii
Jo	Manbeck

Ancizar	Marin
Carlos	Montanaro
Jerry	Bergin
Thomas	Wargin
Alla	Tsank
Phillip	Singer
Oliver	Schnoor
Scott	Hartley
Michael	Gard
Madison Area Potters Guild	Guild
Julio C	Garcia
Bradley	Anderson
Mayolo	Haro
Jessica	Cepele
Wayne	Trinklein
Leon F	Ruiz
Greg	Lathrop
Laura	Junge
Tracy	Sadlo
Alex	Grimmer
Joseph & Bridget	Farmer
John	Scanlan
Mad City Quilt Guild	Hanson
Mary	Johnston
Patricio	Ferreira
Ryan	Slattery
Chris	Gug
Niki	Gulley
Chelsea	Amato
Molly & Andrew	Rivera
Linda	Cohill Willkomm
Matthew	Mikos
Artist and Craftsman Supply	
Madeleine	Kneubuehl
Jennifer	Day
Ashley	Messana
Todd	Schabel
Rachel	Johnson

Art fair on the Square 2023 Tax IDs

Name (First)	Name (Last)	Wisconsin Tax-Account Number	
Chris	Abigt	456-1028417664-02	
Evan	Abrahamson	600-1029628073-03	
Andy	Adams	456-1030753084-02	
Jeanne	Akita	456-1031321849-02	
R. L.	Alexander	456-0002858749-02	
Chelsea	Amato		
Bradley	Anderson	456-1029613156-02	
Bradley	Anderson	456-1029613156-02	
Marc	Anderson	456-1023725833-03	
Keith	Andry	456-1029281344-02	
Abbie	Ansburg	456-1029165468-02	
charles	arnold	456-1030754715-02	
Penny	Atkinson-Potter	456-0003100671-02	
Stephanie	Barenz	456-1028188824-02	
Kendra	Bennett	456-1030037356-02	
Sher	Berman	456-0000356002-02	
Julie	Berndt	600-0000168164-03	
Julie	Berndt	600-0000168164-03	
Lisa	Berry	456-0002767376-02	
Tom	Bloyd		4.56103E+14
Daniel	Bondroff		4.56103E+14
Brian	Bortz	456-1030291942-02	
Melissa Helene	Bossenbroek	456-1030529931-02	
Michael	Brown	456-1027117190-03	
Michael	Brown	456-1027117190-03	
Jason	Brueck	600-1028877222-03	
Michael	Bryant	456-0000256588-02	
Jessica	Cepele	600-1031049758-03	
Josey	Chu	456-1029444434-02	
Stephanie	Ciaglo	456-1024199761-03	
Nichole	Collins		4.56103E+14
Liza	Compass	456-1031307998-02	
Tactile	Craftworks	46-5376976	
Tactile	Craftworks	46-5376976	
Janice	Czerwinski	456-1031054887-02	
Janice	Czerwinski	456-1031054887-02	
Jeff	Dallas	456-0000407237-03	
Gary	David	600-1028614086-05	
Don	David	600-1031340853-03	
Jen	Day	456-1031029754-02	
Mary	DeMarco	456-1027765829	
Penny	dobson	456-1026586245-03	
Brian	Doyle	456-1031007538-02	
Lucinda	Dross	456-1020972773-03	
Julie	Dwyre-Zuckerman	456-1028159772-02	
Adam	Egenolf	456-1029266708-02	

Josiah	Eidmann	456-1030543291-04	
jana	epstein	456-1027476362-03	
Glen	Etheridge	456-1031039178-02	
Joseph	Farmer	456-1028160644-02	
Joseph	Farmer	456-1028160644-02	
Patricio	Ferreira	456-1027013184-02	
Angelo	Fico	456-0000561216-03	
Mary	Filapek	456-1026956619-02	
Toril	Fisher		4.56103E+14
Faye	Fisher-Ward	456-1026466249-03	
Wendy	Franklin	456-1030807117-02	
Gregory	Frederic	456-1028979889-03	
Gregory	Frederic	456-1028979889-03	
Michele	Friedman	456-0000029055-02	
Amber	Frigaard		4.56103E+14
Ruth	Fromstein	456-0000150788-03	
Bruce	Furlin	4560000307930-03	
Bruce	Furlin	4560000307930-03	
Lee	Galusha	456-1029602381-02	
michael	gard	456-1026887847-02	
Nancy	Garden	600-0000141310-05	
dan	gardiner	456-00000444664-03	
dan	gardiner	375727297-9	
dan	gardiner	456-00000444664-03	
David	Gilbertsen	456-0000502999-03	
Jonathan	Glowacki	456-1021114543-03	
Sarah	Goodyear	456-1029864739-02	
Sarah	Goodyear	456-1029864739-02	
Shari	Grenzow Mauer	456-0000309168-03	
Maggie	Grier		
Alexander	Grimmer		1030784271
Chris	Gug	600-1029025333-03	
Madison Area Potter	Guild	92-2278849	
Niki	Gulley		
Owen	Gwynne	036-0000364144-04	
Owen	Gwynne	036-0000364144-04	
Melissa	Hampton	456-1030994224-02	
Cherie	Haney		4.56103E+14
Cherie	Haney		4.56103E+14
Mayolo	Haro		6.00103E+14
Mayolo	Haro		6.00103E+14
Gayle	Heinemann	456-1028890777-02	
Theresa	Heires	456-1030822408-02	
Katie	Hofacker	456-1030964201-02	
Sara	Hoffland		4.56103E+14
Marirosa	Hofmann	Need to get a new one. I canceled my old one.	
Aubrey	Hogan	600-1027365707-04	

Anne	Holman	456-1031322376-02
Mindy	Huntress	456-1025674495-04
Victor & Megan	Huston-Field	0-380-469-152
Nicario	Jimenez	456-0000129686-02
Nicario	Jimenez	456-0000129686-02
Kathleen	Johnson	456-0002293772-03
Rachel	Johnson	456-1024759059-03
Trelan	Jones	
Trelan	Jones	
Trelan	Jones	
Laura	Junge	456-1027870452-02
Brian	Keller	4560000094084-02
Jay	Kim	456-1031077743-02
Jay	Kim	456-1031077743-02
Jay	Kim	456-1031077743-02
Nadine	King	0000139253-03
Madeleine	Kneubuehl	456-1029120457-03
Timothy	Kobs	456-0000629899-03
Amy	Koch	456-1029628064-02
Rebecca	Korth	20-409-4910
Rebecca	Korth	20-409-4910
Andrew	Kosten	456-1028552900-02
Andrew	Kosten	456-1028552900-02
Megan	Lagueruela	600-1031346901-03
Greg	Lathrop	456-1028879776-02
Greg	Lathrop	456-1028879776-02
Robin	Lauersdorf	600-0000136002-05
Kathleen	Lieber (Mad Weavers gu	456-1024189356-04
Ethan	Lillemoe	456-1027184287-03
Karina	Llergo	600-1028857845-03
Kevin	Lohse	600-0000055450-03
Jay	Long	456-0000159478-02
T.L.	Luke	456-1027502973-03
Bettina	Madini	456-1029491073-02
Bettina	Madini	456-1029491073-02
Guild	Madison Area Potters	The Guild is in the process of applying for it
Emily Nie?	Madison Weavers Guild	456-0000-306-483-03
Anastasia	Mak	456-1028645286
Jo	Manbeck	456-1026617225-03
Wenwen	Manfred	
Scott	Matyjaszek	456-0001039419-02
Michelle	McDowell-Smith	456-1029507137-02
Michelle	McDowell-Smith	456-1029507137-02
Kelsey	Merkle	456 1029886659 02
Kelsey	Merkle	456 1029886659 02
Allison & Jonathan	Metzger	456-1029270560-02
Terry	Meyer	456-1024466765-04

