

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: _____

Event Organizer/Sponsor: _____

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

MANDATORY: State Sales Tax Exemption Number: ES#: _____

OPTIONAL: Federal Tax Exempt Number: _____

Address: _____

City/State/Zip: _____

Primary Contact: _____ Work Phone: _____

Email: _____ Phone During Event: _____

Website: _____ FAX: _____

Secondary Contact: _____ Work Phone: _____

Email: _____ Phone During Event: _____

Annual Event? ☐ Yes ☐ No

Charitable Event? ☐ Yes ☐ No

If Yes, Name of charity to receive donations: _____

Estimated Attendance: _____ (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.): ☐ Yes ☐ No

Hours: _____ to _____

EVENT CATEGORY

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

☐ Other: _____

LOCATION REQUESTED

☐ Capitol Square (note specific blocks below) ☐ State St. Mall/800 State Street

☐ 30 on the Square (aka top of 100 block of State Street) ☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: _____

EVENT DATE(S)/SCHEDULE

Date(s) of Event: _____ Event Start and End Times: _____

Set-Up Start Time: _____

Take-Down Start Time and End Times: _____

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event? ☐ Yes ☐ No

If class B license is denied, will the event(s) occur? ☐ Yes ☐ No

_____. By initialing, I/we waive the 21-day decision requirement.

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, 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.

Applicant Signature _____ Date _____

STREET EVENT SITE MAP

To ensure proper review of the event, please attach a Street Event Site Map and a detailed route map (if applicable). Include the following location information if application to your event:

- Tents
- Stages
- Fencing
- Vendors
- Portable Toilets
- Dumpsters
- Staging Areas

Remember to include:

- Emergency vehicle access lanes (minimum of 20').
- Accessible paths for wheelchairs as well as disabled parking spaces.

EVENTS INCLUDING A RUN, WALK OR PARADE

If an event has a run/walk/parade component and/or alcohol will be served or sold, the Street Use Permit Applicant must contact the Madison Police Department to discuss possible Police requirements for the event. Contact Lt. Jen Hannah, mpdevents@cityofmadison.com

A detailed route map is required if the street closure is for a run, walk, parade or other moving activity.

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

Provide Detailed Event Site Map:





RIDE THE DRIVE

The Return of Parks & Open Streets.

