

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Cows on the Concourse

Event Organizer/Sponsor Dane County Dairy Promotion Committee

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 1003 Highway PB

City/State/Zip Belleville, WI 53508

Primary Contact Karen Lee

FAX _____

Work Phone 608-576-2580

Phone During Event 608-576-2580

E-mail Ryan.karenlee@gmail.com

Website www.cowsontheconcourse.org

Secondary Contact Andrea Bloom

Work Phone 608-250-4257

Phone During Event 715-937-2068

E-mail abloom@vitaplus.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 20,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 8am to 1pm 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: 10 Blocks of N+S Main St and 100+200 Blocks of MLK Jr Blvd

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 6/7/14 Rain Date(s) none
Event Start Date(s)/Time(s) 6/7/14 8am Set-Up Date(s)/Time for Event 6/7/14 10am
Event End Date(s)/Time(s) 6/7/14 1pm Take-Down Time 2pm
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 Karen M Lee Date 5-6-14



2014 Cows on the Concourse Event Schedule

- 6 a.m. Volunteers arrive for set-up of barricades and event items
A-Z Rental delivers tents, tables, chairs, etc.
- 7 a.m. Vendors arrive to set-up booths; they include:
- Cows on the Concourse cheese sandwich stand (Food)
 - Capital Newspapers (Subscriptions)
 - Green County Ag Chest (Food)
 - Purple Cow Gift Shop (Merchandise)
 - Sassy Cow Creamery (Food)
 - Crave Brothers Farmstead Cheese (Food)
 - Curt's Gourmet Popcorn (Food)
 - Lodi Veterinary Care (Education)
 - CommonGround (Education)
 - Ed 'Moo' Cation Zone (Education/ Activity)
 - Gymfinity Children's Activity Center (Education/Activity)
 - Get 'Moo' ving Zone (Activity)
 - Ask a Farmer (Education)
- 7:45 a.m. Cows delivered to end of MLK and S. Hamilton Capitol walkway
- 8 a.m. Event starts
- Amplification from stage begins (see attached entertainment schedule)
 - Event-long activities begin at vendor areas
- 1 p.m. Event ends and clean-up begins
A-Z Rental arrives to dismantle tents
- 2 p.m. Streets open



2014 Cows on the Concourse

June 7, 2014 – Stage Schedule

| | |
|------------------|---|
| 8:00 – 8:15 am | Welcome – Andrea Bloom, Committee Chair |
| 8:15 – 9:00 am | <i>Soggy Prairie Boys</i> |
| 9:00 – 9:15 am | 67th Alice in Dairyland - TBD |
| 9:15 – 9:30 am | Grilled Cheese Eating Contest |
| 9:30 – 10:00 am | <i>Soggy Prairie Boys</i> |
| 10:00 – 10:15 am | Wisconsin Holstein Association Royalty – Princess, Kayla Krueger |
| 10:15 – 10:45 am | Ice Cream Eating Contest |
| 10:45 – 11:00 am | <i>Soggy Prairie Boys</i> |
| 11:00 – 11:15 am | Q&A with Lynn & Jerome Zander |
| 11:15 – 11:45 am | <i>Soggy Prairie Boys</i> |
| 11:45 – 12:00 pm | Wisconsin Fairest of the Fair – Kaitlyn Riley |
| 12:00 – 12:15 pm | Cream Puff Eating Contest |
| 12:15 – 12:55pm | <i>Soggy Prairie Boys</i> |
| 12:55 – 1:00 pm | Closing Remarks – Andrea Bloom, Committee Chair |

Contact for Stage & Entertainment: Co-Chairs

Alison Kepner (608) 354-9232

Kari Annen (608) 445-6054

Vita Plus semi truck
80-ft.

Volunteer check-in



Green Co. - 30 ft.



Main St.

Entertainment stage



Dean's Truck



Cows on the Concourse 2014

*All booth spaces are 10x10 unless
otherwise indicated.
Revised as of 5/5/14.

Purple Cow - 20 ft.



