

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Shane Burgess
Wisconsin Athletics
601 W Dayton Street
Madison, WI 53715
Email: Spb@athletics.Wisc.Edu
Phone: (608) 220-5704

Contact During Event

Shane Burgess
Wisconsin Athletics
601 W Dayton Street
Madison, WI 53715
Email Spb@athletics.Wisc.Edu
Phone: (608) 220-5704

Event Information

Name of Event:

Event Type:

Estimated Attendance:

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:

Site Map

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

| | |
|------------------------------|------------------------------|
| Event Start Date: 08/01/2023 | Event Start Time: 6:00 PM |
| Event End Date: 07/31/2024 | Event End Time: 11:00 PM |
| Event Setup Time: 6:00AM | Event Cleanup Time: 11:00 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?: **No**

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 |
|------------|------------|----------|----------|-----------|
|------------|------------|----------|----------|-----------|

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?(\$):

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?:

Event Website:

Notes:

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 :

SPB

Signature: Shane Burgess

Date: 07/11/2023

ADDENDUM TO STREET USE PERMIT
("KOHL CENTER")

The following are details regarding the University of Wisconsin-Madison's ("UW") request on behalf of the Division of Intercollegiate Athletics and Department of Transportation Services for street closures, meter bagging, and traffic control during events at the Kohl Center and is intended to be consistent with the Kohl Center Transportation Management Plan:

- 1) EFFECTIVE DATE: This permit is effective August 1, 2023, through July 31, 2024.
- 2) UW ADMINISTRATOR: The following University staff person is responsible for day-to-day administration of this street use permit:

Shane Burgess
UW Athletic Department
Event Management
Phone: 262-9600

- 3) KOHL CENTER SCHEDULE OF EVENTS: Attachment 1 to this Addendum is a list of currently scheduled Kohl Center events. If the UW adds events, such as additional concerts, it shall provide Kelly Post with written or verbal notice, as soon as it is able.

Kelly Post
Interim Community Events Coordinator
210 MLK Jr. Blvd.
City County Building Room 104
Madison, WI 53703
Phone: 264-9289

- 4) STREET CLOSURES:
 - a) Frances Street from Dayton to railroad tracks.
 - UW to barricade entrance to Frances Street off Dayton.
 - b) East Campus Mall from Dayton to railroad tracks and Regent to railroad tracks.
 - UW to control entrance to East Campus Mall off Dayton, positioning barricade far enough in from intersection of Dayton and East Campus Mall so vehicles inquiring about accessible drop-off and parking in Lot 87 shall not block traffic on Dayton.
 - UW to control entrance to East Campus Mall off Regent to limit vehicle traffic without parking permits at the same time allowing pedestrians to have access to underpass.

c) Timing

- UW will erect barricades starting approximately 3.5 hours prior to an event.

- For WIAA tournaments, UW will erect barricades for entire 3 days of each WIAA tournament (individual wrestling and boys/girls' basketball).

d) Staffing Barricaded Entrances.

- Except for East Campus Mall off Regent, UW will staff each barricaded entrance starting when barricades are erected and until 15 minutes post event.

e) Enforcement.

- UW may provide ticketing and towing in the following locations during events:

- 1) Dayton Street meters directly in front of the Kohl Center (9 meters).
- 2) Frances Street meters South of Dayton Street (25 meters).
- 3) Frances Street meters, directly outside of Lot 46 (3 meters).

- It is essential that these areas are cleared in a timely manner to successfully operate the event. Ticketing and towing in these areas shall be in accordance with bagging meters as written in the street use permit.

f) Signage.

- UW to provide and erect signs indicating Frances Street and East Campus Mall are closed for Kohl Center events. On East Campus Mall/Dayton Street, UW to erect sign indicating access to accessible drop-off and parking in Lot 87.

g) Equipment.

- UW to provide all barricades and associated signage.

5) METER BAGGING

a) Frances Street from Dayton Street to cul-de-sac.

