

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Fruit Fest & Fruit Loop

Event Organizer/Sponsor Plan B

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 924 Williamson St.

City/State/Zip Madison, WI 53703

Primary Contact Corey Gresen FAX _____

Work Phone 608-772-0040 Phone During Event 608-772-0040

E-mail corey@planbmadison.com

Website www.fruitfestmadison.org

Secondary Contact Liz Tymus Phone During Event 608-334-0021

Work Phone _____

E-mail _____

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: Community Shares of Wisconsin

Estimated Attendance 1,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 11 am to 9 pm Yes No

EVENT CATEGORY

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

LOCATION REQUESTED

Capitol Square (note specific blocks below) Podium/700-800 State Street
 30 on the Square (a.k.a. top of 100 block of State Street) Other (specific blocks/streets requested below)

Street Names and Block Numbers: Williamson street 900 block

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 6/14/14 Rain Date(s) _____

Event Start Date(s)/Time(s) 9 am Set-Up Date(s)/Time for Event 7 am

Event End Date(s)/Time(s) 10 pm Take-Down Time 10:45 - 10 pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

CG I/We waive the 21-day decision requirement. CG (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature Corey Gresen Date 4-29-14

2014 Fruit Fest Event Schedule

7 am – Set-up

9 am – Fruit Loop Registration

10 am – Fruit Loop starts

12pm – Music starts on Stage

3 pm – Star Fruit Karaoke Competition Finals

3:30 pm – First band starts

5:30 pm – Second Band starts

7:45 pm – Debbie Gibson performs

8:45 pm – Tear down begins

10 pm – Road reopens

Fruit Fest 2014

Cha Cha's Salon

Madison Sourdough

Plan B

Indie Art vendors

Fire lane
20+ ft

LOST KID vendors

Stage

TABLES

Toilets are right here



Grill

vendors

toilets

trash

security personnal =



City of Madison
Class B Combination
License No. 72210-84432



GRETISMAN INVESTMENTS LLC
PLAN B

Expiration Date 06/30/2014
 Date Issued 06/21/2013

LIQUOR/BEER AGENT: GRESEN, COREY
924 WILLIAMSON ST
MADISON, WI 53703

Paul R. Ayler *Maibeth Witzel-Behl*

Mayor

City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTER 125 OF THE WISCONSIN STATE STATUTES.
 fair-identical to those of the street use permit.

Common Council granted renewal 6/13/2012 adding the conditions that current license conditions remain and the establishment continue dialogue with the Alder, Landlord, and Neighborhood Association to address the noise complaints and report to the ALRC November 2012 meeting regarding progress made.

Common Council granted renewal 6/4/2013 with conditions:

1. Licensee must meet with neighborhood association on a regular basis.
2. Must abide by security plan. Parking lot to be patrolled every 30 minutes. Encourage use of back door by patrons.
3. No outdoor music except during the Willy Street Fair.
4. Food service until 1:00 a.m.
5. Capacity of 250 Monday through Wednesday, 300 Thursday through Sunday, can carry alcohol into smoking area. Capacity may be further limited by code.
6. Premises expanded for two events each year to include the establishment's parking lots directly East and directly North of 924 Williamson St. Events are: Fruit Fest 10am-9pm, Willy Street fair-identical to those of the street use permit.

Expiration Date 06/30/2014

Not Transferable. Post entire license in a conspicuous place.

Fruit Fest 2014 Waste Management Plan

20-30 of each recycling and garbage receptacles will be placed along the 900 block of Williams Street for this event. Plan B's roving security teams and volunteers (10) will be in charge of collecting/monitoring the waste every 3 hours during the Fruit Fest. We will be using city rented containers for this event as well as our own trash/recycling receptacles. In the case city containers cannot be acquired, Fruit Fest will be using Plan B's waste management company Pelletier for containers and collection of waste.

Fruit Fest Madison, WI 2014 EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "Fruit Fest" will be held **Saturday June 14, 2014** at **900 Block of Williamson Street/ 924 Williamson Street**.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "**FRUIT FEST**" (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.
- C. Special Risk Considerations which may affect the required fire/medical resources needed include but are not limited to:
 - 1. Night vs. Daytime
 - 2. Location/Geography/Multiple Locations
 - 3. Alcohol availability/use
 - 4. Weather/Time of Year
 - 5. Length of Event
 - 6. Problems encountered w/Event in past
 - 7. Type of Event
 - 8. Fireworks/Pyrotechnics
 - 9. Audience demographics
 - 10. General Admission/Reserved Seating

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

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: COREY GRESEN.