Sunday • August 11 • 2024

0 0.125 0.25 0.5 Miles



Lake Mendota

McPike Park

R. Richard Wagner Park

Law Park

Edward Klief Park

Brittingham Park

Monona Bay

Lake Monona

Olin Park

MADISON PARKS

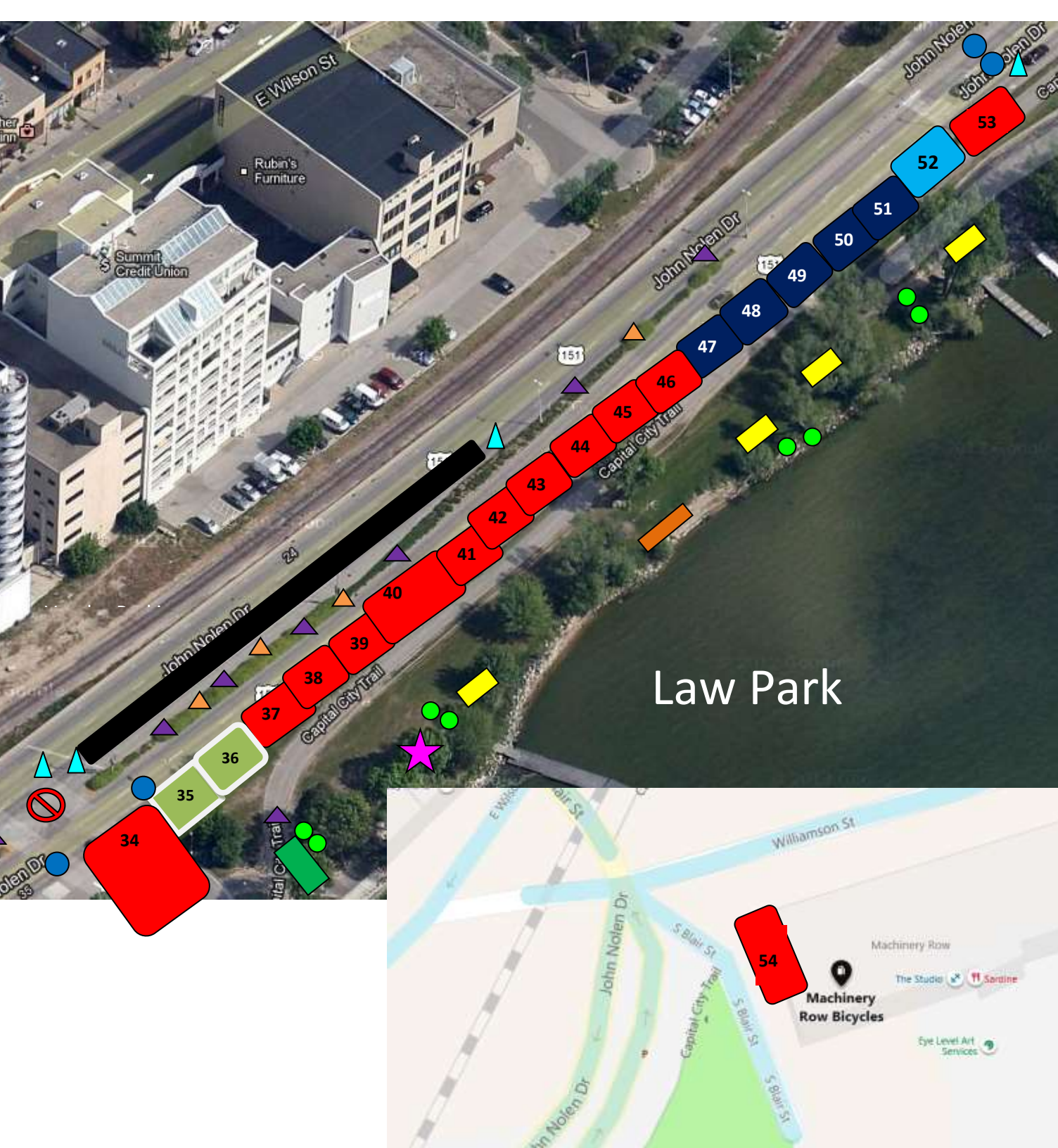
Brittingham Park

Brittingham Park

KEY:

1. Dream Bikes
 2. L.L Bean
 3. Covance Clinical Trials
 4. i9 Sports
 5. Velofix
 - 6a. Madison Parks Bounce House
 - 6b. Madison Parks Information
 - 6c. MP- Merchandise/Balloons
 7. Kona Ice
 8. Pots N' Tots
 9. Jakarta Cafe
 10. Brittingham Boats
 - 11a. MPL-Anji Play
 - 11b. MPL-book bike
 - 11c. MPL-Anji Trailer
 12. MSCR
(6 picnic tables, 2 bike rack and 2 trash cans)
 13. Public Health-lactation tent
 14. 3Pyogi & car
 15. Wing' It, Polkalimity, Forward
- Red** – Vendor
- Blue** – Food Vendor
- Tables & Chairs
 - Port-a-Potty
 - Garbage / Recycle bins
 - Picnic Tables
 - Bike Racks
 - ▲ RTD Yard Signs/Shark Fin
 - ▲ Banner Stands and Banner
 - A-Frame Signs
 - ★ RTD Equipment Trailer
 - ▲ Cones
 - ⊘ 3 Barricades (Friday drop)





Law Park


KEY:

