

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Cassi Miller  
Cows On The Concourse  
1003 Hwy Pb  
Belleville, WI 53508  
Email: Cmillier@wdexpo.Com  
Phone: (608) 669-5925

### Contact During Event

Cassi Miller  
Cows On The Concourse  
1003 Hwy Pb  
Belleville, WI 53508  
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### Event Information

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Name of Event:

Event Type:

Estimated Attendance:

Is this a new event:

### Event Additional Information

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Run/Walk:

Music/Concert:

Festival:

Rally:

Parade:

Posting no parking signs or bagging meters?

Other:

If other, please describe:

### Site Map

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

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

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

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

## Location Information

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Capitol Square:

State Street Mall (700/900):

30 on the Square:

Other:

Street Names and Block Numbers:

10 blocks of Main Street and 100-200 blocks of Martin Luther King Jr. Blvd.

## 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
06/01/2019	5 AM	06/01/2019	8 AM	06/01/2019	1 PM	06/01/2019	2 PM	

## Temporary (Picnic/Beer) Licenses

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

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

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

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

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

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

## Street Use Event Vending License

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

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

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

Estimate number of vendors:

## Public Amplification Permit

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

Will there be Public Amplification?(\$):

Start Date	Start Time	End Date	End Time	Rain Date
06/01/2019	8 AM	06/01/2019	1 PM	

### SAFETY AND SECURITY

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

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

### RUN/WALK EVENTS

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

I understand that I must submit the Emergency Action Plan:

### Equipment Rental - Downtown events only.

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

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

### Marketing

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

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

## Acknowledgement

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

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

I have read the Acknowledgement:

## Indemnification

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THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

I have read the Acknowledgement:

## Signature

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Signature: Cassi Miller

Date: 05/01/2019

## 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.

### ***Provide Detailed Event Schedule:***

## 2019 COWS ON THE CONCOURSE

- 5 a.m. Volunteers arrive for set-up of barricades and event items  
A-Z Rental delivers tents, tables, chairs, etc.
- 7 a.m. Vendors arrive to set-up booths; they include:
- Cows on the Concourse cheese sandwich stand (Food)
  - Curt's Gourmet Popcorn (Food)
  - Sassy Cow Creamery (Food)
  - Crave Brothers Farmstead Cheese (Food)
  - Curds of Wisconsin (Food)
  - McDonald's (Food/Education)
  - i9 Sports (Education)
  - Dane County Farm Bureau (Education)
  - Saturday Science (Education)
  - Cows on Concourse scavenger hunt (Activity)
  - Ed 'Moo' Cation Zone (Education/Activity)
  - Gymfinity Children's Activity Center (Education/Activity)
  - Get 'Moo' ving Zone (Activity)
  - Q106 (promotions)
  - Yodelay Yogurt (Food)
  - Wisconsin State Journal (Subscriptions)
- 7:45 a.m. Cows delivered to end of MLK and S. Hamilton Capitol walkway
- 8 a.m. Event starts
- Amplification from stage begins (live bluegrass music, eating contests and educational speakers)
  - Event-long activities begin at vendor areas
- 1 p.m. Event ends and clean-up begins  
A-Z Rental arrives to dismantle tents
- 2 p.m. Streets open

Volunteer check-in

Main St.

Vita Plus semi truck  
80-ft.



Curds of Wisconsin



Tractor

Entertainment stage



Refridge trailer



**Cows on the  
Concourse  
2019**

\*All booth spaces are 10x10 unless  
otherwise indicated.

Revised as of 4/29/19.

Crave Bros. Farmstead Cheese



Sassy Cow Creamery



Curt's Gourmet Popcorn



Yodelay Yogurt



Scavenger Hunt,  
Girl Scouts  
& face painting



i9 Sports



MSCR craft area



MLK Jr. Blvd

'Big Cheese' Zone - 60 ft.

Ed 'Moo' cation Zone  
- 15x 40 ft.

MSCR/Get 'Moo'ving Zone -  
15x60 ft.



Food line



Dane Co. Farm Bureau

Wisconsin State Journal

Q106

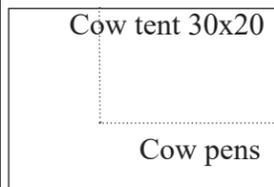


Portable restrooms/  
handwashing



Cow tent 30x20

Cow pens



Barricades

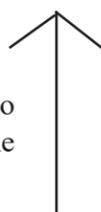
Doty St.

Dumpster



Barricades

Madison Metro  
thru lane



## STREET EVENT CLEANUP 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 cleanup.
- 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 cleanup by City crews will be charged the full cost of cleanup.
- If you need assistance with your cleanup and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

***Provide Detailed Trash/Recycling/Cleanup Plans:***

## COWS ON THE CONCOURSE

### Clean up and Recycling Plan

We will have garbage and recycling containers placed around our event for collection of materials.

We will need 8 trash barrels provided by the city.

We will also need 8 recycling containers provided by the city.

We would like for a dumpster to be placed on the corner of Doty St. and MLK.

Garbage and recycling will be collected by two to three volunteers throughout the event. Garbage will be placed in the city dumpster placed on Doty Street at the MLK corner. Recycling bags will be placed on the curb next to the dumpster.

Post-event clean-up will be handled by 30 to 40 volunteers with all trash and recycling placed as noted above.

# 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: Cows on the Concourse

Event Organizer/Sponsor: Dane County Dairy Promotion

Address: 1003 Hwy PB

City/State/Zip: Belleville, WI 53508

Date(s) of Event: June 1, 2019 Rain Date(s): n/a

Primary Contact: Cassi Miller

E-mail: cmiller@wdexpo.com

Work Phone: 608-224-6455 Phone During Event: 608-669-5925

	Vendor Name	WI State Seller's Permit #
1.	Crave Brothers Farmstead Cheese	Exempt
2.	Curt's Gourmet Popcorn	004-0000425743-01
3.	Dane County Dairy Promotion	Exempt
4.	Sassy Cow Creamery	Exempt
5.	Wisconsin State Journal	004-0000552415-01
6.	Curds of Wisconsin	
7.	Yodelay Yogurt	
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