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 not** have on-site EMS (ENTER CONTACT NAME & CELL PHONE NUMBER HERE)
3. We **will** have on-site Police or Security (ENTER CONTACT NAME & CELL PHONE NUMBER HERE)

C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast web site at <http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>
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 (**COREY GRESEN**) 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 or his/her designee (**COREY GRESEN**) 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. But we do have PLAN B (924 Williamson Street) as a place to shelter participants if severe weather does occur the day of event.
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 10' 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** 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 throughways.
5. Crowd control will be managed by **Carl Mickelson (Security lead 503-702-4577)**
6. Parking for vendor and staff vehicles will be **800/ 900 blocks E. Main Street**
7. Parking for attendee vehicles will be **Paterson St./ Jennifer St./ Williamson St./ Brearly st.**

V. Contact Information

Primary Contact	COREY GRESSEN	608-772-0040
Secondary Contact	Liz Tymus	608-334-0021
Emergency	Dane County 911 Center	911

Madison Fire Department

Non-Emergency

Fire Inspector	Jerry McMullen	(608) 266-4420
Division Chief	Ron Schwenn	(608) 266-4420

Madison Police Department

Non-Emergency

Lieutenant Carl Strasburg

(608) 261-9686

Lieutenant David McCaw

(608) 261-9694

VI. Event Area Map (attached)

MFD Fire Prevention Guides for Special Events

20' Fire Lanes are required to be kept open at events

A 14' minimum height clearance requirement for anything that goes over a street or fire lane

Fire Hydrants and Fire Department Connections must be accessible from the street and a 5' clearance must be maintained around them

Fire Extinguishers are required for every cook site at an event, contact the Fire Department for guidelines.

Tents and Canopies – if you intend to use tents or canopies of any size, contact the Fire Department for guidelines

Cooking – any cooking, you must contact the Fire Department and the Fire Department, contact the Fire Department for guidelines.

Minimum clearance of 20' away from tents or canopies

Must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)

No Cooking under tents

Compressed gas cylinders – must be secured to immobile objects

Flammable gasses must be kept at least 10' away from tents and canopies

An Emergency Action Plan must be developed and submitted with your “special event” application

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

Electrical and Generator safety (for placement and protection), contact the Fire Department for guidelines.

Fireworks - contact the Fire Department for guidelines.

Your event may require more specific or different guidelines. Once you have written your Emergency Action Plan for your event, contact the Fire Department and we will review all necessary guidelines and your Emergency Action Plan.

EMS Coverage for Special Events

The Madison Fire Department requires 2 EMS responders with Transport capability (Ambulance) on-site for every 10,000 people at a Special Event. This number is subject to change based on special risk considerations (size, character, and venue of events). Some Events may be required to have an on-site First-Aid Station (may require Physician staffing).

Special Risk Considerations which may affect the required fire/medical resources needed include but are not limited to:

Night vs. Daytime	Location/Geography/Multiple Locations
Alcohol availability/use	Weather/Time of Year
Length of Event	Problems encountered w/Event in past
Type of Event	Fireworks/Pyrotechnics
Audience demographics	
General Admission/Reserved Seating	

* Special Event organizers can utilize private providers in lieu of City services. If a private provider is used, a medical plan must be submitted to and authorized by the Fire Department at the time of application.

Severe Weather

Guidelines from the National Weather Service and National Oceanic and Atmospheric Administration

Develop an Emergency Action Plan

Have a means to garner daily weather forecasts and updates.

- Identify means to monitor lightning in the area.
- Identify the closest safe locations before the beginning of the season, and consider posting signs that promote lightning safety and indicate locations that provide protection from lightning.
- Locations that offer protection from lightning:
 - Fully-enclosed buildings that are grounded with wiring and plumbing
 - Fully-enclosed metal vehicles (no soft top convertibles)
- Locations that do not offer protection from lightning:
 - Outdoor areas
 - Open-sided pavilions (such as picnic areas)
 - Tents
- Determine what actions to take based on the threat level, including:
 - How patrons will be notified
 - Whether to evacuate facilities or just issue warnings and advice on safe shelter
 - How staff will protect themselves
 - When to notify staff and patrons that the threat has subsided and normal activities can resume

Warning and Communication Tools

- NOAA weather radio.
- Forecasts can be monitored via the internet if available on-site.
- Information about the proximity of lightning strikes is available via the flash-to-bang rule (explained below), local on-site detection devices, smart phone applications and commercial notification services.
- Identify means to communicate with and notify staff and patrons. Communication tools include:
 - Two-way radios
 - Public address, loudspeaker system (fixed and/or on mobile vehicles)
 - Telephones, including mobile phones
 - Air horn or megaphone notification
 - Whistle system
 - Sign boards and flags
 - Text, e-mail and social media alerts
 - Internal television and/or radio broadcasts

Daily Operations

- Ensure that weather forecasts and reports are monitored the day before and the day of the scheduled event.
 - Staff can monitor the local weather via three or more of the following services: television news coverage, the Internet, cable and satellite weather programming,

commercial services, NOAA weather radio, and National Weather Service (NWS) forecasts.