Terry	Meyer	456-1024466765-04	
Terry	Meyer	456-1024466765-04	
Dawn	Middleton		
Matthew	Mikos	456-1030382693-03	
Matthew	Mikos	600-1030382693-04	
Heather	Miles	456-1031099751-04	
Heather	Miles	456-1031099751-04	
Sean	Miller	456-0003253689-02	
William	Millonig	456-0000373269-03	
Annie	Mohaupt	456-1029965696-02	
Norman	Morgan	456-1030968728-02	
Drew	Mounce	456-1029020613-02	
Dan	Neff	600-0003322755-03	
Emily	Nie	56-1024326826-04	
Emily	Nie	56-1024326826-04	
Hayley	Nolte		4.56103E+14
J David	Norton	456-1030980880-02	
Steve	Nowatzki		4.56E+14
Thomas	Nye	456-1029546598-02	
Vladimir	Ovtcharov	456-0000200630-2	
Romina	Paiva		843737461
Brian	Perry	456-1022025083-03	
Brian	Perry	**processing	
Kim	Peterson	456-1031048340	
Angie	Pickman	456-1031358707-02	
Patrick	Plautz	456-1026930993-03	
Michel	Plumail		4.56E+14
Cyrus	Raivo	456-1031089557-02	
Jan	Raven	456-0002857626-03	
Rebecca	Reed	456 0000119857 03	
Ken	Reif	456-1030749428-02	
Mea	Rhee	456-1031304582-02	
Joseph	Rieland	456-1029038237-02	
Nicholas	Ringelstetter		4.56102E+14
Molly	Rivera	456-1031328540-02	
Craig	Roderick	456-1031322454-02	
Renee	Roeder Earley	456-0000112573-03	
Michael	Rohner	456-1031076704-02	
Michael	Rohner	456-1031076704-02	
Matthew	Rucker	456-1029715833-02	
Andrea	Rudisill	Applied For	
Leon	Ruiz	456-1030963814-02	
Sundie	Ruppert	456-0000012682-02	
Kim	Russell	456-0000076128-02	
Richard	Ryan		4.56103E+14
Tracy	Sadlo	456-0000448811-02	
Tracy	Sadlo	456-0000448811-02	

Shinichi	Sato	456-0002353681-02 (In process of reactivation)	
Justin	Sato	456-1031008884-02	
Aaron	Sault	456-1029705181-02	
Valerie	Savarie	456-1029500246-02	
Valerie	Savarie	456-1029500246-02	
tomas	savrda	456-1031317889-02	
Todd	Schabel	456-1030756383-02	
Brian	Schmidt	456-1030784548-02	
Oliver	Schnoor	456-1028091648-02	
Janine	Schwendinger	456-1029299408-02	
Miguel	Serna	004-0000590390-01	
Steven	Showalter	456-1030853368-02	
Phillip	Singer		4.00023E+12
Ryan	Slattery	456-1022588617-0	
Ryan	Slattery	456-1022588617-0	
Shani	Solomon	456-1030269863-02	
Kyle	Spears	456-1026239738-02	
Matthew	Springer		
Laura	Star	456-1030108318-02	
Michael	Steddum	456-0002400640-03	
Sheridan	Steiner	600-1029899828-03	
Sheridan	Steiner	600-1029899828-03	
Jill	Stevens	456-1025467719-03	
Jonathon	Stopper	1-393-585-184	
Luke	Stretar		
Kate	Strong		4.56E+14
Steve	Swagerle		4.56103E+14
Steve	Swagerle		4.56103E+14
Tai	Taeoalii	456-1028316159-02	
Tai	Taeoalii	456-1028316159-02	
Emilie	Taylor	456-1031326091-02	
Char	terBeest Kudla	456-0000015629-03	
Wayne	Trinklein	None	
Chuck	U	456-1030291827-02	
Bruce	Van Inwegen	456-1031323737-02	
Andy	Van Schyndle	456-0001772296-03	
Andy	Van Schyndle	456-0001772296-03	
Adrian	Vogel	456-1031042868-02	
Adrian	Vogel	456-1031042868-02	
Tyler	Voorhees	456-1028758895-02	
Kaitlin	Walsh	984838-000-2	
Thomas	Wargin	456-0000572964-03	
Karen	Watson-Newlin	4561021115620-03	
Karen	Watson-Newlin	456-1021115620-03	
Madison	Weavers Guild	456-1028091921-03	
Stephen	Wheeler		4.56842E+14
Mick	Whitcomb	456-1029284090	

Dan	Wiemer	456-0003321783-02	
Robert	Wilkens	456-1030752554-02	
Kathleen	Willer	0000331392-02	
Kathleen	Willer	0000331392-02	
Colleen	Williams	456-0000109105-02	
Kim	Wilson		
Noel	Winn	456-1020531087-03	
Melinda	Wolff	456-1027131174-03	
Samuel	Yao	456-0000231681-02	
Samuel	Yao	456-0000231681-02	
Laura	Yost	456-1031327388-04	
Allison	Young		
Ray	Zovar	456-1028190856-02	
Voortex		179 49 6341	
Mad City Quilt Guild			4.56E+14
Kenneth	Kudulis	456-1029302230-02	
Niki	Gulley	456-1027149561-03	
Kate	Beck		
Scott	Johnson	456-0000066208-02	
Darren	Jones	4561028592703-02	
Naomi	Hart		
Megan	Horan	456-1030786220-02	
Emily	Luyk	456-1030793544-02	
Aaron	Coleman	456-1029801633-02	
Peter	Bovenmyer	456-00060820	
Barry	Reithmeier	456-1028009993-02	
Wenwen	Manfred	456-1031358804-02	
Wayne	Trinklein	456-1031319334-02	
Kathleen	Lieber (Mad Weavers gu	456-1024189356-04	

STREET EVENT BEER/WINE SALES PERMIT APPLICATION

Permit fee is \$700.00.

Do you plan on selling beer/wine?

If Yes, please continue. If No, skip this form.

Yes No

EVENT ORGANIZER INFORMATION

Name of Group: Art Fair on the Square (MMOCA)

Contact Person: Veronica Castillo

Address: 227 State Street

Work Phone: 608 338 1358

Phone During Event: 608.332.4706

Today's Date: 5/15/23

BEER SALES PERMIT INFORMATION

Any Temporary Class "B" Retailers License application that is in conjunction with a Street Use Permit, must be submitted at least 60 days before the event date and be approved by the Alcohol License Review Committee and the Common Council. See Madison General Ordinance Sec. 38.05(9)(e)2.

Name of the Licensed Bartender: Big Top

Security Company: Permar Security

Have you applied for the Temporary Class "B" Retailers License (from the City Clerk's Office)?

Yes No

Indicate Application Date: Monday, May 1st, 2023

Have you submitted the Certificate of Insurance with a liquor liability naming the City of Madison as Additional Insured?

Yes No

Indicate Application Date: Monday, May 15th, 2023



Special Event Application

Accessibility

play
**MADISON
PARKS**

ACCESSIBILITY PLAN

Events permitted in the City of Madison are required to have an accessibility plan. The scope and details of the accessibility plan depend on the scope and details of the event. The accessibility plan could include the following:

- Accessible parking spots which include temporary access aisles where needed (indicated on event site map).
- Accessible path of travel from parking or drop-off areas, as well as throughout event to any area accessible to the general public.
 - An accessible path of travel connects all elements and is at least 36" wide.
- Accessible communication plan (must include opportunity for request of interpreters, multiple ways to access festival information)
 - Interpreters must be booked but can be cancelled if organizers do not receive RSVPs from the deaf community 72 hours prior to the event.
 - At a minimum, schedules should be in print and accessible to screen readers electronically.
- Accessibility features included in advertising materials (websites and fliers) at least 2 weeks in advance of event. Possible information to include:
 - Accessible parking locations
 - Accessible seating locations
 - Accessible restrooms
 - Available interpretation services
 - Available quiet areas
- Cluster portable toilets in groups of no more than 6, and ensure at least one accessible portable toilet per cluster of portable toilets.
- Provide an ADA seating area to ensure access for people who need it.
- Maintain accessible path to, and within, all temporary structures
- Contacting parking enforcement regarding vehicles illegally parked in temporary accessible stalls.

Describe your event's accessibility plan. Include any accessibility setup in your site map.

Art Fair in the Square

- The Art Fair on the Square event takes place in city streets. MMoCA Staff ensures that vendors' booths do not block access ramps between sidewalks and streets, so that persons with a disability can access and move around the event. Also, because the streets leading into and out of the square are only partially blocked (with non-permanent barricades), in an emergency, persons with a disability are able to come into and leave the venue without delay.
- **Restroom Access**
 - MMoCA staff will have knowledge of the following (also available at Information Booths and headquarters):
 - The Capitol Building, the Wisconsin Historical Museum, and restaurants around the square offer accessible stalls.