Crave Bros. Cheese



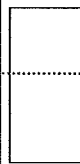
Curt's Gourmet Popcorn



Sassy Cow Creamery



Stroller Parking

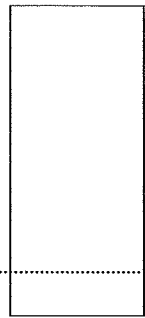


MLK Jr. Blvd

'Big Cheese' Zone - 60 ft.



Ed 'Moo' cation Zone
- 15x 40 ft.



Food line



Lodi Vet Care



Get 'Moo'ving Zone - 20 x25 ft.



Ask a Farmer



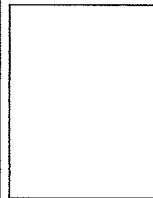
Gymfinity Children's Activity Center



CommonGround



Get 'Moo'ving Zone - 20 x25 ft.



Capital Newspapers



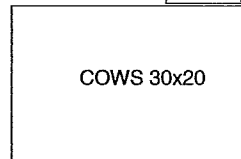
Portable restrooms/
handwashing



Calf tent



COWS 30x20



Barricades



Doty St.

Dumpster





Cows on the Concourse

*Saturday, June 7 • 8 a.m. to 1 p.m.
MLK Blvd. & Main St. • Madison, Wis.*

Kick Off the Dairy Days of Summer!

Get face-to-face with cows and calves • Learn about dairy farming from local farmers

Enjoy melt-in-your-mouth grilled cheese and ice cold milk

Relax at the live entertainment stage

Kids take part in the Ed "Moo"cation and Get "Moo"ving Fitness Zones

www.cowsontheconcourse.org • facebook.com/CowsOnTheConcourse

@ConcourseCows



Cows on the Concourse

Clean up and Recycling Plan

We will have garbage and recycling containers placed around our event for collection of materials.

We will need 8 trash barrels provided by the city.

We will also need 8 recycling containers provided by the city.

We would like for a dumpster to be placed on the corner of Doty St. and MLK.

Garbage and recycling will be collected by two to three volunteers throughout the event.

Garbage will be placed in the city dumpster placed on Doty Street at the MLK corner.

Recycling bags will be placed on the curb next to the dumpster.

Post-event clean-up will be handled by 30 to 40 volunteers with all trash and recycling placed as noted above.

OUTDOOR SPECIAL EVENT EMERGENCY ACTION PLAN (EAP) TEMPLATE

I. GENERAL

Cows on the Concourse will be held June 7, 2014 at the Capitol Square (10 Blocks of Main Street and 100-200 Blocks of Martin Luther King Jr. Blvd. in Madison, Wisconsin.

II. PURPOSE

- A.** This emergency action plan predetermines actions to take before and during Cows on the Concourse (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 Andrea Bloom.

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 not have on-site EMS.

3. We will not have on-site Police or Security in addition to the regularly staffed Police Officers on the Capitol Square.

C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast web site at <http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>
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 Karen Lee 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 Karen Lee 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 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 Ann Hoskins
6. Parking for vendor and staff vehicles will be on the 200 Block of MLK Jr. Blvd and in designated public parking areas
7. Parking for attendee vehicles will be in public parking areas

H. Animal Control

1. All animals will be kept within a gated structure and haltered to the gates.
2. Trained animal handlers will be stationed nearby at a rate of no more than two animals per person.

V. Contact Information

| | | |
|--------------------------|---------------------------|--------------|
| Primary Contact | Andrea Bloom | 715-937-2068 |
| Secondary Contact | Karen Lee | 608-576-2580 |
| Emergency | Dane County 911 Center | 911 |
| | | |

Madison Fire Department

Non-Emergency

| | | |
|----------------|----------------|----------------|
| Fire Inspector | Jerry McMullen | (608) 266-4420 |
| Division Chief | Ron Schwenn | (608) 266-4420 |

Madison Police Department

Non-Emergency

| | | |
|-------------------|-------------|----------------|
| Field Lieutenant | David McCaw | (608) 261-9694 |
| Executive Captain | Carl Gloede | (608) 261-9694 |

VI. Event Area Map (attached next page)