

**STREET USE PERMIT APPLICATION**

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

**EVENT INFORMATION**

Name of Event Madison March for Babies

Event Organizer/Sponsor March of Dimes

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

If Yes, provide State of Wisconsin Tax Exempt Number 13-1846366 (1740)

Address 5315 Wall Street, #110

City/State/Zip Madison, WI 53718

Primary Contact Jennifer Stelse FAX 608.243.7765

Work Phone 608.243.7764 Phone During Event 608.235.3036

E-mail jstelse@marchofdimes.com

Website www.marchofdimes.com/wisconsin

Secondary Contact Becky Schmall

Work Phone 608.243.7764 Phone During Event 608.302.5963

E-mail rschmall@marchofdimes.com

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: March of Dimes Foundation

Estimated Attendance 1200 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 8:30am to 12:30pm  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: See attached route and map

**EVENT DATE(S)/SCHEDULE**

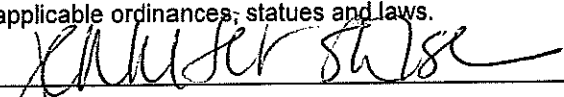
Date(s) of Event (including set-up and take-down) 5/7/11 Rain Date(s) n/a  
 Event Start Date(s)/Time(s) 5/7 9:30am Set-Up Date(s)/Time for Event 5/7/11 5:30am  
 Event End Date(s)/Time(s) 5/7/11 12:30pm Take-Down Time 5/7/11 1pm  
 Take-Down Time: start to streets reopened

**APPLICATION SIGNATURE**

\_\_\_\_\_ I/We waive the 21-day decision requirement. jms (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.

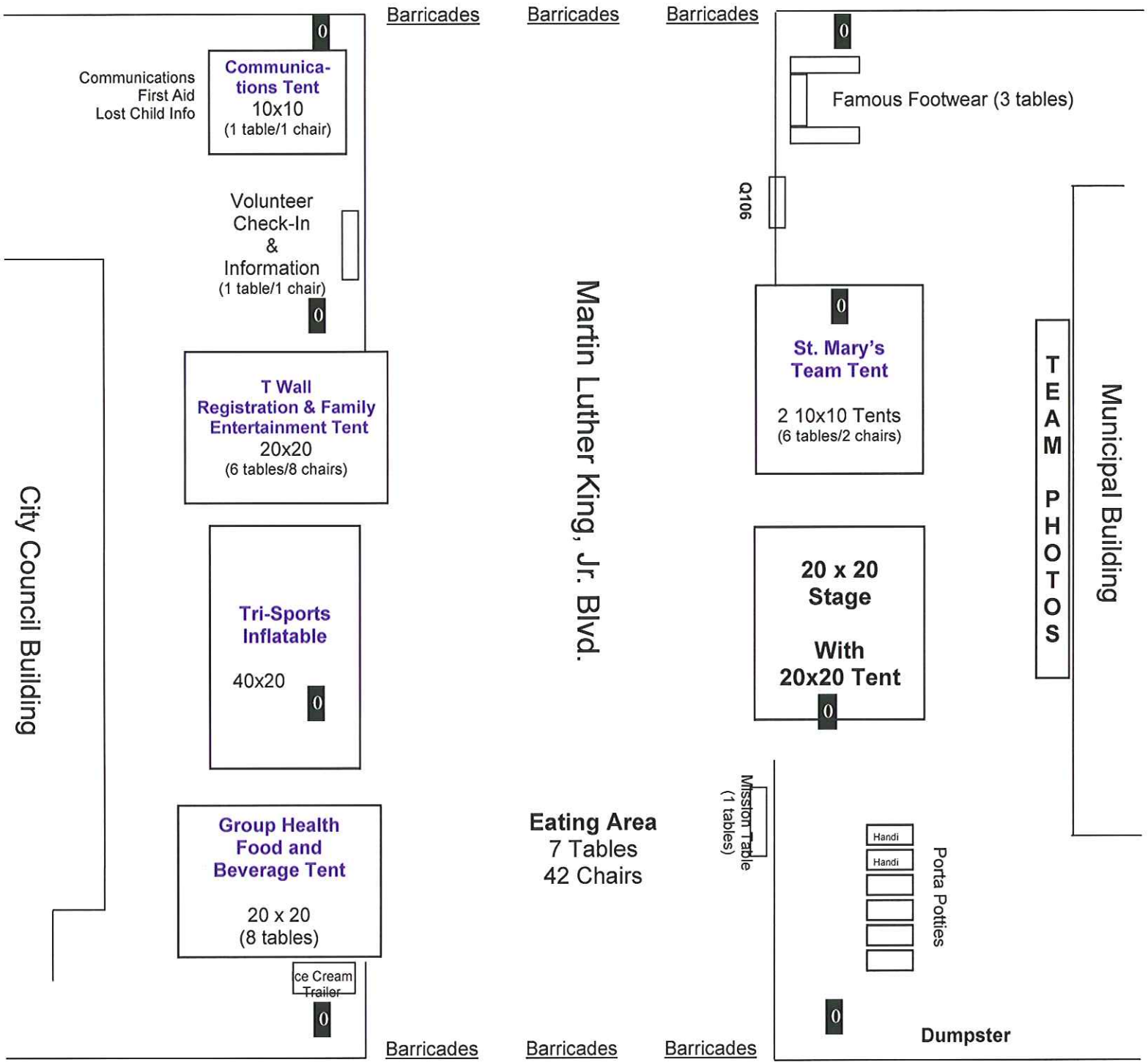
In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature  Date 2/10/11