Special Event Application

Accessibility

play
**MADISON
PARKS**

- The Capitol Building is wheelchair accessible at several entrances: Martin Luther King Blvd, King Street, East Washington Avenue, South Hamilton Street, Wisconsin Avenue, State Street, West Washington Avenue, and North Hamilton Street.
- The Capitol building has several elevators and wheelchair accessible restrooms: Women's - 2 South, 101 South; Men's - 23 South, 30 East, 100 West; Unisex - 31 East; Accessible with power assisted door.
- In 2022, MMoCA will offer four spaced accessible portapods at the event within the cluster of port-a-pods.
- Seating Areas
 - The event will offer two seating areas, with widely spaced tables with chairs, with space at each table for wheelchair positioning:
 - 100 block of Martin Luther King Jr. Blvd food court area near the stage.
 - 100 block of State Street near the stage.
- Parking
 - MMoCA will communicate on its event website at least two weeks before that fair at www.mmoca.org/artfair that parking spaces for Persons with Disabilities (PWDs) are available in all City lots and on the ground floor of all City parking garages. At cashier-operated facilities, parking fees are collected upon exit by cashiers, Pay-on-Foot Stations, Exit Stations or via a Parking Fee Notice (for overnight parking).
 - In the State Street Capitol Garage, parking for PWDs is also available next to the elevator on every level.
- Quiet Areas
 - MMoCA staff will be trained to suggest that guests utilize grassy areas of the Capitol Square near the Kids Area at King Street on the Capitol steps to get away from stages or noisier areas of the fair.

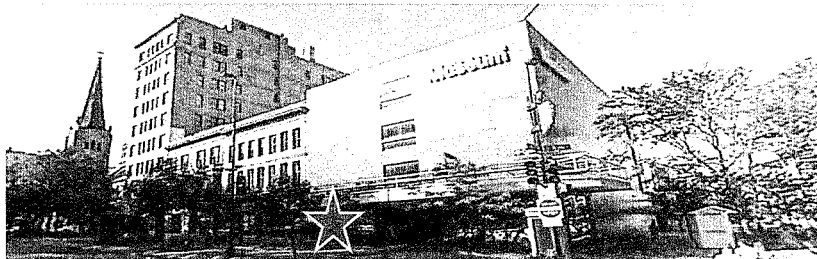
For information and compliance contact City of Madison Department of Civil Rights at dcr@cityofmadison.com or (608) 266-4910.



ART FAIR ON THE SQUARE 2023 EMERGENCY ACTION PLAN

© Madison Museum of Contemporary Art. Last updated April 11, 2023.

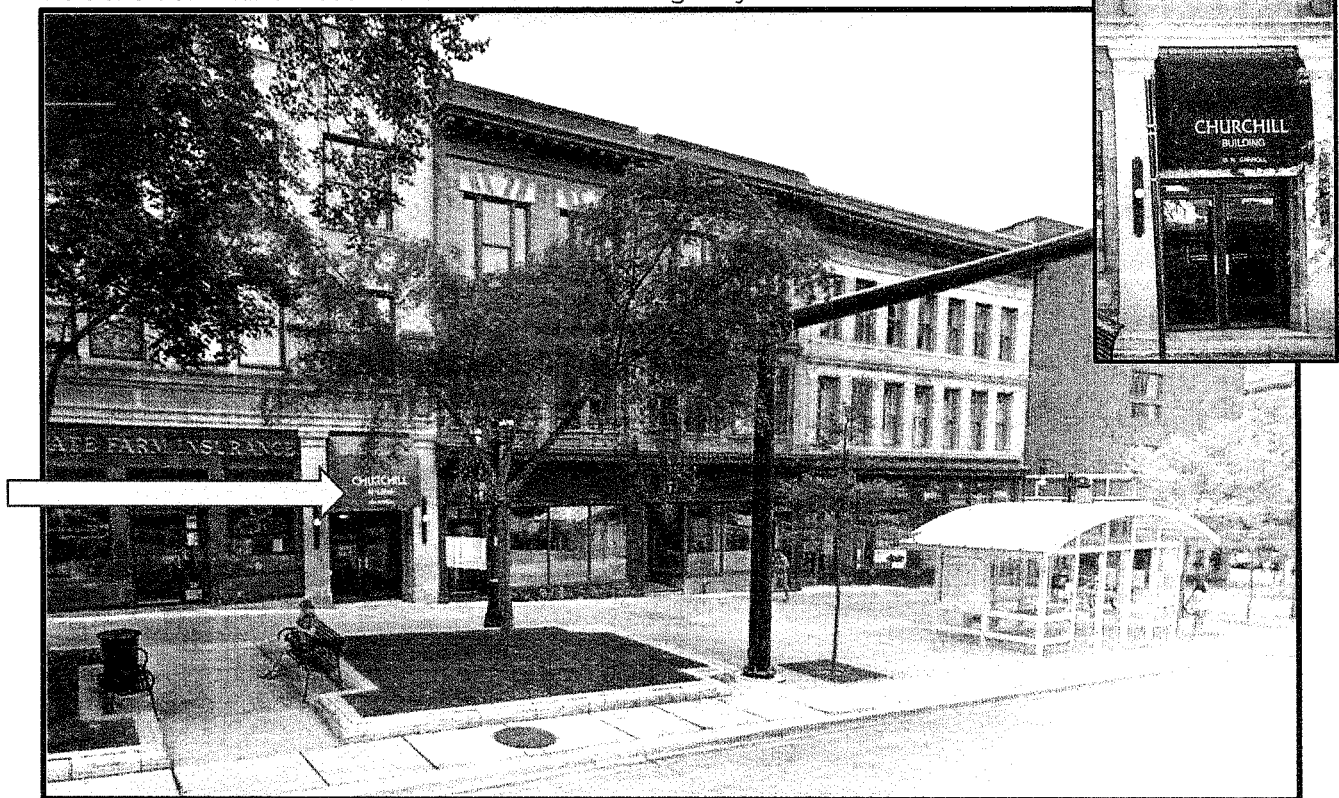
- EVENT ORGANIZER:** **Madison Museum of Contemporary Art**
227 State Street, Madison, WI 53703
608-257-0159 • www.mmoca.org
- PRIMARY CONTACT:** **Veronica Castillo, Director of Events and Volunteers**
227 State Street, Madison, WI 53703
608-257-0159 (Cell during event: 608-332-4706)
artfair@mmoca • veronica@mmoca.org
- EVENT DATES:**
Friday, July 7, 2023: Set up begins at 3:00 pm, continues all night
Saturday, July 8, 2023: Event is open to the public 9:00 am – 6:00 pm
Sunday, July 9, 2023: Event is open to the public 10:00 am – 5:00 pm
Sunday, July 9, 2023: Breakdown begins at 5:00 pm, and ends at 9:30 pm
- EVENT LOCATION:** The eight blocks surrounding the State Capitol Building, the 100 block of Martin Luther King Jr. Blvd., and the 100 block of State Street.
- HEADQUARTERS:** During the event, **Headquarters**★ for staff and volunteers will be located on the sidewalk in front of the Wisconsin Historical Museum at 30 North Carroll Street, Madison, Wisconsin 53703.



ART FAIR ON THE SQUARE 2023: EMERGENCY ACTION PLAN

TENTATIVE INCIDENT COMMAND POST / STORAGE:

Expected location for 2023: MMoCA's temporary storage facility will be located at 16 N. Carroll Street (Churchill Building), Madison, WI 53703. This space will be considered the (initial) Incident Command Post in the event of an emergency situation.



EVENT OVERVIEW

On July 8 & 9, 2023, the Madison Museum of Contemporary Art (“MMoCA”) will celebrate its 65th annual Art Fair on the Square. With nearly 200,000 visitors from across the region, Art Fair offers a wide range of art, music, dance, family entertainment and food. Occupying the eight blocks that surround the State Capitol, and the 100 blocks of State Street and Martin Luther King Jr. Blvd, Art Fair on the Square is a grand celebration of the arts in downtown Madison. Over 300 volunteers donate their time and energy to help make Art Fair a success, and businesses also show their support through monetary and valuable in-kind contributions of goods and services, such as promotional assistance, manpower, and donations of food and equipment. Since the museum’s first Art Fair in 1958, the event has grown into one of the most highly-respected juried art fairs in the country. Over 1,000 artists from across the United States apply each year for the 485 exhibitor booths.

Admission: FREE. Open to the public.

While Art Fair on the Square is a beloved annual event that boosts tourism, nationwide visibility, trade, quality of life, and city pride, it also supports MMoCA. Funds raised from Art Fair on the Square are essential as MMoCA continues to present and expand its exhibitions and virtual and in-person educational programs and events, as well as the celebrated Art Cart which serves thousands of children from around Dane County each year.