- If thunderstorms are forecast for the day of the event, officials will review the safety plan before the event and identify the responsible officials and chain of command to implement the safety plan.
 - Postpone or suspend activity if a thunderstorm appears imminent before or during an activity or contest (regardless of whether lightning is seen or thunder heard) until the hazard has passed.
- Designate a “weather watcher” each day.
 - At the beginning of the shift, designee notifies staff of weather forecasts that may impact operations that day
 - Identify safe shelter locations
 - The weather watcher has primary, but not sole, responsibility for observation of and updates on weather conditions.
- Determine the distance of lightning from a location by using the “flash-to-bang rule”
 - Begin counting at the sight of the lightning flash. Stop counting at the sound of related thunder. Divide the count by five (5) to determine the proximity in miles of the lightning strike (5 seconds = 1 mile; 50 seconds = 10 miles, etc).
- Use this rule in combination with other resources (local lightning detection systems and commercial services) if they are available, with the closest strike detected or observed used as guidance for the evacuation of a site.
- Lightning most frequently occurs within 10 miles of a thunderstorm (although there are occurrences when cloud-to-ground lightning strikes known as “bolts from the blue” can strike up to 20 miles away from a thunderstorm). **It is generally recommended that patrons be notified (or evacuated based on the emergency action plan) and staff take shelter when thunderstorms move within 10 miles.**
 - Depending on the attendance levels and the proximity of adequate shelter, a larger radius of lightning may be prudent to provide time to prepare.
 - Consider the organization of thunderstorms in the area. More organized thunderstorms (squall lines, bow echoes, super cells, large clusters) should prompt a greater lead-time as compared to an isolated thunderstorm.
- When in doubt, remember “When Thunder Roars, Go Indoors!”
- **To resume outdoor activities, wait 30 minutes after both the last sound of thunder and last flash of lightning.**

EMS Coverage for Road Races

Competition Medical Handbook For Track and Field and Road Racing

A Practical Guide

Third Edition

INTERNATIONAL ASSOCIATION OF ATHLETICS FEDERATIONS

Staffing Requirements. The number of medical personnel required to adequately deliver medical care to a race will depend on the number of entrants and the injury rate of each individual race and can be calculated after 2-3 years of experience.

Races < 10K

For races of less than 10K distance or 500 runners, a non-MD medical professional may serve as medical director if an MD/DO is available for advice.

At a minimum, plan on one ambulance for races 15 km to 25 km

Marathon Road Races –

As a general guide for recruiting the initial medical team, 5 to 10 medically trained and 4 to 6 non-medical support volunteers per 1,000 runners will adequately staff an event with “average” casualty rates. Races staged in hot, humid or very cold conditions will require a greater staff to runner ratio. An out-and-back course will require fewer personnel than a point-to-point or loop course.

The number necessary to staff the medical area will be determined by the casualty rate of each race. **For new races a guide would be to recruit 2-3 physicians, 4-6 nurses, and 4-6 other professional staff per 1,000 runners.** Non-medical personnel including stretcher bearers, walkers, clothing fetchers, and recorders should total 4-6 per 1,000 runners.

2. Personnel Organisation

- a). Aid stations: Physician, RN, paramedic, and/or EMT. (PT, ATC, DPM, or massage therapist optional).
- b). Roving medical vehicles: Physician, RN, paramedic, or EMT. Defibrillator or automatic defibrillator experience is helpful. Roving medical vehicles and mobile medical aid offer the best solution to rapid response to the collapsed athlete on a road course. The use of fully equipped ambulances on the course is advantageous and increases the medical response capabilities.
- c). First response teams: Defibrillator-equipped motorcycles or bicycles to have rapid access to the collapsed athlete with potential cardiac arrest. Operators must be trained in the use of the automatic defibrillator and the team must be integrated into the local emergency medical system. Several teams assigned along the course to follow the main pack and separated by 2-4 km will give rapid access to most of the runners.
- d). Finish line personnel: a) A Triage Officer and team to direct the flow of casualties to the proper area for care. b) Field hospital personnel divided into medical care teams that can manage medical illness, dermatological conditions, and orthopedic injuries. Larger medical areas may separate the teams by injury or illness category, but the triage team must make appropriate decisions when directing the runners to the proper care centre. Non-medical staff should also be available for recording medical data, retrieving dry clothing, distributing census information to concerned parties, and general assistance.

