

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Kate Darling
Wisconsin Alumni Association
650 North Lake Street
Madison, WI 53706

Email: Kdarling2@wisc.Edu
Phone: (414) 975-2540

Contact During Event

Kate Darling

437 North Frances Street
Apt 424
Madison, WI 53703
Email Kdarling2@wisc.Edu
Phone: (414) 975-2540

Event Information

Name of Event: Wisconsin Homecoming Parade

Event Type: One Day

Estimated Attendance: 10000

Is this a new event: No

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 a 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:

GILMAN ST. (between Wisconsin and State) to
STATE ST. (between Gilman and Lake Street)

Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
10/11/2019	3:30 PM	10/11/2019	6:00 PM	10/11/2019	8:00 PM	10/11/2019	9:30 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?(\$):

No

Will beer/wine be served (Free of charge)?:

No

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?(\$):

No

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
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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?(\$):

Yes

Trash Barrels:

0

Recycling Barrels:

0

Dumpsters:

0

Electrical Adaptors:

0

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?:

Yes

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

Signature: Kate Darling

Date: 07/30/2019

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: UW Madison Homecoming Parade

Event Organizer/Sponsor: Wisconsin Alumni Association

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

State Sales Tax Exemption Number:

ES#: 5954

Address: City/State/Zip:

Primary Contact: Kate Darling

Email: kdarling2@wisc.edu

Work Phone: (414) 975-2540

Phone During Event: (262) 408-0065

Secondary Contact: Christine Seeley

Email: Christine.Seeley@supportuw.org

Work Phone: (608) 333-3595

Phone During Event: (608) 333-3595

Annual Event? Yes

Charitable Event? No

Estimated Attendance: 10,000

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

EVENT CATEGORY

Run/Walk

LOCATION REQUESTED

Other (specific blocks/streets requested below)

GILMAN ST. (between Wisconsin and State) to STATE ST. (between Gilman and Lake Street)

EVENT DATE(S)/SCHEDULE

Date(s) of Event: 10/11/19

Event Start and End Times: 6:00-8:00

Set-Up Start Time: 3:30 on Langdon Street, street closures starting at 4:00

Take-Down Start Time and End Times: Start time depends on when parade ends, end time should be before 8:30

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

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 Kate Darling Date 06/17/19

STREET EVENT SCHEDULE:

3:30 : Barricades are placed on designated streets

4:00 : Soft street close and line up/float safety checks begin

5:00 : Second set of barricades and parade route preview

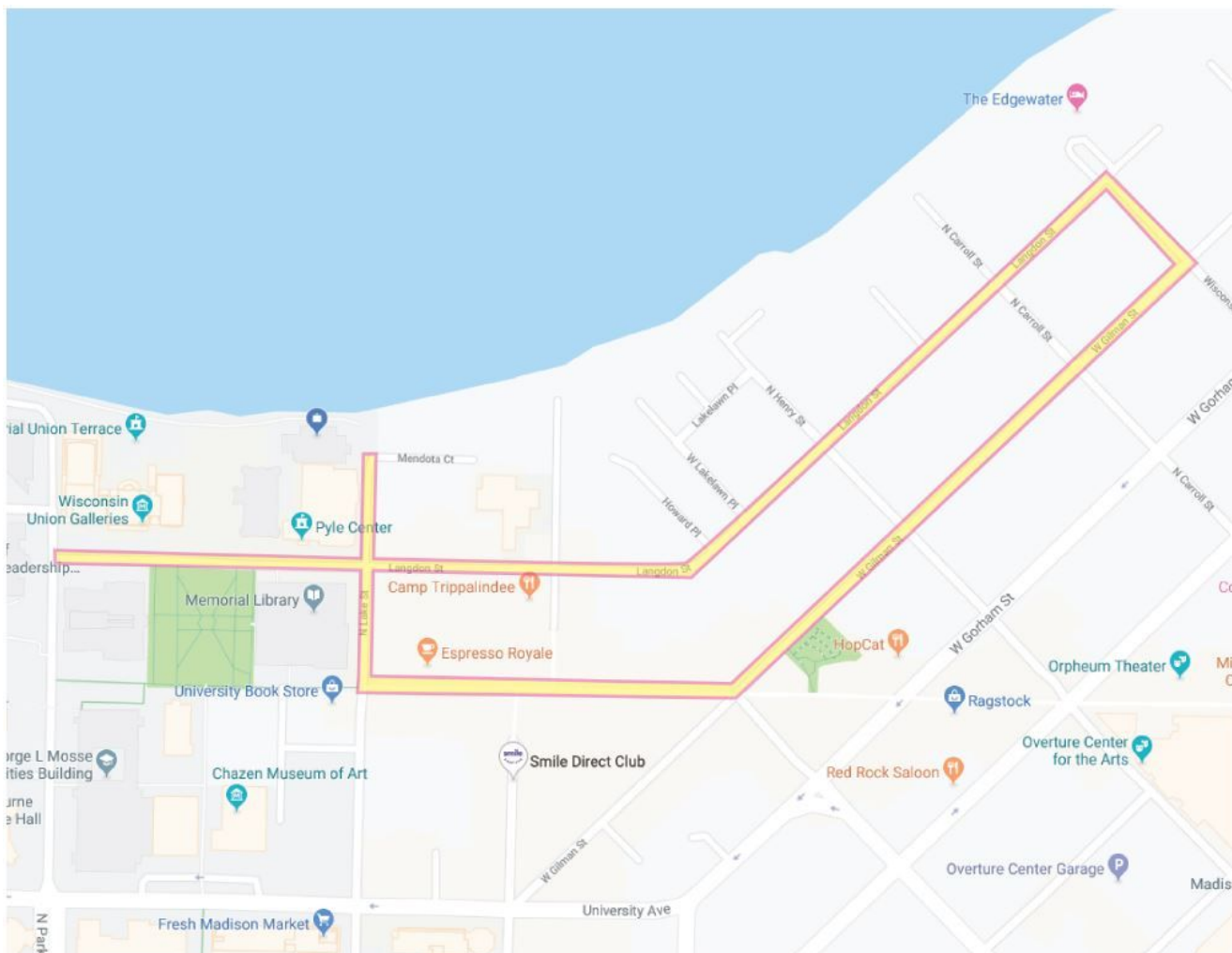
5:30 : Hard street close and Langdon line up check