West Doty Street

East Doty Street



West Wilson Street

0 Light Poles with Electricity

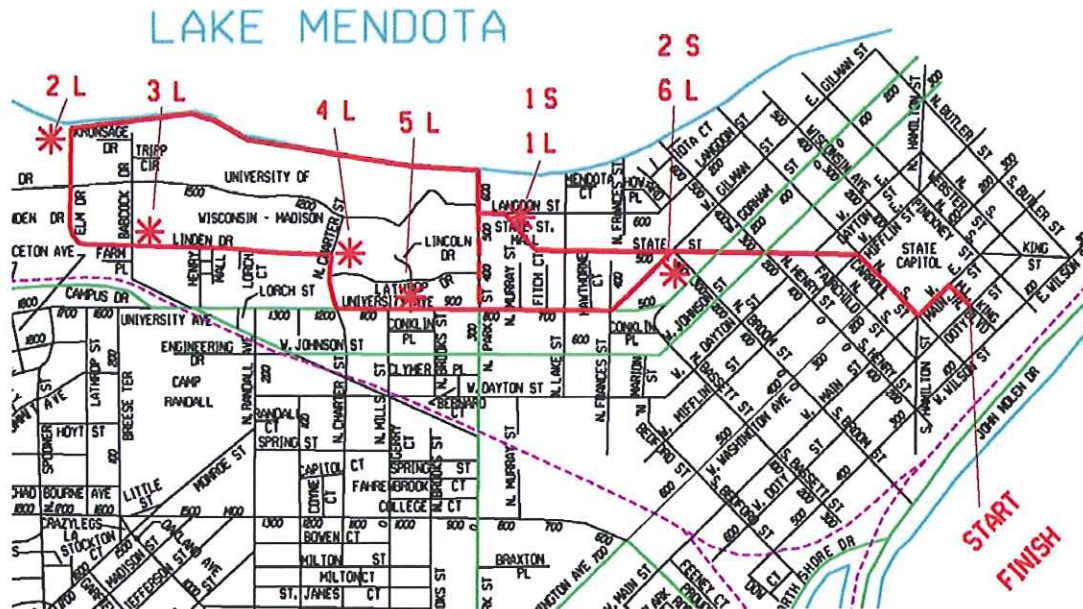
Monona Terrace



**Notes:**

- Parking Meters and Handicap Signs are to be bagged not later than 4pm Friday afternoon.
- Keep pedestrian pathways to the City/County Buildings clear as possible at all times.
- The 200 block of Martin Luther King, Jr. Blvd. is 290 feet long from corner to corner

# Madison March for Babies 2011 Route Map



## Both Routes Start Here:

Start: 9:30am Martin Luther King Jr. Blvd

North to E. Main St. (toward the capitol)  
 Left on W. Main St. to S. Carroll St.  
 Right on S. Carroll St. to State St.  
 Left on State St. to N. Lake St.  
 Cross N. Lake St./Library Mall to Checkpoint 1

### Checkpoint 1

Sponsored by: Dean and St. Mary's  
 Location: Library Mall and Langdon St., near fountain  
 1 mile complete!

Choose your route to continue on with below:

## Two-Mile Route

Left on Langdon St. to N. Park St.  
 Left on N. Park St. to University Ave.  
 Left on University Ave. to W. Gilman St.  
 Left on W. Gilman St. to State St. to Checkpoint 2

### Checkpoint 2—Two-Mile Route

Sponsored by: Meriter  
 Location: Corner of Gilman and State St.  
 1.5 miles complete!

Right on State St. to S. Carroll St.  
 Right on S. Carroll St. to W. Main St.  
 Left on W. Main St. to MLK Jr. Blvd.  
 Right on MLK Jr. Blvd to start/finish area for food, music and fun for the whole family!

## Four-Mile Route

Left on Langdon St. to N. Park St.  
 Right on N. Park St. and follow to the lake  
 Take a left into parking lot where road ends  
 Get on the Lakeshore Path; follow sidewalk path in front of building near water  
 Stay on the Lakeshore path to Checkpoint 2

### Checkpoint 2—Four-Mile Route

Sponsor: Madison Gas and Electric  
 Location: Elm Drive & Lakeshore Path  
 2 miles complete!

