

# STREET USE PERMIT APPLICATION

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

## EVENT INFORMATION

Name of Event Madison Ice Market

Event Organizer/Sponsor Rêve Productions by Rêve Events by Ann Marie

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

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address 5525 Mendota Drive

City/State/Zip Middleton, WI 53562

Primary Contact Ann Marie Martin FAX N/A

Work Phone (608)692-6359 Phone During Event (608)692-6359

E-mail annmarie@revelmadison.com

Website www.revelmadison.com

Secondary Contact Kai Martin

Work Phone (608)692-6350 Phone During Event (608)692-6350

E-mail martinkai@gmail.com

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: toys for tots + a children's charity

Estimated Attendance 5,000 - 10,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 9:30am to 10 pm  Yes  No

## EVENT CATEGORY

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

Other Market (outdoor / open air)

## 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: MARTIN LUTHER KING JR. BLVD, 100 + 200 Block + on terrace

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) \_\_\_\_\_ Rain Date(s) N/A

Event Start Date(s)/Time(s) 11/28/12 (10 AM) Set-Up Date(s)/Time for Event 11/28/12 - 6 AM - 9 PM

Event End Date(s)/Time(s) 12/2/12 (12 PM) Take-Down Time 12/2/12 4 PM - 10 PM

Take-Down Time: start to streets reopened

## APPLICATION SIGNATURE

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

\_\_\_\_\_ (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 [Signature]

Date 9/25/12

Imagine...

*you are in a European city, one snowy winter evening. Christmas lights, charming street vendors, and the smells of gingerbread and hot chocolate waft through the bustling streets. Rêve Productions is excited to bring this experience to our community with*

## *Madison Ice Market.*

The Christmas market has long been a tradition in Germany, and will now be a new Madison Tradition. Just off the capitol for one long weekend sits a holiday market to remember.

**Thursday, November 29th 4 PM-10 PM**

**Friday, November 30th 4 PM-10 PM**

**Saturday, December 1st 10 AM-10 PM**

**Sunday, December 2nd 10 AM-4 PM**

### **Event Highlights**

Purchase one-of-a-kind items from Local Artists

Enjoy streetmarket specialties like hot cider and warm cookies as you shop the stalls

Take in the holiday music of local choirs and instrumentalists on The Santa Stage

Donate toys to Children in Need

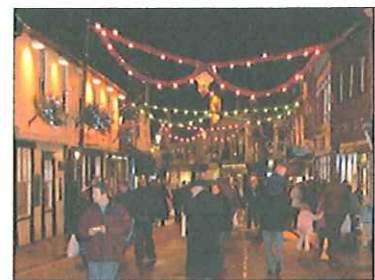
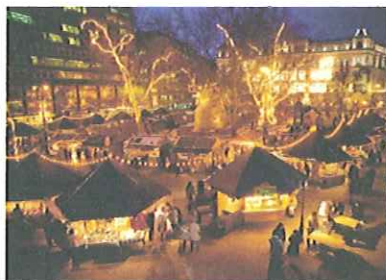
Warm up and chat it up in the Market Warming House

Relax after shopping at our Ice Bar

Save up your Christmas wishes and bring them to tell St. Nick himself

Get your purchases wrapped for the holidays while donating money to a children's charity

