

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Elizabeth Ganser
Greater State Street Business
2813 Snowmist Trail
Madison, WI 53719
Email: Elizabeth@fontanasports.Com
Phone: (608) 239-4133

Contact During Event

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Event Information

Name of Event: Maxwell Street Days

Event Type: Multi-Day

Estimated Attendance: 20000

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: sidewalk sale and sidewalk cafes. Bagging meters on N. Henry St.

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

Capitol Square:

State Street Mall (700/900):

30 on the Square:

Other:

Street Names and Block Numbers:

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
07/18/2024	7:30-9:00 am	07/18/2024	9:00 am	07/18/2024	6:00 pm	07/18/2024	7:00 pm	
07/19/2024	7:30-9:00 am	07/19/2024	9:00 am	07/19/2024	6:00 pm	07/19/2024	7:00 pm	
07/20/2024	7:30-9:00 am	07/20/2024	9:00 am	07/20/2024	6:00 pm	07/20/2024	7:00 pm	
07/21/2024	8:30-10:00 am	07/21/2024	10:00 am	07/21/2024	5:00 pm	07/21/2024	6:00 pm	

Temporary (Picnic/Beer) Licenses

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?:

Street Use Event Vending License

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

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.

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

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

Marketing

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?: Yes

Event Website: <https://visitdowntownmadison.com/maxwell-street-days>

Notes: Maxwell Street Days Summer Sidewalk Sale returns with the biggest and best shopping event of the year! More than 45 years of great bargains on clothing, jewelry, gifts, artwork, sporting goods, books and more, plus fabulous food from State Street and Capitol Square shops and restaurants.

Acknowledgement

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

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:

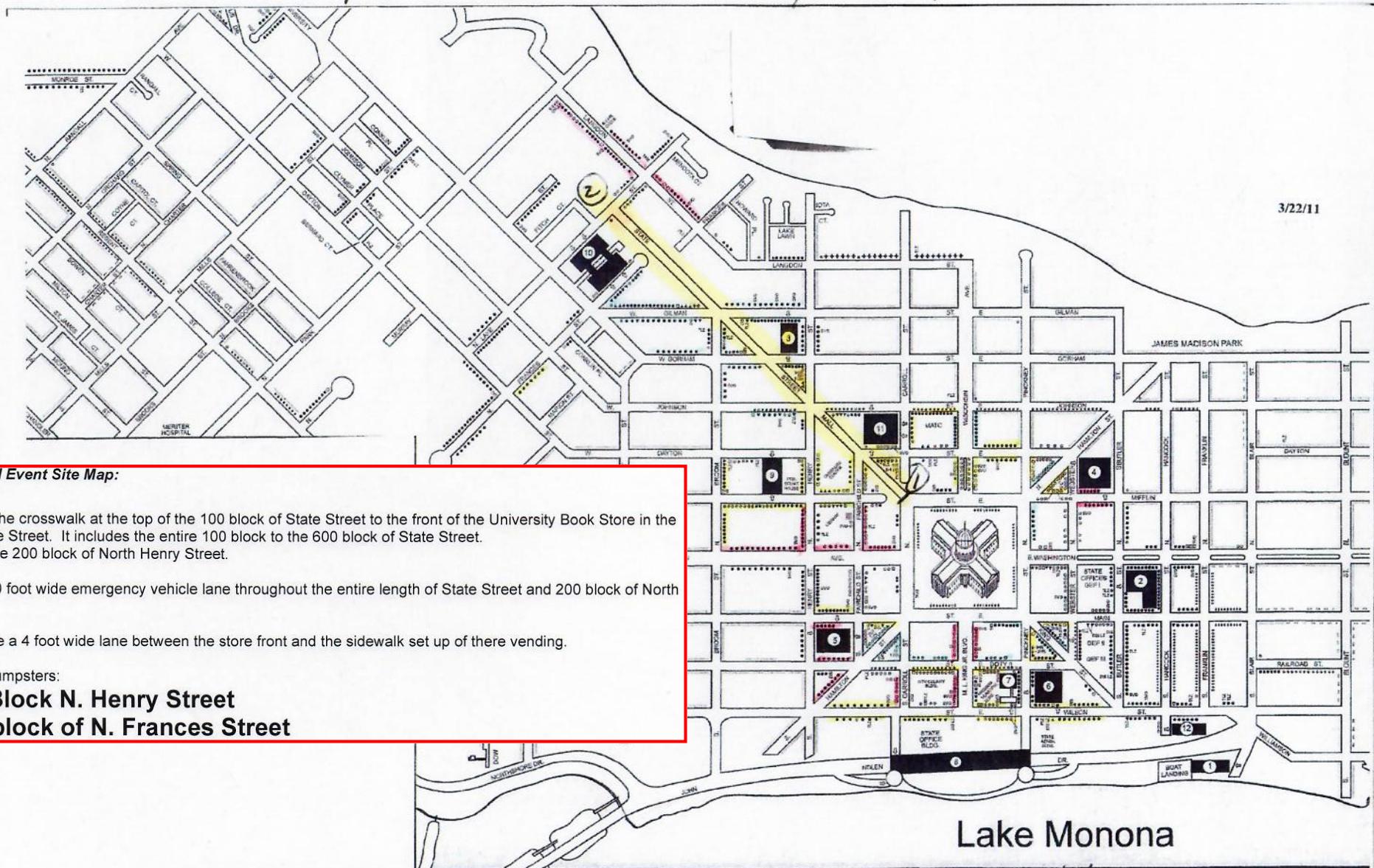
Signature

By initialing, I/we
waive the 21-day
decision
requirement : EKG

Signature: Elizabeth Ganser

Date: 05/22/2024

Maxwell Street Days Map

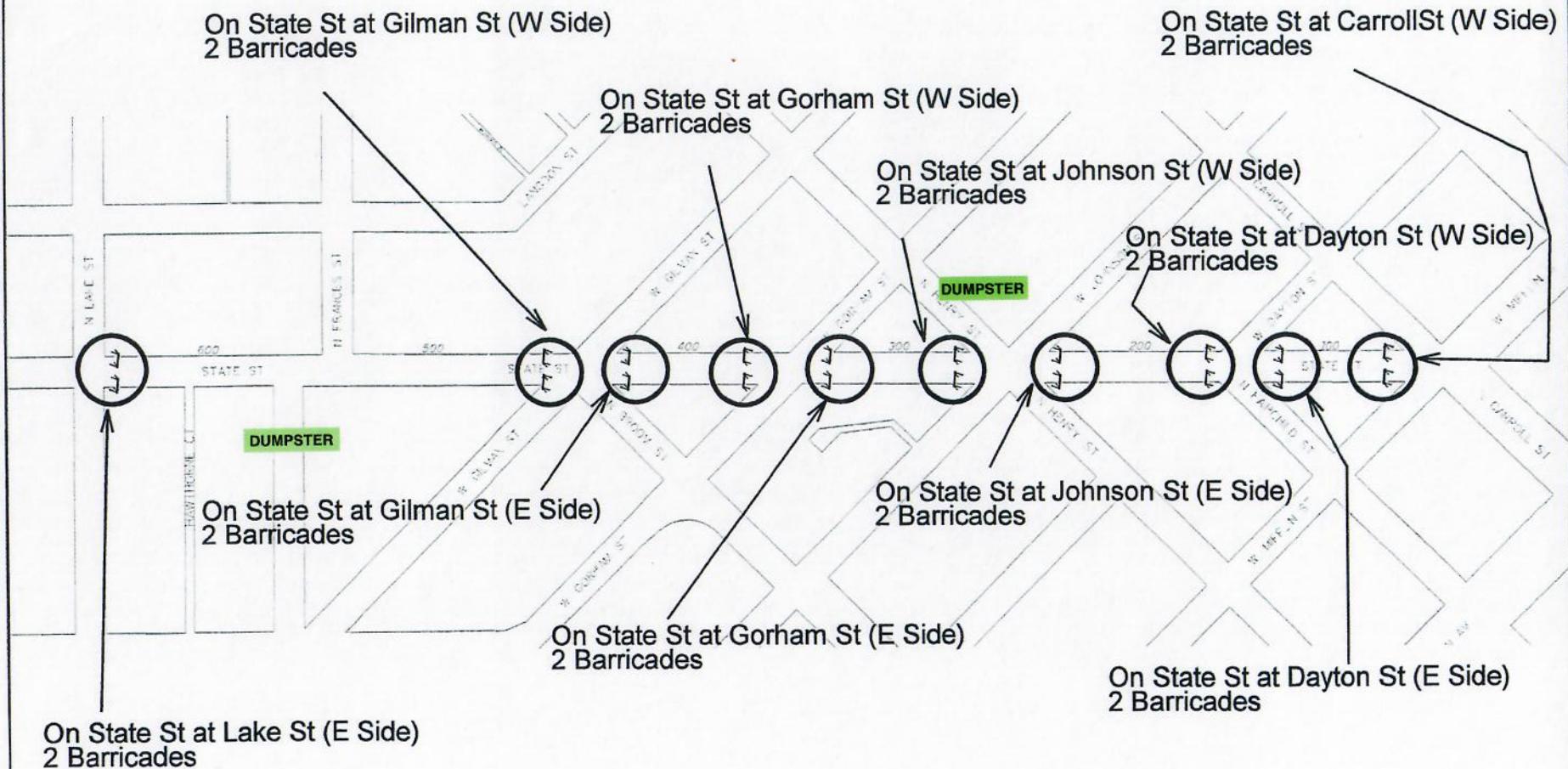


- ① Starts AT crosswalk on top of 100 block of state
- ② Extends TO space in 700 block in front of University Bookstore

Maxwell St Days - Barricade Plan

↑ North

Totals
20 Barricades



Drip Off Set Up Barricades 7AM Thursday
Pick Up Monday

GSSBA Maxwell Street Days Street Pick Up Procedures

JULY 18 - 21, 2024 VOLUNTEERS

Meet FONTANA SPORTS 216 N. HENRY ST. each day. There will be a place to store supplies for the event and your personal belongings while you are working.

4 people per needed per time slot all day. Sunday could get away with 3 people.

THURSDAY: 8:30-10:00 AM set up garbage and recycle cans. Need to get them from the corner, put in trash bags and spread them out on the street. Set up barricades on street corners and hang Maxwell Street Days signs. Note: event starts at the 100 block crosswalk.

10 am – 6 pm empty all trash cans, including city cans as they begin to fill and replace the garbage bags. Take trash bags to dumpster.

6-7 pm Turn over all non-city trash and recycle containers so they don't fill up overnight. Pick up any trash that is spilled over the containers. Move barricades to corner of streets for placement next morning.

FRI/SAT: 8:30 AM - 6:00 PM – Same as Friday. First group turns the cans and containers over, put in new trash bags if needed. Replace barricades and signs.

6-7 pm Turn over all non-city trash and recycle containers so they don't fill up overnight. Pick up any trash that is spilled over the containers. Move barricades to corner of streets for placement next morning.

SUNDAY: 10:00 AM - 5:00 PM – First group turns the cans and containers over, put in new trash bags if needed. Replace barricades and signs. After that they check the containers and replace bags when needed. Otherwise it is the same as Friday.