## Four-Mile Route (continued)

Left on Elm Dr. (cross Observatory Dr.)  
 Stay on Elm Dr. which turns into Linden Dr.  
 Continue on Linden Dr. to Checkpoint 3

### Checkpoint 3

Sponsored by: American Family Children's Hospital  
 Location: Linden Dr, across from Babcock Hall Dairy Store  
 2 ¼ miles complete!

Continue on Linden Dr. to N. Charter  
 \*Walkers will need to cross street due to construction\*  
 Turn right on N. Charter to Checkpoint 4

### Checkpoint 4

Sponsor: Dental Health Associates  
 Location: N. Charter St.  
 2.5 miles complete!

Continue on N. Charter St. to University Ave.  
 Left on University Ave. to Checkpoint 5

### Checkpoint 5

Sponsor: NBC 15 / Q106  
 Location: University Ave. at entrance to Barnard Hall  
 3 miles complete!

Continue on University Ave. to W. Gilman St.  
 Left on W. Gilman St. to State St.  
 Follow State St. to Checkpoint 6

### Checkpoint 6

Sponsor: Meriter Hospital  
 W. Gilman St. and State St.  
 3.5 miles complete!

Right on State St. to S. Carroll St.  
 Right on S. Carroll St. to W. Main  
 Left on W. Main St. to MLK Jr. Blvd.  
 Right on MLK Jr. Blvd to start/finish area

**Congratulations! You made it!**

Please join us for pizza, ice cream, music and lots of fun after the walk!

**March of Dimes March for Babies Event Day Timeline**  
**Saturday, May 7, 2011**  
**200 Martin Luther King Jr. Blvd**

Last  
 Updated:

Friday 5/6/2011	2-4pm 3:30pm 5:30pm	Two Men and a Truck will arrive to load up materials Bob makes sure meters are bagged by 4:00pm Jen/Tim to sign portion of route: bike path, Elm, Linden Bucky's Portables and dumpster set up in afternoon
Saturday 5/7/2011	5:30 AM 5:30 AM 5:30 AM 6:00 AM 6:00 AM 6:30 AM 6:30 AM 6:50 AM 7:00 AM 7:00 AM 7:00 AM 7:30 AM 7:30 AM 7:30 AM 7:30 AM 7:45 AM 8:00 AM 8:00 AM 8:15 AM 8:15 AM 8:30 AM 8:30 AM 8:30 AM 8:40 AM 8:50 AM 8:45 AM 8:50 AM 8:55 AM 9:00 AM 9:04 AM 9:15 AM 9:15 AM 9:25 AM 9:25 AM 9:30 AM 9:30 AM 9:40 AM 9:40 AM 9:45 AM 10:00 AM 10:00 AM 10:00 AM 10:10 AM 10:30 AM 10:55 PM 11:00 AM 11:30 AM 12:00 PM 12:45 PM 1:00 PM 1:30 PM	Jen, Tim arrive to meet trucks and begin set up Street officially closes, barricades get put up Bucky's Rentals arrives; Registration, Stage, Food, Communications, St. Mary's Two Men and a Truck arrives and everyone helps unload to appropriate tents/stations Set up volunteers arrive; Amy, Gina, Target? Set up new walk archway - Shane Charlie Flad arrives to set up tables Coffee Arrives -- Beverage Station is set-up Amy Pigot opens Volunteer Check-in and Information booth Event Day volunteers begin arriving; Kohls crew arrives Fun Play Inflatables arrives to set up (up until 12:30pm) Beth arrives: sets up Mission Table and assist with Arch, banners Registration volunteers arrive and receive orientation Tim/Gina pick up first half of Bagels Forever order for Start/Finish; deliver checkpoint boxes Radio Ops sets up All signage and tents ready to go Juke Box Bandstand arrives to set up Team Photo Volunteers arrive for set up Q106 arrives to set up their table Tim and Gina pick up second half of Bagels Forever order for Dental Health Associates checkpoint #4 Registration Begins (officially opens) Team Photos Start Sarah Carlson/Nicole Andrews begin logistic announcements Sarah Carlson/Nicole Andrews announcement repeats UW Band arrives to organize and warm-up Nate Blumberg Sings #1 Bootcamp warm up from stage Program Starts Comments from our Ambassador Family - Tammy Johnson Frank Byrne, President, St. Mary's Hospital Kobussen Buses arrive Final comments by Sarah Carlson/Nicole Andrews UW Band plays March for Babies Begins! Team Photos Close Greg takes registration money to M&I Bank - meet Emily Jobjen Judy and volunteers close up registration Jen directs change of Registration Tent to Entertainment Tent Family Entertainment Tent Open Cheer Wisconsin arrives Mascots arrive (until 11:30pm or noon) First Papa John's pizza delivery - 40 pizzas Two-mile walkers begin to finish Second Papa John's pizza delivery - 35 pizzas Four-mile walkers begin to finish Third Papa John's pizza delivery - 35 pizzas Final Papa John's Pizza delivery - 30 pizzas Program conclusion/tear down Two Men and a Truck arrive to pack up all supplies Bucky's Rentals returns for tear down Barricades off the street/MLK Jr. Blvd open