

## STREET USE PERMIT APPLICATION

### EVENT INFORMATION

Name of Event: Zappos – Friends With Benefit Tour

Event Organizer/Sponsor: Red Card Media LLC dba Isthmus // Grandesign

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: 100 State Street, Suite 301

City/State/Zip: Madison WI 53703

Primary Contact: Courtney Lovas

Work Phone: (608) 308-4180

Email: clovas@isthmus.com

Phone During Event: (414) 712-4263

Website: Isthmus.com

FAX: \_\_\_\_\_

Secondary Contact: Amanda Omahen

Work Phone: (619) 851-5264

Email: Amanda@grandesign.com

Phone During Event: (619) 851-5264

Annual Event?

☐ Yes ☒ No

Charitable Event?

☐ Yes ☒ No

If Yes, Name of charity to receive donations: \_\_\_\_\_

Estimated Attendance: 1,500

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.): ☒ Yes ☐ No Hours: 4pm to 9pm

### EVENT CATEGORY

☐ Run/Walk

☐ Music/Concert

☐ Festival

☐ Rally

☐ Parking (i.e., bagging meters)

☒ Other: Temporary Event

### 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: The 100 block of W. Mifflin St

### EVENT DATE(S)/SCHEDULE

Date(s) of Event: June 2<sup>9</sup>, June 3<sup>10</sup>, June 4<sup>11</sup>, 2017  
9pm, June 4- 10am-2pm

Event Start and End Times: June 2-4pm-9pm, June 3-10am-

Rain Date (if any): \_\_\_\_\_

Set-Up Start Time: Wednesday, June 7<sup>11</sup>, May 31<sup>st</sup> 9am-8pm

8am-12pm

Take-Down Start Time and End Times: Monday, June 5<sup>th</sup> 12

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?  
If class B license is denied, will the event(s) occur?

☒ Yes  
☒ Yes

☐ No  
☐ 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

Courtney Lovas

Date

3/31/17

### Street Event Schedule

Zappos - Friends with Benefit Tour

Madison, WI

Red Carpet Media-Isthmus / Grandesign

- Wednesday, ~~May 31<sup>st</sup>~~ <sup>JUNE 7</sup>
  - Start Load-in @ 8am - Set-up day
  - Container arrives on-site, on flat bed truck @ 8am-9am
  - Crane arrives @ 8am-9am, places container on sidewalk
  - (24 hour security on-site at all times)
- Thursday, June ~~1<sup>st</sup>~~ <sup>8</sup>
  - Finish Setting up footprint
  - (24 hour security on-site at all times)
- Friday, June ~~2<sup>nd</sup>~~ <sup>9</sup>
  - Event Starts @ 4pm
  - Live bands/music @ 5pm-8:30pm
  - Free food and free beverages 4pm-9pm
  - Event ends @ 9pm
  - (24 hour security on-site at all times)
- Saturday, June ~~3<sup>rd</sup>~~ <sup>10</sup>
  - Event Starts @ 10am
  - Pet adoptions @ 10am-2pm
  - Live bands/music @ 5pm-8:30pm
  - Free food and free beverages 4pm-9pm
  - Event ends @ 9pm
  - (24 hour security on-site at all times)
- Sunday, June ~~4<sup>th</sup>~~ <sup>11</sup>
  - Event Starts @ 10am
  - Pet adoptions @ 10am-2pm
  - Free food and free beverages 4pm-9pm
  - Event ends @ 2pm
  - Clean-up begins at 2:30p-7:30pm
  - (24 hour security on-site at all times)
- Monday, June ~~5<sup>th</sup>~~ <sup>12</sup>
  - Flat bed with truck arrive @ 8am-9am to pick up container
  - Crane arrives @ 8am-9am to load container to truck
  - Security leaves once everything is cleared out

## 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. Trevor Knight, [tknight@cityofmadison.com](mailto:tknight@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:**