5 - 6 pm - Pick up any trash that is spilled over the containers. Take all bags out of containers and move all containers to the corner. Keep them together. Do not move the city containers. Move barricades to corners and bring signs back to Fontana Sports.

Questions: **ELIZABETH GANSER, FONTANA: 608-239-4133**

Emergency Action Plan Template Form B

This Emergency Action Plan (EAP) template is designed and intended to assist event organizers in planning and operating a safe community event. This plan template, or custom plan, must be used for events with an estimated attendance of 1,000 people or more. Events with an estimated attendance exceeding 10,000 people may not use this template and must develop a custom Emergency Action Plan.

Every event is different, and an event specific EAP is required.

In accordance with the Street Use Permit process and Madison General Ordinances, an EAP is required.

Name of Event: _____

Type of Event (check all that apply)

Run/Walk Festival Concert March/Rally Event in a Madison Park

Event on a Madison Street, Sidewalk, and/or Parking Lane Other

If other, please describe: _____

Event Features (check all that apply)

Alcohol Sales Live Music Temporary Structures Food/Vendors

Fencing/Enclosures Heating/LP Use

Emergency Contact Information

Provide the name and phone number for at least one person that will be the emergency contact for first responders before and throughout the duration of the event:

Name: _____ Phone Number: _____

Name: _____ Phone Number: _____

Name: _____ Phone Number: _____

Event Safety

Name(s) of individual(s) responsible for event safety to include planning, event operations and event clean up: _____

Phone Number: _____ Email: _____

Event Capacity

State the estimated number of attendees over the duration of the event: _____

State the estimated maximum number of attendees at any one time during the event: _____

Specify the date, time, and describe the reason for the estimated maximum number of attendees at that time:

Specify the date and time of scheduled performances or programs that may cause attendees to gather in one area:

All stage performances require a capacity approved by the Madison Fire Department.