- UW to bag all meters on Frances Street from Dayton Street to cul-de-sac.

- Bagged 4 hours prior to an event and removed by 7am the following day.

- For WIAA tournaments, starting at 7am on the first day of a tournament or 4pm on the day prior to tournament games that start before 11am, UW will bag meters for entire 3 days of WIAA tournaments (individual wrestling and boys' basketball).

- During WIAA tournaments/concerts, UW to use Frances St for bus/truck parking.

- Except for WIAA tournaments and concerts, UW to use metered spaces for staff parking, which it shall control through issuance of hang-tag parking permits.

b) Frances Street (west side) between University Avenue and Johnson Street.

- UW to bag 3 meters on west side of street, adjacent to UW Lot 46, which shall provide two lanes on Frances Street for vehicles exiting Lot 46.

- Bagged 4 hours prior to an event and removed by 7am the following day.

- c) Dayton Street in front of Kohl Center.
 - UW to bag all meters on north/south sides of Dayton Street in front of Kohl Center.
 - Bagged 5 hours prior to an event and removed by 7am the following day.
 - For events occurring on Sunday, bags will be placed on meters by 3pm on the previous Saturday. Bags will remain in place until the end of the event on Sunday.
 - For WIAA tournaments, starting at 7am on the first day of any tournament or 4pm on the day prior to tournament games that start before 11am, UW will bag meters for entire 3 days of each WIAA tournament (individual wrestling and boys' basketball).
 - Bags to say "NO PARKING"
 - UW to use metered spaces as a drop zone for bus passengers and other vehicular passengers including persons with accessible needs.
 - UW will not use Dayton Street for WIAA bus parking. UW will park WIAA buses on Frances Street and in Lot 60 or other UW lots, as it deems necessary.

- d) Lake Street between Dayton Street and Johnson Street.
 - For select concerts, UW to bag all meters
 - 4pm day before concert to 11:30pm night of event.

- e) East Campus Mall from Regent to railroad tracks.
 - For WIAA tournaments, UW to bag all meters.
 - 4 hours prior to an event.

- f) Enforcement.
 - UW may provide ticketing and towing of all bagged meters.

- g) Equipment.
 - UW to provide vinyl bags, which can be locked in place.
 - UW to provide Bill Putnam, City Parking Division, with master key for all locks.

6) TRAFFIC CONTROL

- a) UW's Police and Security, through Lt. Adam Boardman (512-3644), and as is necessary, with the assistance of City of Madison Police, will coordinate, on an ongoing basis, the need for staff to control vehicular and pedestrian traffic at the following intersections:
 - Dayton Street and East Campus Mall
 - Dayton Street and Lake Street
 - Dayton Street and Frances Street
 - Johnson Street and Lake Street
 - Johnson Street and Frances Street

- b) Additionally, as may be needed, the City of Madison and UW will determine whether to control vehicular or pedestrian traffic crossing at other intersections.

7) COORDINATION OF CITY OF MADISON AND UW STAFF

- a) Meeting Schedules: City of Madison and UW staff to meet regularly as part of the Transportation Management Planning Committee schedule.
- b) City of Madison and UW may request additional meetings as may be necessary.
- c) Representatives of the following departments will attend regular monthly meetings:

City of Madison

- City Traffic Engineering
- City Parking Division
- Madison Police, Control and Parking
- Madison Metro

University

- Division of Intercollegiate Athletics
- Transportation Services
- Department of Police and Security

Attachment 2 is a list of City of Madison and UW personnel currently connected with street usage and traffic control during Kohl Center events.

8) EVENT-ALERT SYSTEM

UW shall use an event-alert system whereby it shall inform, via email, pertinent staff for the UW, City of Madison, and external vendors information related to concerts and other special events. Information shall regard capacity attendance, projected attendance, starting and ending times, and other information which may be relevant.

Attachment 3 is the current list of email recipients for the event-alert.