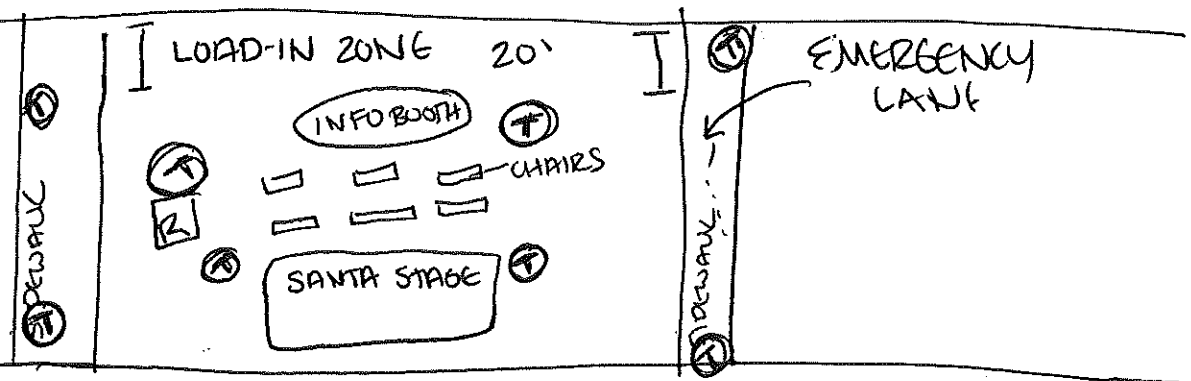
Enjoy the holiday ambiance of Christmas Lights, Music, and Merriment!