Not applicable Will be submitted

All events where people are confined by fences, barriers, or restricted from unrestricted and open ingress/egress require a capacity approved by the Madison Fire Department.

Not applicable Will be submitted

Crowd Managers

Trained (certified) crowd managers are required for a gathering of more than 1000 people. No fewer than one trained crowd manager for each 250 people (if over 1000 people) in attendance at the event shall be on-site at all times.

Note: Some security services have trained crowd managers

Number of trained crowd managers on-site at all times: _____

Event Pause, Postponement and Cancellation

Specify the name and phone number for the individual that will determine when the event may be paused, postponed, or cancelled.

Note: This is not the Madison Police Department or the Madison Fire Department.

Name: _____ Phone Number: _____

Event Evacuation and Emergency Shelter

Emergency shelter location(s): _____

List emergencies that will cause evacuation or emergency sheltering:

This section should be coordinated and reference the hazards and emergency action section of the EAP.

Emergency Announcements and Notifications

Emergency announcements and notifications must be scripted before the event to ensure uniform and prompt delivery of safety and protective actions. Script Prepared: Yes _____

Emergency announcements will state:

Describe the methods and means to notify all event attendees, vendors, and staff:

Specify the means of communication between event organizers, staff, volunteers, and personnel responsible for initiating and/or communicating emergency notification and warnings:

Weather Monitoring

All events must have someone tasked with monitoring the weather before and during the event. All threatening and active severe weather requires actions to protect all attendees, staff, volunteers, and vendors.

Name of individual assigned to monitor the weather: _____

Name of the contracted weather monitoring service (as applicable): _____

The scope of services include: _____

Event will utilize the Large Event Weather Support program offered by the National Weather Service.

Yes No

- Events must have an anticipated attendance (at one time) over 1000 people.
- The required NWS form is available at <http://www.weather.gov/mkx/eventsupport> and must be submitted by a representative of Madison Emergency Management.
- Madison Emergency Management Coordinator for the City of Madison can be contacted at CityEOCManager@CityofMadison.com

Event Security

Contracted private security (not Madison Police) will be provided: Yes No

If security will be contracted, how many personnel will be on-site? _____

Provide the name of the security service: _____

Provide a description of the scope of services to be provided by the security service.

Provide the means of communications between the security service and event management.

Event will include a defined perimeter with fencing or other barrier. Yes No

Coordination with the Madison Police Department

Will the event contract for services with the MPD? Yes No

Describe scope of services requested: _____

Name and phone number of the individual to meet MPD in the event of an incident/emergency:

Name: _____ Phone Number: _____

Emergency Medical Services

What methods of emergency service(s) will be provided?

Limited to dialing 911 for medical emergencies.

First-aid station staffed by:

Volunteers: Yes No Contracted medical professionals: Yes No

Name of contracted service:

Number of personnel on-site at all times:

Coordination with Madison Fire Department

Will the event contract for emergency medical services with the MFD? Yes No

If yes, please complete a Special Event EMS Request Form and submit to Division Chief David Crossen.

Email: DCrossen@CityofMadison.com

Phone Number: 608-266-4256 or 608-266-4420 and ask for Division Chief of Special Events.

Contact Assistant Chief Jeff Larson to discuss coordination for an emergency response and if there will be any requirements for on-site MFD personnel, excluding EMS which is covered by the Special Event EMS Request Form mentioned above.

Email: JLarson@CityofMadison.com

Phone Number: 608-266-5946 or 608-266-4420 and ask for Assistant Chief of Fire Operations.

Will the event be holding a meeting with organizers, staff, volunteers, or vendors prior to the event?

Yes No

If so, will there be a request or opportunity for the Madison Fire Department to attend and present fire safety information as it pertains to the event (cooking, LP gas and canopy safety)?

Yes No

To schedule a representative of the Madison Fire Department, please contact Scott Strassburg.

Email: SStrassburg@CityofMadison.com

Phone: 608-261-9843 or 608-266-4420 and ask for Scott Strassburg.

Name and phone number of individual assigned to meet the Madison Fire Department in the event of an emergency:

Name: Phone Number:

Stages, Raised Platforms, Temporary Structures, and Tents

Contract(s) require vendors to provide a flame-spread certificate for all fabric materials.