ABOUT THE EVENT ORGANIZER

The Madison Museum of Contemporary Art (MMoCA) is a nonprofit, independent 501(c)3 organization. Though housed in the same building, is run completely separately from the Overture Center for the Arts, and is governed by a 25-member board of trustees. MMoCA’s mission is to “Exhibit, collect, and preserve modern and contemporary art to provide

ART FAIR ON THE SQUARE 2023: EMERGENCY ACTION PLAN

transformative experiences that educate, reflect, and inspire us as individuals and a community.”

ANTICIPATED ATTENDANCE

The Art Fair on the Square attracts and involves a large number of people over the weekend of the art fair, namely:

- 40-50 staff members from the Madison Museum of Contemporary Art (organizers); including one Director of Events, and four designated “Quad Captains” who are each assigned to supervise one quadrant of the square (i.e. two blocks of the square).
- 250-300 volunteers
- 4 or more licensed bartenders
- Brother Molloy Events will be there providing event support
- 450-500 artists assigned to 485 artist-designated booths on the square
- 15 artists assigned to artist-designated booths on the 100 block of State Street (the “EMERGE” block)
- 3-5 small business exhibitors on the 100 block of State Street (the “EMERGE” block)
- Special Duty City of Madison Police officers (contracted, per shift)
- A varying number of City of Madison Police officers (non-contracted)
- 1-2 Capitol Police Officers (contracted by permit)
- A varying number of Capitol Police officers (non-contracted)
- EMS/paramedics (contracted); and a Fire Department Inspector as needed
- 1-2 Public Health Inspectors/ Sanitarians
- 2-3 Security Guards (contracted, per shift)
- 30-40 food vendor booths with 1-10 staff members in each booth
- Live music/performing arts acts
- 20-25 sponsor representatives in 10-12 sponsor-designated booths
- 150,000-200,000 attending fairgoers from across the region

PURPOSE OF THE EMERGENCY ACTION PLAN

A. This emergency action plan predetermines actions to take before and during the “Art Fair on the Square” (aka the event) in response to an emergency or otherwise hazardous condition. These actions may be taken by the organizers, staff/management, personnel, and attendees. These actions represent those required prior to the event in preparation for—and those required during— an emergency.

B. Flexibility will be exercised when implementing this plan because of the wide variety of potential hazards that exist for all outdoor events. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

C. ASSUMPTIONS: The possibility of an occurrence of an emergency is present at any outdoor event. The types of emergencies possible are various and could require the response of Fire, Emergency Medical Services, and Police.

D. This action plan reflects the following priorities:

1. Life safety and minimizing harm
2. Incident stabilization
3. Property preservation

ORIGINS OF THE EMERGENCY ACTION PLAN

This emergency action plan was updated for the 2023 event by Verónica Castillo, Events and Rental Manager at Mmoca. The original (comprehensive) plan was developed in 2013 in response to a request from the City of Madison Fire Department to revise and expand its safety and security plan for the fair. Per the suggestion of

ART FAIR ON THE SQUARE 2023: EMERGENCY ACTION PLAN

the City of Madison Fire Department, this plan incorporates elements of FEMA's *Incident Command System*.

COMPLETE 2023 EVENT SCHEDULE

Set up

Friday, July 7: Set up begins at 3:00 pm and continues throughout the night

Event

Saturday, July 8: Event begins at 9:00 am
Music begins at 9:30 am
Music ends at 5:30 pm
Event ends at 6:00 pm

Sunday, July 9: Event begins at 10:00 am
Music begins at 10:00 am
Music ends at 5:00 pm
Event ends at 5:00 pm

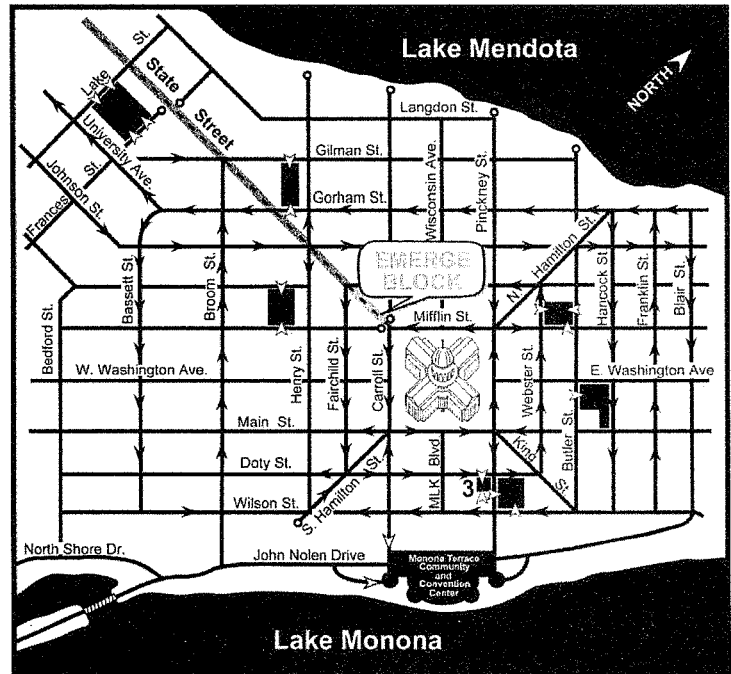
Take-down/strike

Sunday, July 9: Take-down begins at 5:00
(Load out complete by 9:00 pm)

EMERGING ARTISTS AND SMALL BUSINESSES:

100 BLOCK OF STATE STREET

MMoCA wishes to support and encourage the next generation of art fair artists. In 2023, the 100 block of State Street will once again feature roughly 15 exhibiting artists and small business exhibitors.



EVENT ORGANIZER: REPRESENTATIVES ONSITE

One event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT.

PRIMARY CONTACT:

Veronica Castillo, Director of Events and Volunteers
Office: 608-257-0159
Cell during event: **608-332-4706**
Personal cell: 310-594-2202
Note: Veronica roams the entire Capitol Square during the event, and will also be available by two-way radio (carried by all event staff).

In the event of an emergency, the following secondary contacts will radio/call Veronica (or vice versa). When requested, these contacts may meet Veronica at Headquarters (30 North Carroll Street, Madison, Wisconsin 53703) to discuss/implement the emergency plan.

SECONDARY CONTACT: Christina Brungardt, Gabriele Haberland Director
Office: 608-257-0158 x225
Personal cell: **214-763-5334**

INSURANCE

Madison Museum of Contemporary Art's insurance policy covering the event is renewed each May. Certificate of insurance is submitted to the City of Madison in mid-to-late May each year.

Carrier: Cincinnati Insurance Company

ART FAIR ON THE SQUARE 2023: EMERGENCY ACTION PLAN

CHAIN OF COMMAND

In the event of a **minor** incident, Veronica Castillo, Director of Events and Volunteers will serve as the Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks.

In the event of a **major** incident, MMoCA Staff members will look to the Madison Fire Department to identify/name an Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks to everyone.

PRE-DESIGNATED INCIDENT COMMANDER (NOT AN MMOCA STAFF MEMBER):

Madison Fire Department OIC (There is a daily "Officer In Charge")

- Primary Contact through the Dane County 911 Center : **266-4135**
- Dispatcher to have the MFD OIC contact Veronica Castillo, et al.

Secondary Contact numbers:

OIC Office : 266-4501

OIC Cell : 575-0501 (In car only, not carried by OIC)

Sat. July 8, 2023:

Chief __??__TBA

Cell during event: **608-772-5990**

Secondary cell during event: 608-266-4501

Note: This person will be located at Madison Fire Station #1 during the event.

Sun. July 9, 2023:

Chief __??__TBA

Cell during event: **608-772-5990**

Secondary cell during event: 608-266-4501

Note: This person will be located at Madison Fire Station #1 during the event.

LAW ENFORCEMENT / SECURITY

Police Officers

The need for Law Enforcement presence at events of this type has been identified.

MMoCA has contacted the City of Madison Police Department to have Special Duty Officers or standard Officers present during all active* hours of the fair:

Saturday, July 8, 2023: 9:00 am – 6:00 pm

Sunday, July 9, 2023: 10:00 am – 5:00 pm

**Active hours are those in which the public is invited to make purchases at the fair and/or when money is being handled at MMoCA's concession stands.*

Wisconsin Capitol Police Department Officers will be present during the active* hours of the fair:

Police Officers – Friday, July 7, 2023 - setup/evening

Police Officers – Saturday, July 8, 2023 - *9:00 am – 6:00 pm

Police Officers – Sunday, July 9, 2023 - *10:00 am – 5:00 pm

Should an incident occur that requires Law Enforcement, the on-site City of Madison Police Department Special Duty Officers will be contacted to request this resource. The callers will be trained to have the following info available to the officer: nature of emergency, precise location, and contact person with callback number.