9) EVENT PROFILES

Attachment 4 to this addendum outlines steps taken by the UW in preparing for and executing an event as it relates to this Street Use Permit. These event profiles are organized by the type of event, for example UW sporting events, concerts (and other special events), and WIAA tournaments.

10) PARKING INVENTORY (Revised June 2023)

Below is a list of parking spaces that the UW may have to sell for Kohl Center events. These parking spaces are located in UW lots and privately-owned lots that the UW has on contract.

| <u>Parking Lot</u> | <u>23-24 Capacity</u> |
|--------------------|----------------------------|
| 7 | 100 |
| 29 | 250 |
| 44 | 60 |
| 46 | 700 |
| 48 | 9 |
| 51 | 20 |
| 78 | Closed for Construction |
| 87 | 31 |
| 91 | 346 |
| 94 | 24 |
| UW Health | 450 |
| Group Health | 40 |
| Frances Street | 25 |
| Uhaul | 62 |
| Alexander | Closed for Construction |
| Depot | 85 |
| Total | 2202 |

ATTACHMENT #1

2023-2024 Wisconsin Men's Basketball Schedule

As of 7/6/2023 we are waiting on complete schedule information from the Big Ten

| <u>Date</u> | <u>Day</u> | <u>Opponent</u> | <u>Time (CST)</u> |
|-----------------|------------|-----------------|-------------------|
| October | | | |
| November | | | |
| 11/10/2023 | Friday | Tennessee | TBD |
| December | | | |
| 12/2/2023 | Saturday | Marquette | TBD |
| January | | | |
| February | | | |
| March | | | |

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

2023-2024 Wisconsin Women's Basketball Schedule

As of 7/6/2023 we are waiting on complete schedule information from the Big Ten

| <u>Date</u> | <u>Day</u> | <u>Opponent</u> | <u>Time (CST)</u> |
|-----------------|------------|-------------------|-------------------|
| October | | | |
| 10/29/2023 | Sunday | UW-Whitewater | TBD |
| November | | | |
| 11/7/2023 | Tuesday | Milwaukee | TBD |
| 11/9/2023 | Thursday | Western Illinois | TBD |
| 11/29/2023 | Wednesday | Northern Illinois | TBD |
| December | | | |
| 12/3/2023 | Sunday | Butler | TBD |
| 12/21/2023 | Thursday | Eastern Illinois | TBD |

January

February

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

2023-2024 Wisconsin Men's Hockey Schedule

As of 7/6/2023 we are waiting on complete schedule information from the Big Ten

| <u>Date</u> | <u>Day</u> | <u>Opponent</u> | <u>Time (CST)</u> |
|-----------------|------------|--------------------|-------------------|
| October | | | |
| November | | | |
| December | | | |
| January | | | |
| February | | | |
| March | | | |
| 3/8/2024 | Friday | *B1G Quarterfinals | TBD |
| 3/9/2024 | Saturday | *B1G Quarterfinals | TBD |
| 3/10/2024 | Sunday | *B1G Quarterfinals | TBD |
| 3/17/2024 | Saturday | **B1G Semifinal | TBD |
| 3/23/2024 | Saturday | **B1G Final | TBD |

*Pending season standings (best 2 out of 3 series)

**Pending season standings (single game)

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

2023-2024 Wisconsin Women's Hockey Schedule

As of 7/6/2023 we are waiting on complete schedule information from the WCHA

| <u>Date</u> | <u>Day</u> | <u>Opponent</u> | <u>Time (CST)</u> |
|------------------|------------|---------------------------|-------------------|
| September | | | |
| October | | | |
| November | | | |
| January | | | |
| February | | | |
| 3/1/2024 | Friday | *WCHA Tournament Playoffs | TBD |
| 3/2/2024 | Saturday | *WCHA Tournament Playoffs | TBD |
| 3/3/2024 | Sunday | *WCHA Tournament Playoffs | TBD |

*Pending season standings (best 2 out of 3 series)