5. Transport. Advanced life support emergency ambulance coverage should be available at the finish line and along the course. **At a minimum, plan on one ambulance for races under 25 km and two for races over 25 km.** As a general guideline, the goal of emergency response along the course should be to have first aid available within 4 minutes and emergency vehicle response within 8 minutes. Course configuration and access may dictate a greater number of vehicles or the use of “first response teams” on bicycles, motorcycles, or motorised carts equipped with minimal supplies and automatic defibrillators. If longer response times are anticipated, the information should be published in the pre-race education packets. Transportation for well drop-outs should be arranged so those who cannot complete the event due to fatigue or minor injury or illness do not become ill due to exposure after their race participation has ceased. Medical support vehicles should not be used as transportation for well runners who are unable to finish the race.

Heat Guides and Colored Flag Indicators for Road Races

4. Medical Considerations. The medical team and event administration should be especially cautious of a warm race day following several days of cool weather or an extremely hot, humid race day which is preceded by one or more extremely hot days, as the risk of exertional heat stroke rises dramatically in these situations. In these cases, acclimatisation may not be ideal or the competitors may enter the competition dehydrated from the previous heat exposure. If the race day is unexpectedly hot and the decision is made to start the event, announce before the race that many runners will not be acclimated to the heat or fully hydrated, and will be at increased risk for collapse and heat stroke. In severe cold conditions, cautions for appropriate dress, hydration, and hypothermia and frostbite risk should be given in the pre-race announcements. The risk of heat illness increases above 21°C (70°F) and 50% relative humidity. The American College of Sports Medicine has suggested a temperature cascade for risk modification in endurance running events utilising the wet bulb globe temperature (WBGT) which measures the combined thermal stress from the wet bulb (WBT), dry bulb (DBT), and radiant energy or black globe (BG) thermometers. The $WBGT = 0.7WBT + 0.2BGT + 0.1 DBT$. Some authors have called the WBGT the Heat Stress Index (HSI). A corresponding colored flag system can be used to visually signal the thermal injury risk of current weather conditions to competitors.

5. Environmental Stress Indices. The WBGT and colour coded flags to indicate the risk of thermal stress are :

BLACK FLAG : Extreme Risk - When WBGT is above 28°C (82°F). Races should be cancelled, postponed, or modified if conditions exceed this level at starting time. If unable to cancel or modify the event, it may be prudent to advise the participants of the risks and advise no competition.

RED FLAG : High Risk - When WBGT is 23-28°C (73-82°F). This signal would indicate that all runners should be aware that heat injury is possible and any person particularly sensitive to heat or humidity should not run. Advise participants to slow pace and stress adequate, but not excessive, hydration.

YELLOW FLAG : Moderate Risk - When WBGT is 18-23°C (65-73°F). It should be remembered that the air temperature and radiant heat load will increase during the course of the race if conducted in the morning or early afternoon. Participants with high risk for heat stroke should withdraw from the competition.

GREEN FLAG : Low Risk - When WBGT is below 18°C (65°F). Participation should be safe, but this does not guarantee that heat injury will not occur, only that the risk is low. Both hyperthermia and hypothermia are likely to occur in this temperature range.

WHITE FLAG : Lower risk for hyperthermia, but increasing risk for hypothermia - When WBGT is below 10°C (50°F). Hypothermia may occur, especially in slow runners during long races, and in wet and windy conditions.

The dewpoint temperatures may be used as a guide when the WBGT is not available, but the dewpoint does not measure the radiant heat load from the sun and surroundings. Dewpoints (°F) in the 60s are stressful, 70s are oppressive, and 80s are extremely dangerous for athletes competing at high levels of exertion. Another simple guideline for judging the level of heat stress is to add the ambient temperature in °F to the relative humidity. If the sum is greater than 160, the conditions are very high risk and postponement, modification, or cancellation should be considered.

The temperature cascade developed for the military services may be a reasonable guide for elite competitions. This is an extremely high temperature range for racing and is used by the military to judge the safety of troops in training. It far exceeds the levels recommended by the American College of Sports Medicine for road racing in the heat.

WBGT Military Guide

(°C/°F) (Barthell 1990)

26/78 Caution for heat stroke

28/82 Discretion for unseasoned troops - no heavy exercise

30/85 Suspend exercise if < 3 weeks hot weather training

31/88 Curtail exercise if < 12 weeks hot weather training

32/90 Suspend all training and exercise

In cold conditions, temperatures less than 32°F (0°C) with wind chill require clothing precautions for hypothermia and frostbite.

At temperatures less than -20°C (-4°F) consideration should be given to postponing races longer than 5K until later in the day, if warmer temperatures are expected.

Snow and ice will be most "slippery" with temperatures in the -6 to 0°C (20 to 32°F) range and traction will increase as temperatures drop to colder levels.

At lower temperatures, especially less than -29°C (-20°F) or wind chills less than -40°C (-40°F), it may be prudent to cancel all races.