Security

In addition to MMoCA's own security staff, MMoCA will contract with a private security company to provide protection services. The security guard schedule is:

2 officers

Friday, July 7

8:00 PM – 9:00 AM

3 officers

Saturday, July 8

9:00 AM – 6:00 PM

ART FAIR ON THE SQUARE 2023: EMERGENCY ACTION PLAN

3 officers	Saturday, July 8	6:00 PM – 9:00 AM
2 officers	Sunday, July 9	9:00 AM – 5:00 PM

INFORMATION COMMUNICATION PLAN

(Plan for information communication to staff and volunteers during the event)

During the event, all staff members from the Madison Museum of Contemporary Art (organizers), who will be spread out over the whole fair grounds, will be **carrying two-way radios** (hand-held communicators), including Veronica Castillo, Director of Events, and four designated “Quad Captains” who are each assigned to 1/4th (“Quad”) of the square (i.e. two blocks of the Capitol Square).

QUAD CAPTIONS

Brother Malloy – Contacts to be updated/TBD

RADIO CHANNELS

Channel 1: Universal (Used by all staff members, except during set up/tear down) & Headquarters all weekend

During set up/tear down/overnight, the following channels are used in the noted locations:

Channel 2: South Hamilton

Channel 3: King St

Channel 4: North Hamilton

Channel 5: State Street

Channel 6: West Washington

Channel 7: Tech Staff Only

Channel 8: Paramedics (near Kid's Area & near Headquarters)

Channel 9: Emerge Block

Channel 10: Security Guards (at night, when fair is closed to the public)

When general information/evacuation needs to be communicated to all staff and volunteers during the event, Veronica Castillo, Director of Events, will use the radio. Staff members will communicate to lead volunteers/volunteers in their respective areas of the Capitol Square. During set up/tear down, Veronica Castillo, Director of Events will use relevant radio channels to notify Quad Captains and staff members.

In the event of an emergency, notification of the emergency will be through the use of 911. MMoCA Staff members present will be asked to have the following information available to the 911 operator:

- Nature of emergency
- Location
- Contact person
- Callback number

If 911 is contacted by any MMoCA staff or volunteer, the event's PRIMARY CONTACT (Veronica Castillo) will be notified by the reporting person as soon as possible in person, by radio or by cell phone (the reporting person will keep calling Veronica Castillo if he/she reaches voicemail).

SEVERE WEATHER

Verónica Castillo and Christina Brungardt are in charge of monitoring weather conditions pre-fair/during set up. Weather forecasts and current conditions will be monitored through WeatherUnderground (www.wunderground.com), AccuWeather (www.accuweather.com), and/or Channel 15 (www.nbc15.com/weather).

Pre-Event and Set Up (Friday): If severe weather is predicted prior to the event, Verónica Castillo and Christina Brungardt will evaluate the conditions and determine if the event will remain scheduled.

ART FAIR ON THE SQUARE 2023: EMERGENCY ACTION PLAN

During Event: If questionable weather begins to occur during the event Verónica Castillo and Christina will evaluate the conditions and determine if the event will remain open.

If severe weather begins to occur during the event, Veronica or Christina will radio and call staff members around the square to inform them. Quad captains (Brothers Malloy) and other staff are responsible for notifying artists of a weather emergency. All MMoCA staff members will notify those attending the event that:

- A hazardous weather condition exists.
- Everyone should seek shelter either in the State Capitol building, the City County Building (215 Martin Luther King Jr. Boulevard), as they are all designated severe weather safety zones. Nearby parking ramps or open businesses (away from windows) are also options.

The Art Fair will remain open unless weather is extremely dangerous.

Lightning:

Veronica and Christina will also be watching and listening for clues of impending lightning-related danger. This will include darkening skies, flashes of lightning, or increasing wind, which may be signs of a developing or approaching thunderstorm. Veronica, and Christina will also listen for thunder.

If Veronica and Christina determine that lightning-related danger is present, they will radio and/or call staff members around the square to instruct everyone to spread word about getting to a safe place (inside substantial buildings). Staff will also be instructed to stay inside. Fair activities will not resume until Veronica and Christina have determined that the lightning has passed (i.e., we will resume 30 minutes after the last thunder was heard).

Veronica and Christina will radio/call staff to communicate the fair is resuming.

FIRE / FIRE SAFETY

No specific hazard has been identified as an increased risk of fire at this event, but MMoCA staff will be instructed on the safe use of portable fire extinguishers.

Portable Fire extinguishers will be kept at the following MMoCA Beverage booths:

N. Carroll near State St (on Square)
100 block of Martin Luther King, Jr. Blvd

S. Pinckney Street near King St (on Square)
E. Mifflin St near N. Hamilton (on Square)

All art fair vendors are advised in writing, before the event, to comply with the Madison Fire Department rules and Temporary Vendor Compliance Guidelines. These guidelines state: *"All open flame, hot surface or grease producing cooking shall be conducted a safe distance away from any tent. No cooking shall be conducted inside or under a tent."*

- Food vendors will be advised to use a **non-flammable sorbent floor covering** (from rolls) directly underneath cooking appliances.

Fire Hydrants around the square (Red Dots)

ART FAIR ON THE SQUARE 2023: EMERGENCY ACTION PLAN

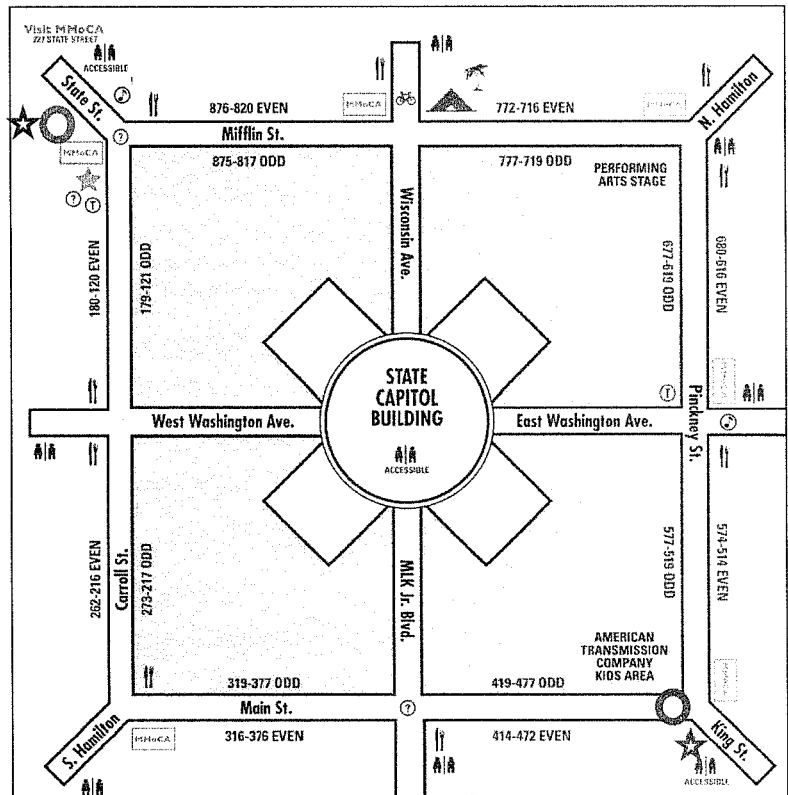
FIRST-AID MEDICAL EMERGENCIES

Dedicated EMS / Paramedics (Saturday/Sunday)

MMoCA is contracting with the Madison Fire Department to provide EMS coverage for the event. Four Paramedics will be present at the fair. The **EMS/Paramedic Station** near King Street will be located near the intersection of S. Pinckney x E. Main Street on the Capitol Square sidewalk near the kid's area (see the red circle).

In 2023, there will also be EMTs located near headquarters at 30 N. Carroll Street (at the top of State Street, see the blue circle).

If requested by the MFD, parking spaces will be designated for Ambulance parking (at red stars).