**Pending season standings (single game on either date)

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

**2023-2024 Wisconsin Football Schedule
Camp Randall Stadium**

| <u>Date</u> | <u>Day</u> | <u>Opponent</u> | <u>Time (CST)</u> |
|--------------|------------|------------------|-------------------|
| September 2 | Saturday | Buffalo | 2:30 PM |
| September 16 | Saturday | Georgia Southern | 11 AM |
| October 7 | Saturday | Rutgers | TBA |
| October 14 | Saturday | Iowa | TBA |
| October 28 | Saturday | Ohio State | TBA |
| November 11 | Saturday | Northwestern | TBA |
| November 18 | Saturday | Nebraska | TBA |

ATTACHMENT #1 (CONTINUED)

Concert and Special Event Tentative Schedule

As of the application date for this street use permit the following concerts and special events have been scheduled at the Kohl Center:

| <u>Date</u> | <u>Day</u> | <u>Event</u> | <u>Time</u> |
|-------------------------------|------------|--------------------------|-------------|
| September 9/5/2023 | Tuesday | Chancellor's Convocation | 1:00 PM |
| December 12/17/2023 | Sunday | UW Winter Commencement | 10:00 AM |
| April | | | |
| May 5/11/2024 | Friday | UW Spring Commencement | 5:00 PM |
| 5/12/2024 | Saturday | UW Spring Commencement | 12:00 PM |

New events are subject to be added and are sent out through the event-alert e-mail communication.

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

WIAA SCHEDULES
STATE TOURNAMENTS AT ATHLETIC DEPARTMENT FACILITIES

| | | | |
|----------------------|-----------------------|---------------------|----------------------|
| Football | November 16-17, 2023, | Thursday – Friday | Camp Randall Stadium |
| Individual Wrestling | February 22-24, 2024, | Thursday – Saturday | Kohl Center |
| Team Wrestling | March 1-2, 2024, | Friday – Saturday | Field House |
| Boys Basketball | March 14-16, 2024, | Thursday – Saturday | Kohl Center |

ATTACHMENT #2

TRANSPORTATION MANAGEMENT PLANNING COMMITTEE
(Revised July 2023)

CITY OF MADISON

| | | |
|--------------------|------------------------------|----------|
| Jeremy Nash | Traffic Engineering | 266-6585 |
| Kelli Lamberty | Community Events Coordinator | 266-6033 |
| Bill Putnam | Parking Division | 266-6528 |
| Sabrina Tolley | Parking Operations Manager | 265-1147 |
| Meghan Blake-Horst | Street Vending Coordinator | 261-9171 |

UNIVERSITY OF WISCONSIN

| | | |
|-------------------|---------------------------|----------|
| Shane Burgess | Director of Events | 262-9600 |
| Todd Nelson | Intercollegiate Athletics | 265-4133 |
| Marques Tyler | Intercollegiate Athletics | 890-0692 |
| Lt. Adam Boardman | UW-Madison Police | 512-3644 |
| Tanara Teal-Tate | Transportation Services | 263-9591 |
| Tony Hansbro | Transportation Services | 265-9682 |

ATTACHMENT #3

EMAIL LIST for EVENT-ALERT
(Revised July 2023)

CITY OF MADISON

| | |
|----------------------|--------------------------------|
| Bill Putnam | wputnam@cityofmadison.com |
| Capt. Jason Freedman | jfreedman@cityofmadison.com |
| Capt. Kelly Donahue | kdonahue@cityofmadison.com |
| Lt. Lori Chalecki | lchalecki@cityofmadison.com |
| Liza Tatar | ftatar@cityofmadison.com |
| Meghan Blake-Horst | mblake-horst@cityofmadison.com |
| Kelly Post | kpost@cityofmadison.com |
| Poorna Shivakumar | pshivakumar@cityofmadison.com |
| Amy Rourke | aorourke@cityofmadison.com |
| Tom Mohr | tmohr@cityofmadison.com |
| Jeremy Nash | jnash@cityofmadison.com |
| MPD Special Events | mpdevents@cityofmadison.com |