Yes No

Contract(s) require vendors to provide an event specific post set-up certificate of structural stability.

Yes No

Contract(s) require vendors to provide a high wind safety plan to outline actions prior to and during high winds. (Ex: retract wing walls, secure hanging lights and sound equipment, lower video screens, evacuate area around stage/structure).

Yes No

Canopies (10 x 10 pop-up style)

Vendor and exhibitor agreements state that all canopies must comply with the Madison Fire Department canopy safety guidelines.

All canopies shall be weighed to withstand 35 MPH winds.

All canopies shall be taken down or the fabric removed when winds exceed 35 MPH, or the NWS issues a high wind advisory or severe thunderstorm warning.

Is there cooking at the event? Yes No

If there is cooking at the event, vendor and exhibitor have an agreement that cooking is not allowed under a canopy. Yes No

Site Map Requirements

The site map submitted with the application includes the following, as required by the fire code:

- ✓ Fire lanes and emergency access into, through and out of the event area.
- ✓ Egress and escape routes for attendees, vendors, staff and volunteers.
- ✓ Location of emergency medical services.
- ✓ Vendor and concession locations.
- ✓ Location of fire extinguishers.
- ✓ Perimeter fencing and access control.
- ✓ Vehicle barriers.

Event Safety Inspections

Within 30-minutes of the start of the event and every minutes throughout the event, _____ (name of individual or operation position) will conduct a safety inspection of the event. The event safety inspection must be specific to the event. The Event Safety Inspection Checklist addendum to this EAP may be used.

EAP Distribution and Training

The EAP must be distributed to all staff, vendors, contractors, participating agencies, and volunteers.

Event Staff Vendors Crowd Managers Security Performers Promoters
Volunteers Contractors EMS Others

Event specific training in the use and responsibilities associated with this EAP shall be provided to event personnel. At a minimum, the following personnel will receive training:

Event Staff Crowd Managers Security

Hazard, Prevention Methods, Protective and Emergency Actions

Community events face natural, and human caused hazards. Event planners and operators must be prepared to deal with hazards and safeguard attendees from such hazards. Prevention and protective actions must be event specific.

- Prevention actions are things that you do before the hazard to prepare for an imminent threat or emergency.
- Protective actions are positive steps to protect people and minimize the adverse impact of an emergency or imminent threat.

The individual or operational position responsible for each action must be stated.

Examples:

Hazard – Fire

1. Prevention Actions:
 - a. Invite MFD to vendor training.
 - b. Provide all vendors with fire safety information.
 - c. Pre-event fire safety inspection by: (Name of staff person responsible for safety).
2. Protective and Emergency Actions:
 - a. Call 911
 - b. Evacuate area.
 - c. Deploy fire extinguisher.

Hazard – High winds or severe thunderstorm

1. Prevention Actions
 - a. Continuous weather monitoring.
 - b. Alert all staff and vendors of any weather threats.
2. Protective and Emergency Actions
 - a. Notify ALL staff, volunteers, vendors, and attendees.
 - b. Take down canopies.
 - c. Cancel and evacuate event.
 - d. Direct attendees to shelter locations: (List of locations).

Worksheet for Hazards

High Winds

Prevention Actions

Protective and Emergency Actions

Medical Emergency

Prevention Actions

Protective and Emergency Actions

Extreme Heat

Prevention Actions

Protective and Emergency Actions

Severe Thunderstorm

Prevention Actions

Protective and Emergency Actions

Tornado

Prevention Actions

Protective and Emergency Actions

Lost Child

Prevention Actions

Protective and Emergency Actions

Fight/Domestic Disturbance

Prevention Actions

Protective and Emergency Actions

Active Shooter/Active Killer

Prevention Actions

Protective and Emergency Actions

Fire/Explosion

Prevention Actions

Protective and Emergency Actions

Vehicle Through Barricade

Prevention Actions

Protective and Emergency Actions

Peaceful Protest (Your Event or Unrelated Issue)