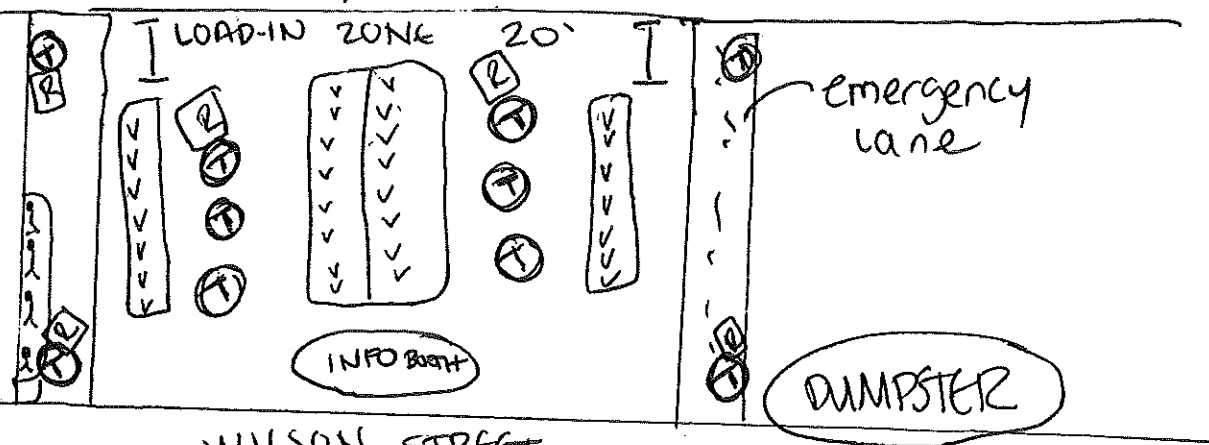
MADISON  
ICE  
MARKET

CAPITOL

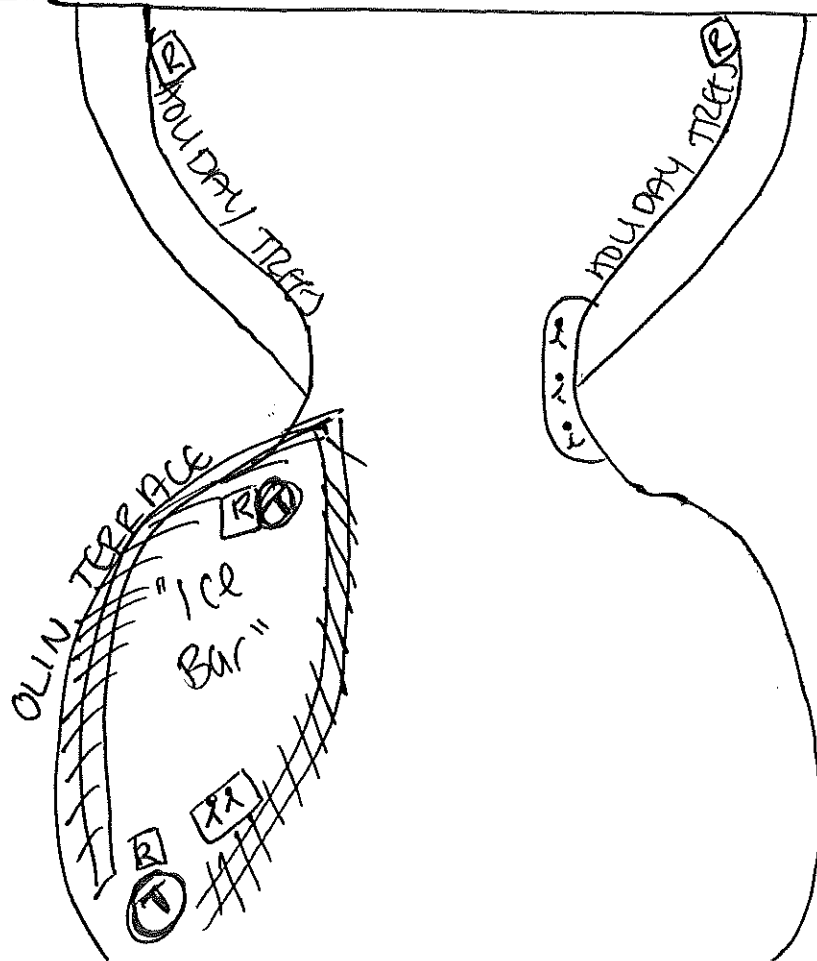
MAIN STREET



DOTY STREET



WILSON STREET



Key  
 V = Vendor Booth  
 T = Trash can  
 R = Recycling  
 # = Fencing

## **MADISON ICE MARKET SCHEDULE**

November 28<sup>th</sup>- December 2<sup>nd</sup>, 2012

Activities on Santa Stage

Vendor Commitments

### **Market Hours:**

Thursday, November 29<sup>th</sup> 4:00-10:00 PM

Friday, November 30<sup>th</sup> 4:00-10:00 PM

Saturday, December 1<sup>st</sup> 10:00 AM-10:00 PM

Sunday, December 2<sup>nd</sup> 10:00 AM-4:00 PM

### **Wednesday, November 28<sup>th</sup>**

*6:00 AM*

General Set Up Begins on 100 and 200 blocks of Martin Luther King Jr. Boulevard (street and sidewalk)

Rêve will go to City Traffic Engineering to get: Street Closing Supplies, Parking Meter Bags, Traffic Barricades, Cones, and Signs

Barricades will be put up on ends of each Martin Luther King Block, keeping Main Street, Doty Street, and Wilson Street open.

Parking Meters will all be bagged, no street parking

Ensure street and sidewalks are clear of cars, bikes, carts, etc

Send snowplow (private contractor or city) through for final clearing prior to event

*9:00 AM*

Begin set up Vendor Enclosed Booths on streets and sidewalks

*9:00 AM*

Décor Company brings trees, lighting, and décor. Set up of all décor

*1:00 PM*

Drop off of Portable toilets, Dumpsters, Trash Cans, and Recycling Cans

*4:00 PM*

Begin setup of "Ice Bar" on Olin Terrace: Tents, Heaters, and Bar

Put up fencing around bar perimeter

Set up staging area and décor

*9:00 PM*

Market setup ends

**Thursday, November 29<sup>th</sup>**

*9:00 AM*

City drops off:

30 Trash cans

1 Dumpster

*10:00 AM*

Vendors check in at Rêve Info Booth

Vendors can unload at Vendor Unloading Location

Vendors set up booths

*3:00 PM*

Vendors must be done setting up booth for Rêve Walkthrough.