EMS will be provided with two-way radios. They will communicate with staff on **Channel 8** during these hours:

Saturday, July 8, 2023, 8:45 am – 6:15 pm
Sunday, July 9, 2023 9:45 am – 5:15 pm

For Severe Injuries MMoCA will be instructed as follows:

1. If a person is seriously injured or becomes violently ill and requires medical attention, MMoCA Staff will **radio the EMS Station on Channel 8**. The paramedics will come to the location of the injured person. Staff will be advised not to drive/move the ill or injured person for medical assistance. If the on-site paramedics don't answer on Channel 8 staff will call 911 immediately.
2. Staff will provide minor first aid as possible. In all injuries of serious nature, such as a fall, broken limbs, unconsciousness, etc., staff will be advised that the injured should NOT be moved. They will wait for the paramedics and make the injured person as comfortable as possible.
3. Staff will obtain the name of the injured person, and inform the person that help is coming. They will notify Veronica Castillo, Director of Events, (or Headquarters) of the situation and location of the injured person and which entrance the paramedics/EMS crew plans to use. If serious, Veronica Castillo will attempt to notify the onsite Police Officers of the situation.
4. Staff will be asked to clear the area of bystanders in a quick, calm, assertive, and polite manner, and clear the area of any obstacle that may be in the path of the paramedics/EMS crew.

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5. Staff will attempt to obtain the contact information of the injured person and that of one witness.
6. In the event that the injured person wishes to file a claim, staff will have them contact Lake Effect. The staff person will obtain the name of the injured person and a witness.
7. Complete an Incident/Damage/Theft form.

First Aid Kits

First Aid kits will be on hand at the following locations during the event:

1. Headquarters
 - N. Carroll near State St.
2. Two MMoCA info booths
 - 100 block of MLK Jr Blvd (Food court)
3. Kids Area
 - Kids Area (Cap Steps at King Street)

For Mild Injuries or Heat Exhaustion:

For people with heat exhaustion, or other mild first aid situations, **radio the EMS Station on Channel 8**. The paramedics will come to the location of the injured person. If the person is nearby the **EMS/Paramedic Station** at the intersection of S. Pinckney x E. Main Street on the Capitol Square sidewalk (near the kid's area), the staff person will escort the person to the EMS Station.

SELF CARE AND HEALTH SAFETY TIPS SHEET

At least two weeks prior to the fair, MMoCA staff will be provided with a document detailing health and safety tips regarding: recommended footwear, healthy eating, stretching, sleep, avoiding alcohol consumption, walking in groups when it's dark, and heatstroke prevention.

DISRUPTIVE / THREATENING BEHAVIOR

When disruptive behavior is identified at the event, MMoCA Staff members will be asked to follow these procedures:

1. Remain calm.
2. Let the person state his/her entire complaint.
3. Be sympathetic but remain neutral. If you have the time, let the person talk for a while.
4. If the individual is abusive, tell him/her that such language is not appropriate for a public place.
5. Decide if you can solve the problem. If possible, try to do so. If not, refer the person to a Quad Captain.
6. If the appropriate staff person is not available, tell the person you will see to it that the information will be relayed as soon as possible.
7. If a disruptive individual wishes action taken, get information on how staff members can contact the individual. If this is an artist, get name and booth number and relay to Headquarters.
8. If behavior becomes threatening, tell him/her you must move on/return to work. If individual persists, call a Quad Captain or Headquarters.
9. The key to control in a situation where a person is being physically threatening is TEAMWORK. Call for help on your communicator or enlist a fellow staff person when possible.

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ALCOHOL CONTAINMENT

- At all street exits from the Capitol Square, signs will be posted on barricades noting, “**No alcohol beyond this point.**” MMoCA Staff and ‘barricade guard volunteers’ will roam near the exits off the square, and notify fair goers (holding beer cups) that open alcohol must not leave fairgrounds.
- Staff and volunteers to be instructed that: *Intoxicated and underage persons are not to be served alcohol.*

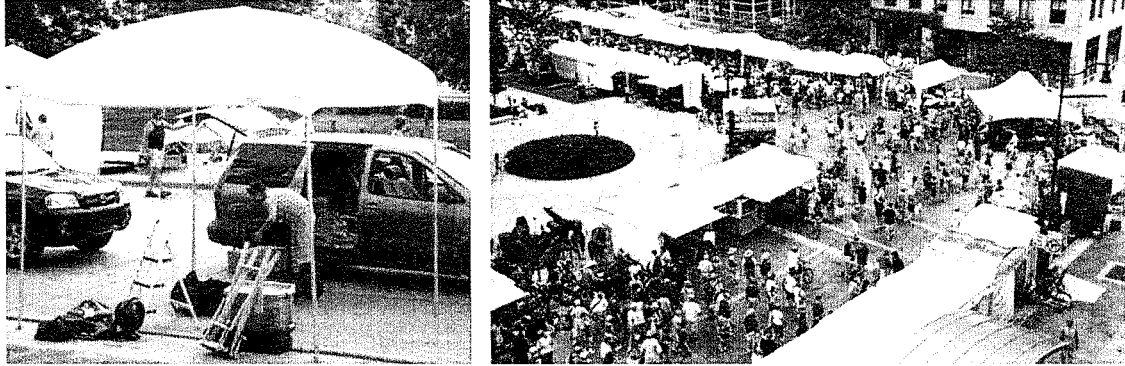
SECURING VALUABLES

Vendors are instructed as follows:

- Keep tent secured/closed/fastened overnight.
- It is recommended that all items of value are taken at the end of each day.
- When you have to leave your booth during the event, track down one of the several volunteers who have been assigned to your area for this purpose. You will be able to identify them by the red mesh vest that they are wearing.

EMERGENCY VEHICLE ACCESS

Art Fair on the Square vendor tents are set up partially in the street and partially up on curbs, allowing for ease of access for emergency vehicles. A lane, 20 feet in width, is maintained to create an emergency access lane for the Madison Fire Department as well as pedestrian access around the square. All exhibiting artists have been told the following: “*Please note that due to emergency lane access requirements, each booth space measures approximately 10 feet wide by 8 feet deep, with an additional two feet on the raised curb on the backside of your space.*” (Reference images are provided below.)



LOST CHILDREN OR ADULTS

Designated “lost child/adult” area: Event Headquarters located on the sidewalk in front of the Wisconsin Historical Museum at: **30 North Carroll Street, Madison, Wisconsin 53703.**

In the event that an individual becomes lost or separated from friends/family, all staff will be advised escort the missing person to the event’s Headquarters. All Quad Captains will be notified. Staff will be asked to follow these instructions:

1. If you are relaying a report of a lost person, please give a full description including the missing person’s name, and approximate height, weight, hair color, age, and clothing so the Capitol and City of Madison police can be alerted.
2. If you find a lost child or adult, please do the following:

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- **FOR A LOST CHILD:** Escort the lost child to Headquarters yourself or have another staff person do so. Do not ask a volunteer.
 - **FOR A LOST ADULT:** Direct the individual to Headquarters. Use your discretion; an adult may also need an escort. Call Headquarters if you are very busy. A police officer may be available to meet you and escort the individual.
3. If some is looking for a reported lost child or adult, check the following areas first:
 - Headquarters.
 - MMoCA Concession stands
 - Kid's Area on King St. (Capitol side)
 - MMoCA Information booths
 - Silent Auction Tent (at Wisconsin and the Square)
 5. Once a lost person is reunited with their friends/family, communicate the good news via radio so that we may call off the search.

EVACUATION

1. Quad captains and all other staff are responsible for notifying artists of non-weather situations requiring evacuation. Veronica Castillo and/or MMoCA Staff will speak with the security staff/Police and will radio Quad Captains when such a need arises. Quad Captains are advised to contact Headquarters if they feel such extreme measures are called for.
2. All Staff will contact other nearby staff members when notice is announced over the radio.
3. Each Quad Captain is advised to calmly notify artists in their quadrants of situations requiring evacuation. Artists will be asked to exit the square on foot using the street closest to their booth.
4. In the case of situations requiring evacuation, staff members will be asked to remove the cash from the registers in MMoCA concession stands unless their personal safety is at risk.
5. The Art Fair will remain open unless a situation is extremely dangerous.
6. MMoCA Staff members will assemble in the MMoCA Lobby at 227 State Street ASAP after evacuation. If the downtown area is at general risk staff members will be advised to head home and await word from senior staff members via phone or email.

ACTIVE THREAT

First, please understand that the safety of employees, volunteers and the public is the priority during a situation involving an active threat.

1. Quickly determine the most reasonable way to protect your own life. Realize that fairgoers may instinctively follow your lead as a person with a staff shirt and radio.
2. Calmly announce via the radios that there is an active threat; note the location/s of the threat if known for certain (for example, an active shooter or explosives); and that the square needs to be evacuated immediately.