## 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:***

- One 6 cubic yard trash & One 6 cubic yard recycling dumpster, covered & on site
  - Delivered prior & removed post event by Pellitteri Waste Systems
  - Contact: Rachel Ortega (608) 257-6232 x311
- Receptacle maintenance overseen by Trash Team coordinated by Amanda Omahen - (619) 851-5264
- Eight 55-gallon on site trash & recycling receptacles provided by Zappos
- Trash team will monitor receptacles while event is taking place, empty & replace bags when necessary
- Receptacles will be removed overnight
- Leave space in condition it was upon arrival

# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "Zappos - Friends with Benefit Tour" will be held June 2-4, 2017 at 100 Block of W. Mifflin St..

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Zappos - Friends with Benefit Tour" (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 Courtney Lovas.

### 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 (City of Madison - Special Duty Police)

### 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 Amanda Omahen 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 Amanda Omahen 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: City of Madison - Special Duty Police.
- 6. Parking for vendor and staff vehicles will be: W. Mifflin St.
- 7. Parking for attendee vehicles will be: Street, ramp, & alt forms of transportaion.

#### **V. CONTACT INFORMATION**

Primary Contact	Courtney Lovas	(414) 712-4263
Secondary Contact	Amanda Omahen	(619) 851-5264
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345



March 31, 2017

Alderperson Michael E. Verveer  
Common Council Office  
210 Martin Luther King Jr. Blvd  
Room 417, City-County Building  
Madison, WI 53703-3345

Dear Alderperson Verveer,

I am writing to notify you that Isthmus has applied for a street use permit in conjunction with Grandesign for a stop on the Zappos - Friends with Benefit Tour. This is a temporary, one-time event and is scheduled for June 2-4<sup>th</sup> of 2017. The fest will take place on the 100 block of W. Mifflin Street, at the top of State Street, previously known as Philosopher's Grove.

I am happy to answer any questions or concerns you may have about the festival at the contact information listed below.

Sincerely,

Courtney Lovas  
Event Director  
Isthmus Publishing Co.  
(608) 308-4180  
clovas@isthmus.com

## 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?

Isthmus weekly newspaper, Isthmus.com, Isthmus social media accounts including Facebook, Instagram, & Twitter.  
Zappos.com/roadshow, Zappos social media

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

No.

### 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: Zappos - Friends with Benefit Tour

Location: 100 Block of W. Mifflin St.

Public Contact Phone: (608) 251-5627

Website: Zappos.com/roadshow

Admission Cost: Free

Date of Event: June 2-4 2017

Beginning/End Time of Event: 10 am - 9 pm

Two sentence description of event (for internet calendar):



## 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: Zappos - Friends with Benfit Tour

Contact Person: Courtney Lovas 414-712-4263 - & Amanda Omahen 619-851-5264

Location: The 100 block of W. Mifflin St.

Date: May 31-June 5

Type of Amplified Sound:

☐ Band

☐ DJ

☒ Sound System

☐ Speeches/Announcements

☐ Karaoke

☐ Other (please specify): \_\_\_\_\_

Hours of Amplification:

Date: Friday, June 2-Sunday 4

Time: Friday: 4p-9p, Saturday 10a-9p, Sunday 10a-2p

## 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: Zappos - Friends with Benefit Tour  
 Event Organizer/Sponsor: Isthmus  
 Address: 100 Block of W. Mifflin St. (previously Philosopher's Grove)  
 City/State/Zip: Madison, WI 53703  
 Date(s) of Event: June 2-4 2017 Rain Date(s): NONE  
 Primary Contact: Courtney Lovas  
 E-mail: clovas@isthmus.com  
 Work Phone: (608) 308-4180 Phone During Event: (414) 712-4263

Vendor Name	WI State Seller's Permit #
1. <u>Zappos</u>	<u>pending</u>
2.	
3.	
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## 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: Red Card Media, LLC dba Isthmus Publishing Co.