UW TRANSPORTATION SERVICES

| | |
|------------------|--------------------------|
| Tanara Teal-Tate | tanara.tealtate@wisc.edu |
| Patrick Kass | patrick.kass@wisc.edu |
| Tony Hansbro | tony.hansbro@wisc.edu |

UNIVERSITY OF WISCONSIN

| | |
|-------------------|------------------------|
| Todd Nelson | tmn@athletics.wisc.edu |
| Shane Burgess | spb@athletics.wisc.edu |
| Lt. Adam Boardman | adam.boardman@wisc.edu |

EVENT CONTACT PHONE LIST

| | | |
|---------------------------------|--|----------|
| Todd Nelson | Senor Assistant Athletic Director – Events | 265-4133 |
| Shane Burgess | Director of Events | 262-9600 |
| Lt. Adam Boardman | UW Police and Security | 512-3644 |
| | City of Madison Police – Central | 261-9694 |
| | City of Madison Police – Midtown | 229-8200 |
| | City of Madison Police – South | 266-5938 |
| Stefanie Niesen | City of Madison Parking Enforcement | 266-4623 |
| City of Madison Fire Department | | 266-4420 |
| Meghan Blake-Horst | Street Vending Coordinator | 261-9171 |

ATTACHMENT #3 (CONTINUED)

DURING AN EVENT:

Transportation Services – Special Events

575-5278 (cell)

- Responsible for the management of the parking lots by supplying management/parking lot staff and equipment, as well as bagging meters.
- Supplies enforcement personnel for the parking lots (includes ticketing and towing from both University and private lots).
- Responsible for the daily administration of the street use permit.
- Can be reached until 15 minutes after an event begins, then contact Arena Control.

Arena Control – Kohl Center

265-4704

- Responsible for bagging / removing bags from city meters.
- Responsible for any event concerns at the start of an event. They are responsible for trash pick-up in the private lots after the event.
- All neighborhood parking concerns should be called into this number.

Traffic Control

265-4704

- Responsible for coordinating traffic control for events.
- Determines staff needs to assist with vehicular and pedestrian traffic.
- Can be contacted by calling the University Police non-emergency number or by contacting Arena Control.
- Both City of Madison and University Police assist with event traffic needs.

City of Madison Police Control and Parking

266-4575

- Responsible for coordinating traffic control for events with UW Police.
- Responsible for controlling parking on city streets.

ATTACHMENT #4

EVENT PROFILE FOR MEN'S/WOMEN'S BASKETBALL/HOCKEY

COMMENTS: All four of these seasons are similar in preparation and management.

TIMELINE:

Two (or more) months prior:

- Event calendar is completed, and dates are finalized.
- Private lot contracts are put together.
- Artwork is prepared and permits are ordered.
- Customer lot application forms sent out as well as staff complimentary parking assigned.
- Signs with the dates of the event are posted at the entrance to each parking lot used for this event. This lets the general public know that the lot is going to be used for a special event and not general public parking on the listed dates.

One month prior:

- Lots are assigned and permits are mailed to customers.
- Lot attendants are scheduled and assigned to lots.
- Lot equipment needs are determined and ordered.

Day before an event:

- Unused parking permits are returned to Transportation Services from the Athletic Ticket Office to sell the day of the event.
- Cash slips are prepared, and permits are inventoried by Transportation Services.
- Specific lot instructions are prepared and tailored to each lot being used for that event.

Day of an event:

- Transportation Services and Arena Control bag meters 5 hours prior to the event start time.
- Lot attendants report 3.5 hours prior to the event to receive instructions, permits and equipment. They then proceed to their scheduled lot.
- 3.5 hours prior to the event start, barricades are erected in lots and on streets.
- Lots are staffed until 15 minutes after an event begins, then equipment taken down/returned.
- Permits are inventoried and cash is counted.