Amplified music begins

Security Officers arrive- one for bar, 3 strolling

*4:00 PM*

Winter Market opens to General Public

All Vendors should be available

The Ice Bar is open for alcohol sales

*5:00 PM-8:00 PM*

Music Performance on Santa Stage

*9:30 PM*

Last call at "Ice Bar"

Amplification of music ends

*10:00 PM*

Market Closes

Vendor breakdown

Rêve will survey land and make sure booths are secured

Ensure the Market Grounds are clean

Empty trash cans and recycling containers

**Friday, November 30<sup>th</sup>**

*2:00 PM*

Vendors begin set up for Day 2

*3:00 PM*

Security guards arrive (1 for bar, 3 roaming)

*3:30 PM*

Music amplification begins

*4:00 PM*

Market Opens

"Ice Market" Opens

*5:00 PM*

Music performances on Santa Stage

*9:30 PM*

Last call at "Ice Bar"

Music amplification ends

*10:00 PM*

Market Closes

Vendors break down wares

Rêve will survey land and make sure booths are secured

Ensure the Market Grounds are clean

Empty trash cans and recycling containers

*12:00 AM*

Final walkthrough of grounds

### **Saturday, December 1<sup>st</sup>**

*8:00 AM*

Rêve Events will arrive to ensure sidewalks and roads are clear of snow and debris

Vendors begin to arrive and set up

*9:30 AM*

Music amplification begins

Security guards arrive (4 total)

*9:45 AM*

Vendors all need to be set up for Rêve walkthrough

*10:00 AM*

Market Opens  
"Ice Market" Opens

*10:00 AM-1:30 PM*

Live Musical Performances on Santa Stage

*2:00 PM*

Santa Claus will be available on Santa Stage

*6:00 PM*

Santa Claus leaves

*10:00 PM*

Market Closes  
Vendor breakdown  
Rêve will survey land and make sure booths are secured  
Ensure the Market Grounds are clean  
Empty trash cans and recycling containers

### **Sunday, December 2<sup>nd</sup>**

*8:00 AM*

Rêve Events will arrive to ensure sidewalks and roads are clear of snow and debris  
Vendors begin to arrive and set up

*9:30 AM*

Music amplification begins  
Security guards arrive (4 total)

*10:00 AM*

Market Opens  
Ice Bar Opens

*10:00 AM-12:00 PM*

Live Music performances on Santa Stage

*12:00 PM*

Santa Claus is available on Santa Stage

*4:00 PM*

Santa Claus leaves  
Market Closes

*4:15 PM*

**Vendor Final breakdown**

Breakdown of decorations, booths

*8:00 PM*

Pick up of dumpsters, and portable restrooms



## **MADISON ICE MARKET SAFETY AND SECURITY PLAN**

### **Security Locations:**

Located off Main Street and MLK Jr Blvd and Wilson and MLK Jr Blvd will be 2 information booths where all security measures will be taken from.

These Information Booth Contains\*:

- First Aid Kit
- Phone and Emergency Contact Information
- Lost Child Area

\*This information will be on all Market Maps and on large informational signs

All Market Staff and volunteers will have walkie talkies to keep in touch, should an emergency arise.

### **Emergency Situations:**

There will be an emergency lane available for emergency vehicles

There will be a communication chain set up should an emergency arise

Guests will be warned through the amplification system

Rêve will hire 4 officers to be on the premises at all Market hours. 1 will be assigned to be at the "Ice Bar" at all times. These security guards will have walkie talkies as well.

### **Ice Bar Safety:**

There will always be at least 1 security guard at the "Ice Bar" at all times

The "Ice Bar" will be fenced off

## **MADISON ICE MARKET CLEAN UP AND RECYCLING PLAN**

A city dumpster will be on site for the event for disposal of trash.

In addition to the 12+ permanent trash can fixtures on the site, I will be renting 20 from the city.

10 Recycling Containers will also be scattered around for proper disposal or recyclables (see map for locations).

2 Workers will be in charge of trash emptying. Every hour on the hour, they will check garbages and empty as necessary into dumpster. Recycling will be put in a separate large container.

The same volunteers will be in charge of checking that portable restrooms are clean and stocked.

After Friday night's close, before the weekend's events we will ask the city to pick up and empty the dumpster.