- 34. Madison Roller Derby
- 35. Madison Parks Information Tent
- 36. MP- Merchandise/Balloons
- 37. UWSP Adventure Tours
- 38. The Bike Mobile
- 39. Trek
- 40. Project Mobility (w/trailer)
- 41. City of Madison TE -Bike/Ped Rep
- 42. Erik's Bike Board Ski
- 43. Renew WI
- 44. American Cancer Society
- 45. Cyclebar
- 46. Jus-E-Wheels
- 47. Helbach's Coffee (car)
- 48. Helbach's Coffee (setup)
- 49. TnT's Coffee & Cafe
- 50. Jakarta Cafe
- 51. Pudgey's LLC
- 52. Madison Water Utility – Water Wagon
- 53. Boulder's Climbing Wall
- 54. Machinery Row

- Red Vendors
- Blue Food Vendors
- Port-a-Potty (1)
- Handicap Port-a-Potty (1)
- Sink (1)
- ▲ Banners/Banner Stands
- ▲ RTD Yard Signs/Shark Fins
- Garbage / Recycle Bins
- Bike Racks
- ★ RTD Equipment Trailer
- Picnic Tables
- Vendor Parking
- A-Frame Signs
- ⊘ Barricades (4)
- ▲ Cones0



KEY:

-  RTD Equipment Trailer



RIDE DRIVE

The Return of Parks & Open Streets



Sunday • August 11 • 2024
10:00 am – 2:00 pm



The Return of Parks & Open Streets

Stroll, roll, pedal or glide your way to fun activities, food and entertainment at six park hubs!

-  Edward Klief Park
-  Brittingham Park
-  Olin Park
-  Law Park
-  R. Richard Wagner Park
-  McPike Park



RideTheDrive.com

**MADISON
PARKS**



RIDE THE DRIVE

The Return of Parks & Open Streets

What is RIDE THE DRIVE?

It's thousands of happy healthy people coming together to experience parks and open streets in a single, one-day, free, community event. Since the inaugural Ride the Drive in 2009, this event continues to celebrate Madison's commitment to a healthy, active lifestyle focusing on the environmental and economic impacts and the importance of social integration. Ride the Drive, organized by the City of Madison Parks Division, is more than 4 miles of city streets closed to motor vehicles and park hubs along the way offering activities, food and fun for all ages.

Goals

- Healthy Communities
- Environmental Impact
- Economic Development
- Social Integration

Be Part of the Action

We have two options for you to get in on the action. Be a vendor in one of the six park hubs or set up a display or table, if your business is located along or near the route. Both options have the potential to attract and engage with thousands of happy people. As a bonus, we're making this super affordable and waiving most vendor fees.

Park Hub

Located in one of the six park hubs -- each location offers fun activities, food, entertainment and more!

Along & Near the Route

Are you a brick-and-mortar business located along or near the route? Here are a few ideas to maximize your business during RTD.

- Decorate outside your business and offer a RTD Special
- Setup a table or display rack and sell your products
- Display and sell your art; set up a make-and-take craft table
- Sell food and alcohol-free beverages (may require a permit*)



Sunday • August 11 • 2024
10 am – 2 pm

- Edward Klief Park
1200 Milton Street
- Brittingham Park
701 W. Brittingham Place
- Olin Park
202 E. Lakeside Street
- Law Park
410 S. Blair Street
- R. Richard Wagner Park
728 Jenifer Street
- McPike Park
202 S. Ingersoll Street



RideTheDrive.com



MADISON
PARKS



RIDE THE DRIVE

The Return of Parks & Open Streets

JOIN THE VOLUNTEER TEAM

Sunday • August 11 • 2024

What is **RIDE THE DRIVE**?

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Become a Volunteer

We invite volunteers to help with various roles. Each volunteer receives a 2024 Ride the Drive t-shirt and training.

- Intersection Guide
- Bike Ambassador
- Info Station Guide
- Merchant
- Balloon Inflator
- Hub Photographer
- Setup and Cleanup Crews



Questions?