Post event:

- Event expenses and revenue are reviewed and reported to the Athletic Department from Transportation Services.
- Regular monthly TMP meetings are held to discuss event recaps.
- Future press releases are discussed and put together based on event recaps.

ATTACHMENT #4 (CONTINUED)

EVENT PROFILE FOR CONCERTS AND SPECIAL EVENTS

TIMELINE:

Two (or more) months prior:

- Private lots are contacted for permission to use their lots for this event.

One month prior:

- Event is scheduled and put on the event alert system.
- Tickets go on sale and parking is sold at the Athletic Ticket Office
- Lot attendants are scheduled and assigned to lots.
- Lot equipment needs are determined and ordered.

Day before an event:

- Unused parking permits are returned to Transportation Services from the Athletic Ticket Office to sell the day of the event.
- Cash slips are prepared, and permits are inventoried by Transportation Services.
- Specific lot instructions are prepared and tailored to each lot being used for that event.

Day of an event:

- Transportation Services/Arena Control bag meters 5 hours prior to the event start time.
- Lot attendants report 3.5 hours prior to the event to receive instructions, permits and equipment. They then proceed to their scheduled lot.
- 3.5 hours prior to the event start, barricades are erected.
- Lots are staffed until 15 minutes after an event begins, then equipment taken down/returned.
- Permits are inventoried and cash is counted.

Post event:

- Event expenses and revenue are reviewed and reported to the Athletic Department from Transportation Services.
- Regular monthly TMP meetings are held to discuss event recaps.
- Future press releases are discussed and put together based on event recaps.

ATTACHMENT #4 (CONTINUED)

EVENT PROFILE FOR WIAA WRESTLING AND BOYS' BASKETBALL

TIMELINE:

Three (or more) months prior:

- Event is scheduled and put on the event alert system
- Private lots are contacted for permission to use their lots for this event.
- Transportation Services ensures that shuttles are coordinated through private vendors and shuttle sites are arranged (Alliant Energy Center or other remote parking lots).

One month prior:

- Parking permits are issued to WIAA staff from Transportation Services.
- Lot attendants are scheduled and assigned to lots.
- Lot equipment needs are determined and ordered.
- Permit holder letters are sent to inform employees in lots that WIAA is taking place and alternate parking lots are provided during these times.
- Meeting set with TMP to discuss WIAA parking arrangements.
- Meeting with UW Police, Per Mar, Transportation Services, and Kohl Management to discuss school bus parking plan.

Week of the event:

- Schools participating in the event are sent parking information with their packets from the WIAA office. This information is coordinated through the Ticket Office and Transportation Services.
- Press releases are sent out detailing parking options for the tournaments.

Day before an event:

- Cash slips and permits are prepared by Transportation Services.
- Specific lot instructions are prepared and tailored to each lot being used for that event.
- Transportation Services and Arena Control bag meters by 2:00 p.m. since the event begins before 11:00 a.m. the following day. Meter bags will remain on for the entire three days.

Day of an event:

- Lot attendant's report at 6:30 a.m. to receive instructions, permits, and equipment. They then proceed to their scheduled lot and erect barricades in lots and on streets.
- Parking is sold in lots where space is available. Lot attendants have radio contact with a supervisor to assist with lot availability. When lots are full the lot attendant hands out maps to assist spectators with finding alternate parking (city ramps, private lots etc.).
- Lots staffed 15 minutes after last session of day begins, equipment taken down/returned.
- Permits are inventoried and cash is counted.
- Day of event operating procedures are followed all three days of the tournament.

Post event:

- Regular monthly TMP meetings are held to discuss event recap.

Wisconsin Athletics has an Emergency Action Plan for Camp Randall and Kohl Center events on file with the Madison Fire Department and coordinate public safety needs in conjunction with UW-Madison Police Department, City of Madison Fire Department, City of Madison Police Department, and the Dane County Sheriff's Office.

GAME DAY ACCESS MAP