Prevention Actions

Protective and Emergency Actions

Civil Unrest

Prevention Actions

Protective and Emergency Actions

Power Failure

Prevention Actions

Protective and Emergency Actions

Crowd Crush/Surge

Prevention Actions

Protective and Emergency Actions

Bomb, Bomb Threat or Suspicious Package

Prevention Actions

Protective and Emergency Actions

Air Quality Alert

Prevention Actions

Protective and Emergency Actions

Event Safety Inspection Checklist Addendum	Enter time when check occurs (see EAP for how often)	
	Before event	During event
Traffic management plan deployed		
Barricades in-place		
Trip hazards removed or covered		
Canopies weighed down		
Electrical cords grounded		
Grills adjacent to and not under canopies		
Propane connections and fittings tight and soap tested for tightness		
Security personnel in-place		
Weather monitoring on-going		
Fire lanes clear and unobstructed		
Capacity count on-going (only if approved capacity required)		
Exits open and unobstructed		
Fire extinguishers accessible		
Emergency medical personnel on-site (as applicable)		
Perimeter secure		
No abandoned or suspicious bags or property		
Perimeter and access control measures in place		
		Please note that frequency of checks will vary depending on event. Please check your Emergency Action Plan to see how frequent checks should occur at your event. First check should occur within 30 minutes of the start of event. Use additional copies of this form as needed based on length & frequency of checks for the event.

After Street Use Permit Approval Task List
(submit information within 30 days of event)

Capacity Approval

Submit site plans and capacity calculations to the Madison Fire Department for approval.

Approved Capacity: _____

Date Submitted: _____

Crowd Managers

Certified crowd managers will be provided through contracted security services.

Date that contracted crowd managers received training in this EAP: _____

Event staff will serve as the certified crowd managers.

Date of certification(s): _____

Certifications obtained through: _____

Date event staff crowd managers received training in this EAP: _____

EAP Distribution and Training

EAP distributed to all event personnel.

Event Staff Vendors Crowd Managers Security

Performers Promoters Volunteers Contractors Others

List of others: _____

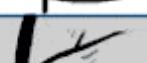
Event specific training in the use and responsibilities associated with this EAP provided to event personnel. The following personnel received training:

Event Staff Crowd Managers Security Others

Date of training: _____

Training provided by: _____

Beaufort Scale

Beaufort number	Wind Speed (mph)	Seaman's term		Effects on Land
0	Under 1	Calm		Calm; smoke rises vertically.
1	1-3	Light Air		Smoke drift indicates wind direction; vanes do not move.
2	4-7	Light Breeze		Wind felt on face; leaves rustle; vanes begin to move.
3	8-12	Gentle Breeze		Leaves, small twigs in constant motion; light flags extended.
4	13-18	Moderate Breeze		Dust, leaves and loose paper raised up; small branches move.
5	19-24	Fresh Breeze		Small trees begin to sway.
6	25-31	Strong Breeze		Large branches of trees in motion; whistling heard in wires.
7	32-38	Moderate Gale		Whole trees in motion; resistance felt in walking against the wind.
8	39-46	Fresh Gale		Twigs and small branches broken off trees.
9	47-54	Strong Gale		Slight structural damage occurs; slate blown from roofs.
10	55-63	Whole Gale		Seldom experienced on land; trees broken; structural damage occurs.
11	64-72	Storm		Very rarely experienced on land; usually with widespread damage.
12	73 or higher	Hurricane Force		Violence and destruction.

Resource and Reference Addendum

Event Safety Alliance www.eventsafetyalliance.org

International Code Council (Fire Code) www.iccsafe.org

Madison General Ordinances (Chapter 10 for Street Use Permit Requirements and Chapter 34 for Fire Code Requirements) Code of Ordinances | Madison, WI | Municode Library

National Weather Service Event Support [dssrequest \(weather.gov\)](http://dssrequest.weather.gov)

[National Weather Service Event Ready Guide Event Ready Guide \(weather.gov\)](http://National Weather Service Event Ready Guide Event Ready Guide (weather.gov))

Crowd Manager Training National Association of State Fire Marshals - Crowd Manager Training / https://crowdmanagers.com

FEMA Special Events Planning Manual [Microsoft Word - SpecialEventsPlanning-JAManual.doc \(fema.gov\)](http://Microsoft Word - SpecialEventsPlanning-JAManual.doc (fema.gov))

Madison Fire Department Event Support Links

[USE AND OPERATIONS OF TENTS AND TEMPORARY MEMBRANE STRUCTURES
\(tents over 401 ft²\)](http://USE AND OPERATIONS OF TENTS AND TEMPORARY MEMBRANE STRUCTURES (tents over 401 ft2))

FIRE SAFETY FOR CANOPIES & COOKING