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3. If your life is not at risk, inform volunteers and artists to evacuate the square.
4. Use your cell phone to call 911 and follow instructions from dispatch.
5. Do not attempt to move wounded guests or prevent damage or theft of artwork.
6. Evacuate the square as soon as possible. Try to bring your radio to remain in contact; do not give specific information as to avoid letting the threatening person/people overhear. Be mindful of your radio volume as not to inform the threatening person/people of your location. If you need to go radio-silent, inform others if possible.
7. Leave the doors to the Temporary Storage (Incident Command Post) unlocked.
 - a. **In 2023**, MMoCA's temporary storage facility is expected to be located at **16. N. Carroll Street (Churchill Building), Madison, WI 53703**. This space will be considered the (initial) Incident Command Post in the event of an emergency situation.
8. If evacuation is not possible, find a business/restaurant or other building that has doors that can be locked. Allow access to as many guests as possible before securing. Barricade the door with heavy furniture, if possible, and position yourself away from any windows.
9. Put your phone on silent but keep it on.
10. Only take action against an actively threatening person as a last resort if your life is in imminent danger.
11. Follow fire dept/police officers' instructions when law enforcement arrives.
12. Come to the MMoCA administrative offices conference room (2nd floor) as soon as it is safe to do so.
13. The art fair will remain closed until after injured parties have received medical attention, the police have finished their investigation, and a walk-through has been made by the Museum Director, Director of Events & Volunteers, Director of Facilities and Installations, and/or Director of Public Operations.
 - a. Note: If an incident occurs involving a serious threat (such as an active shooter, the fair would not resume, nor would it be rescheduled).

Evacuation Communication

When an evacuation takes place, it might not always be clear when an incident is over, or when it is safe to come out of hiding or to leave MMoCA. It is important to wait for law enforcement to give an all clear. It is likely that Veronica will receive an all clear via phone, because the event cell phone number is included in this Emergency Action Plan. That said, once Veronica or other staff member receives an all clear:

1. **First**, call or text Veronica at (608) 332-4706 to let her know that law enforcement has secured the area and given an all clear.
2. Veronica will text all Quad Captains, as well as Christina Brungardt, and Marni McEntee, Communications Director, to relay that message.
3. Quad Captains, Christina and Marni will each have a group of people that they will text to help get the word out to every staff member.

When safe, the communications department will develop a public communications strategy with input from the Director and Veronica Castillo (Director of Events & Volunteers).

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ACCESSIBILITY

General Event Access for Persons with Disability

The event takes place in city streets. MMoCA Staff ensures that vendors' booths do not block access ramps between sidewalks and streets, so that persons with a disability can access and move around the event. Also, because the streets leading into and out of the square are only partially blocked (with non-permanent barricades), in an emergency, persons with a disability are able to leave the venue without delay.

Restroom Access

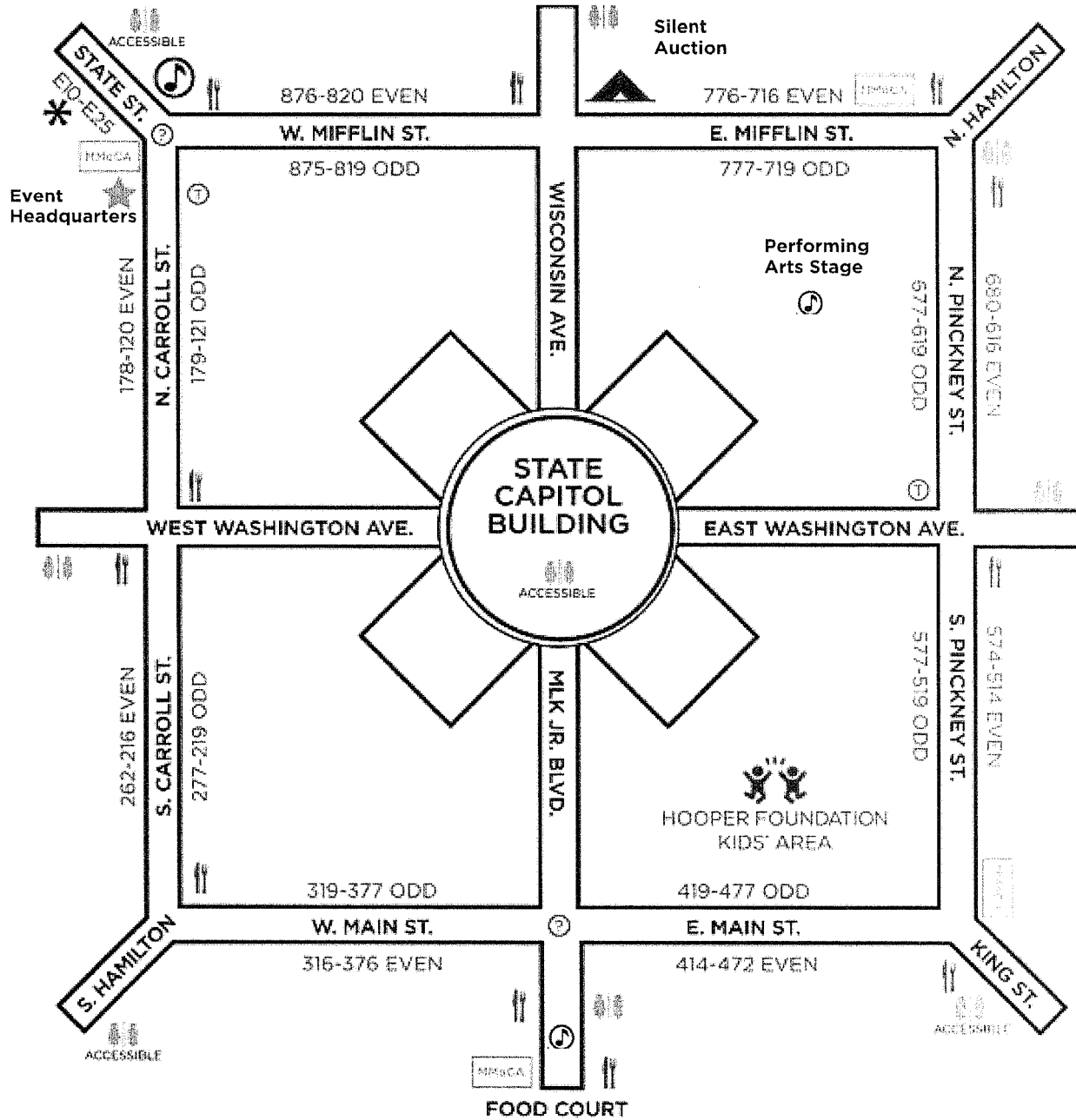
MMoCA staff will have knowledge of the following (also available at Information Booths and headquarters):

1. The Capitol Building, the Wisconsin Historical Museum, and restaurants around the square offer accessible stalls.
2. The Capitol Building is wheelchair accessible at several entrances: Martin Luther King Blvd, King Street, East Washington Avenue, South Hamilton Street, Wisconsin Avenue, State Street, West Washington Avenue, and North Hamilton Street.
3. The Capitol building has several elevators and wheelchair accessible restrooms: Women's - 2 South, 101 South; Men's - 23 South, 30 East, 100 West; Unisex - 31 East; Accessible with power assisted door.
4. In 2023, MMoCA will offer four spaced accessible portapods at the event.