Contact Person: Courtney Lovas

Address: 100 State Street, Suite 301 Madison WI 53703

Work Phone: (608) 308-4180

Phone During Event: (414) 712-4263

Today's Date: 3/31/17

### 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: Courtney Lovas

Security Company: CSC Security & Special Duty Madison Police Department Officers (as needed)

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

☒ Yes ☐ No

Indicate Application Date: 3/31/17

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

☐ Yes ☒ No

Indicate Application Date: Currently being processed

## STREET USE PERMIT APPLICATION CHECKLIST

### REQUIRED STREET EVENT DOCUMENTS

Please check below to indicate that you have attached the following to the completed application:

- |                                     |   |              |
|-------------------------------------|---|--------------|
| <input checked="" type="checkbox"/> | Street Event Schedule                   | (Step 3)     |
| <input checked="" type="checkbox"/> | Street Event Site Map                   | (Step 4)     |
| <input checked="" type="checkbox"/> | Emergency Action Plan                   | (Step 5)     |
| <input checked="" type="checkbox"/> | Street Event Cleanup and Recycling Plan | (Step 6)     |
| <input checked="" type="checkbox"/> | Street Use Permit Application           | (Final Step) |
| <input checked="" type="checkbox"/> | Application Fee                         | (Final Step) |

Date(s) the alder, businesses and residents will be notified of the event:

Alder Verveer - 3/31/17 ; Businesses + Residents - upon approval of Application

### ADDITIONAL DOCUMENTS THAT MAY BE REQUIRED

- |                                     |  |                      |
|-------------------------------------|--|----------------------|
| <input type="checkbox"/>            | Route Map                                | (Step 4)             |
| <input checked="" type="checkbox"/> | Certificate of Insurance                 | (Step 8) - Requested |
| <input checked="" type="checkbox"/> | Street Event Marketing Information       | (Step 10)            |
| <input checked="" type="checkbox"/> | Amplification Permit Application         | (Step 11)            |
| <input checked="" type="checkbox"/> | Street Event Vending License Application | (Step 12)            |
| <input checked="" type="checkbox"/> | Beer/Wine Sales Permit Application       | (Step 13)            |

### ADDITIONAL CITY OF MADISON PERMITS

Event Organizers are responsible for obtaining all permits that the City of Madison requires for community events. Please indicate which permits you are required to have for your planned event and the date you applied for the permits.

- ☐ **Temporary Restaurant Permit** - Required if food or beverages, other than prepackaged items, will be sold or served at an event. An application is available online: [www.publichealthmdc.com/environmental/food/tempfood.cfm](http://www.publichealthmdc.com/environmental/food/tempfood.cfm) or pick up an application at the City Clerk's Office, at 210 Martin Luther King, Jr. Blvd., Rm. 103, (608) 266-4601.

Date Temporary Restaurant Permit Application Submitted: \_\_\_\_\_

- ☒ **Temporary Class "B" Retailers License** - Required if your event will be selling beer/wine. An application is available online: [www.cityofmadison.com/clerk/licensingliquor.cfm](http://www.cityofmadison.com/clerk/licensingliquor.cfm) or pick up an application at the City Clerk's Office, 210 Martin Luther King, Jr. Blvd., Rm. 103, (608) 266-4601. 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.

Date Temporary Class "B" Retailers Permit Application Submitted: 3/31/17

- ☐ **Fireworks Permit** - An application is available online: [www.cityofmadison.com/fire/code/dolNeedAPermit.cfm](http://www.cityofmadison.com/fire/code/dolNeedAPermit.cfm), (608) 266-4457.

Date Fireworks Permit Application Submitted: \_\_\_\_\_

- ☐ **Tents and Canopies Permit** - Required for tents in excess of 400 sq. ft. An application is available online: [www.cityofmadison.com/fire/code/dolNeedAPermit.cfm](http://www.cityofmadison.com/fire/code/dolNeedAPermit.cfm), (608) 266-4457.

Date Tents and Canopies Permit Application Submitted: \_\_\_\_\_