Contact parksvolunteer@cityofmadison.com



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410 S. Blair Street



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728 Jenifer Street



McPike Park
202 S. Ingersoll Street



[RideTheDrive.com /volunteers](https://RideTheDrive.com/volunteers)



MADISON PARKS

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "EVENT NAME" will be held MONTH DAY, YEAR at GENERAL LOCATION/ADDRESS/FACILITY TITLE.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "EVENT NAME" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

IV. BASIC PLAN

A. Emergency Action Plan (EAP) Event Representative

- 1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT: FIRST/LAST NAME.

B. Emergency Notification

- 1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
- 2. We ☐ will / ☐ will not have on-site EMS (ENTER CONTACT NAME & CELL PHONE NUMBER)
- 3. We ☐ will / ☐ will not have on-site Police or Security (ENTER CONTACT NAME & CELL PHONE NUMBER)

C. Severe Weather

- 1. Weather forecasts and current conditions can be monitored through the [National Weather Service's Madison Weather Forecast website](#).
- 2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such FIRST/LAST NAME and will be responsible to monitor the weather conditions before and during the event.
- 3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee FIRST/LAST NAME will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
- 4. There are very limited provisions for sheltering participants in the event of severe weather.
- 5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

D. Fire

- 1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
- 2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
- 3. If cooking is intended, you must contact the fire department and -
 - a) Must have a valid fire extinguisher, 2A10BC

- b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
- c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
- d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
- 4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
- 5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
- 6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

E. Medical Emergencies

- 1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
- 2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
- 3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

F. Law Enforcement

- 1. The need for constant Law Enforcement presence at this event
☐ has / ☐ has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
- 2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

G. Emergency Vehicle Access

- 1. Access for Emergency Vehicles will be maintained at all times.
- 2. 20' Fire Lanes are required to be kept open at events.
- 3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
- 4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
- 5. Crowd control will be managed by: NAME.
- 6. Parking for vendor and staff vehicles will be: LOCATION(S).
- 7. Parking for attendee vehicles will be: LOCATION(S).

V. CONTACT INFORMATION

Primary Contact	FIRST/LAST NAME	CELL PHONE
Secondary Contact	FIRST/LAST NAME	CELL PHONE
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?

☐ Yes ☐ No

If Yes, please continue. If No, skip this form.

EVENT INFORMATION

Name of Event: _____

Contact Person: _____

Location: _____

Date: _____

Type of Amplified Sound:

☐ Band

☐ DJ

☐ Sound System

☐ Speeches/Announcements

☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: _____

Time: _____

STREET EVENT BEER/WINE SALES PERMIT APPLICATION

Permit fee is \$700.00.

Do you plan on selling beer/wine?

☐ Yes ☐ No

If Yes, please continue. If No, skip this form.

EVENT ORGANIZER INFORMATION

Name of Group: _____

Contact Person: _____

Address: _____

Work Phone: _____ Phone During Event: _____

Today's Date: _____

BEER SALES PERMIT INFORMATION

Any Temporary Class "B" Retailers License application that is in conjunction with a Street Use Permit, must be submitted at least 60 days before the event date and be approved by the Alcohol License Review Committee and the Common Council. See Madison General Ordinance Sec. 38.05(9)(e)2.

Name of the Licensed Bartender: _____

Security Company: _____

Have you applied for the Temporary Class "B" Retailers License (from the City Clerk's Office)?

☐ Yes ☐ No

Indicate Application Date: _____

Have you submitted the Certificate of Insurance with a liquor liability naming the City of Madison as Additional Insured?

☐ Yes ☐ No

Indicate Application Date: _____

STREET EVENT MARKETING INFORMATION

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

Do you have marketing information?

☐ Yes ☐ No

If Yes, please continue. If No, skip this form.

How will this event be marketed, promoted, or advertised?

Will there be live media coverage during the event and where will the media vehicles be parked?

PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: _____

Location: _____

Public Contact Phone: _____

Website: _____

Admission Cost: _____

Date of Event: _____

Beginning/End Time of Event: _____

Two sentence description of event (for internet calendar):