APPENDICES

<u>Appendix 1</u>	<u>Event Map</u>
<u>Appendix 2</u>	<u>Traffic Map</u>
<u>Appendix 3</u>	<u>Reference Photos</u>
<u>Appendix 4</u>	<u>Equipment Map</u>

Appendix 1 Event Map

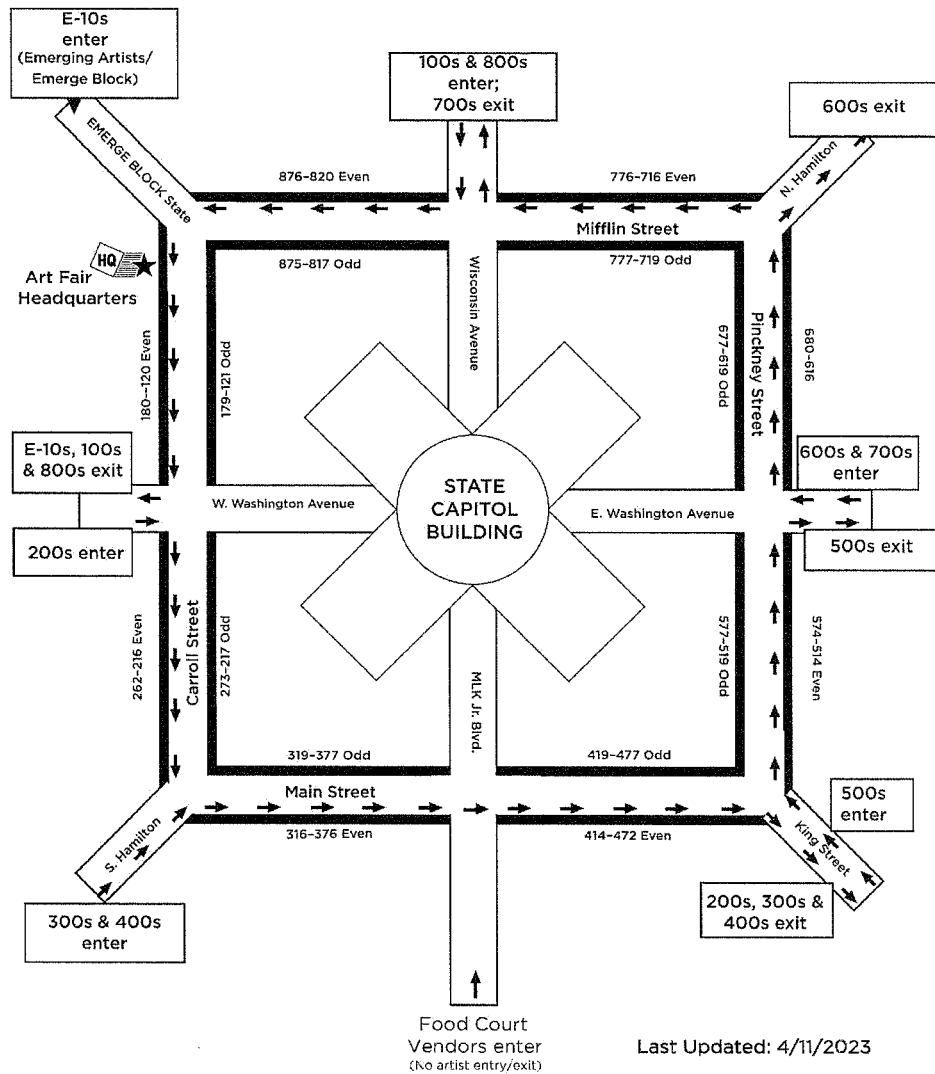


Appendix 2 Traffic Map

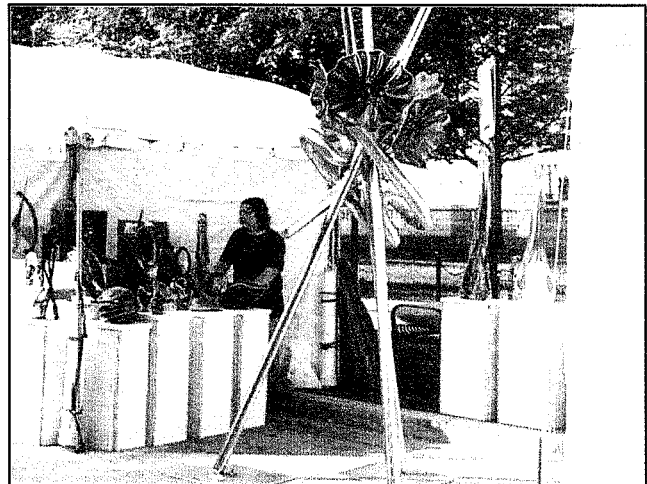
Artists are assigned numbered booth spaces (chalked on the ground). Each block corresponds to a different range of numbers:

- E10s = 100 block of State Street (Emerging artists)
- 100s = N. Carroll Street
- 200s = S. Carroll Street
- 300s = W. Main Street
- 400s = E. Main Street
- 500s = S. Pinckney Street
- 600s = N. Pinckney Street
- 700s = E. Mifflin Street
- 800s = W. Mifflin Street

Art Fair on the Square 2023 Traffic Map



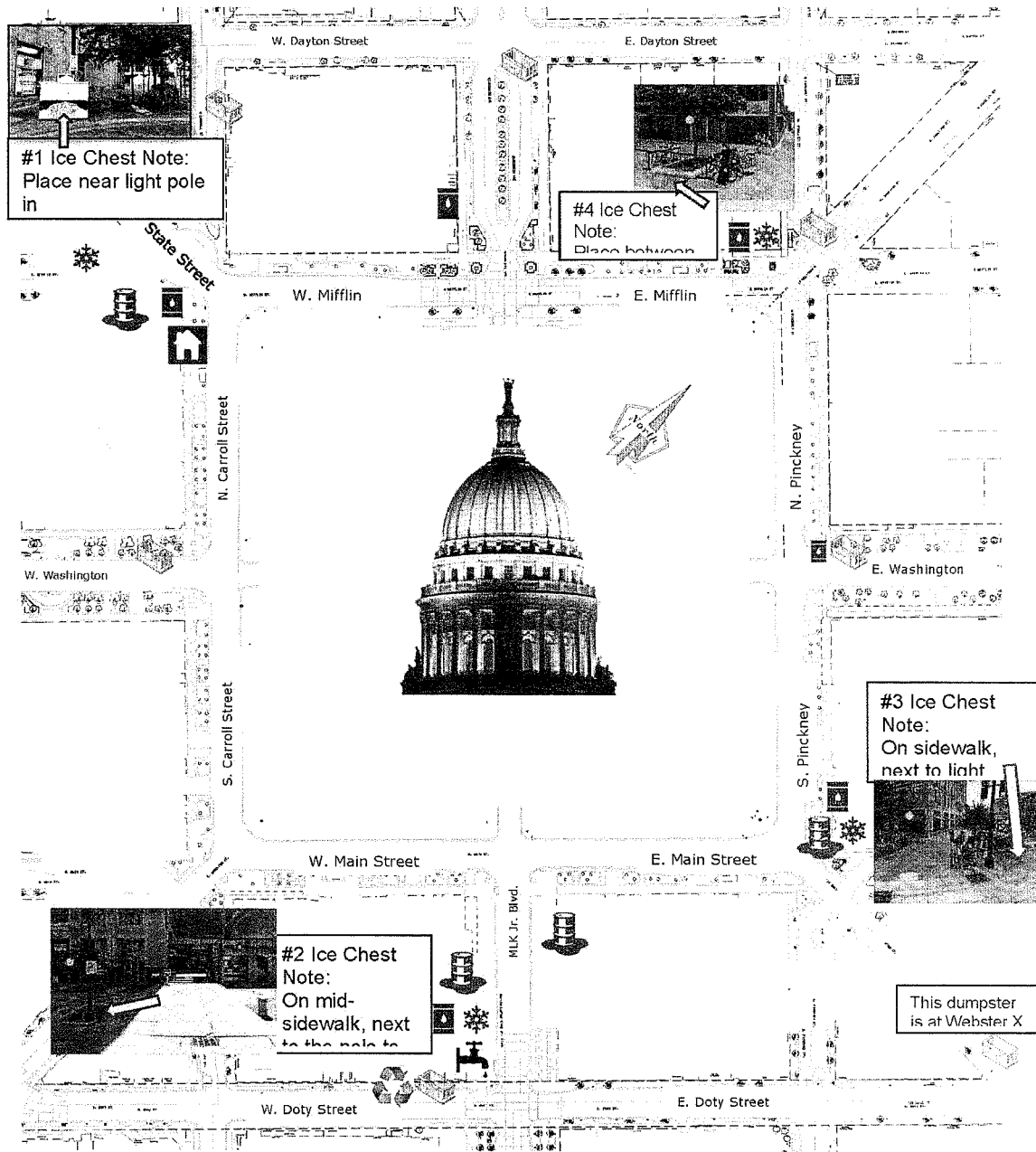
Appendix 3 Reference Photos









Appendix 4



ART FAIR ON THE SQUARE - 2023 (REVISED 4/11/2023) Grease Barrels, Ice, Potable Water Spigots, Recycling Dumpster, Trash Dumpsters, and Water Disposal Locations



- Grease Barrel

- Headquarters

- Ice

- Potable Water Spigots

- Recycling Dumpster

- Trash Dumpster

- Water Disposal