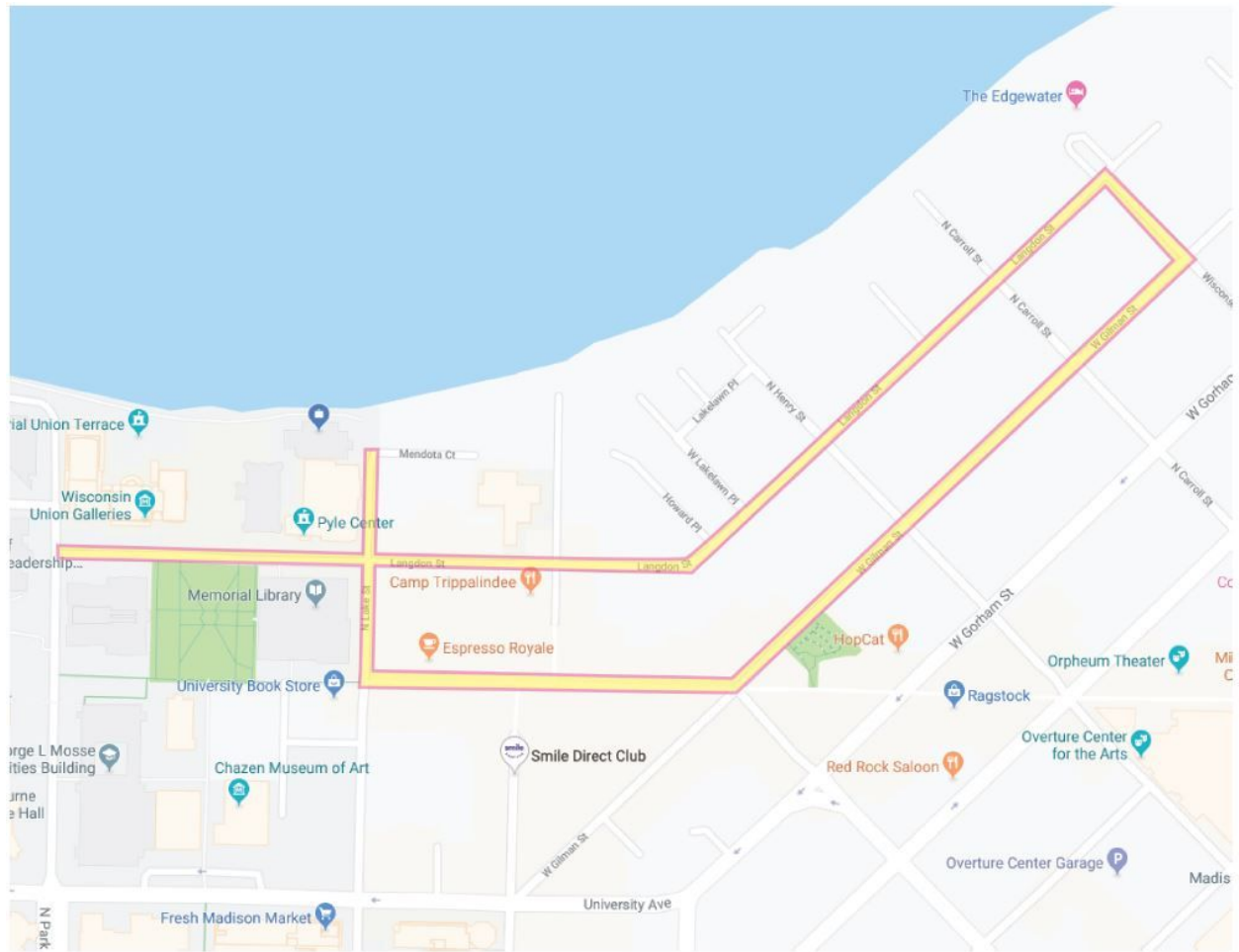
6:00 : Parade begins! (Route: Wisconsin & Gilman to Gilman & State to State & Lake)

6:00-7:30 : Section of Langdon between N. Lake Street and Park Street will be closed to allow for the flow of the parade to come into Alumni Park.

8:00 : Barricade pick up and general clean up

STREET EVENT MAP:





STREET EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event. Do you have marketing information? YES

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

Most marketing will be done digitally on our UW Homecoming website, Twitter, Facebook, and Instagram. Physical marketing materials for this event include flyers.

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

There is no live media coverage that we are aware of.

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: UW Madison Homecoming Parade

Location: GILMAN ST. (between Wisconsin and State) to STATE ST. (between Gilman and Lake Street)

Admission Cost: FREE

Date of Event: 10/11/19

Beginning/End Time of Event: 6:00pm - 8:00pm

Two sentence description of event (for internet calendar): The UW Madison Homecoming Parade is a student run time honored tradition that celebrates badger pride and all things Madison. Students, Alumni, Community members, families, and all else are welcome to join us in this joyous event that leads into a Block Party at the Memorial Union Terrace.

Official Name of Event: Homecoming Block Party

Location: LAKE ST. (between Mendota Court to State) to LANGDON ST.. (between ??? and Park)

Admission Cost: FREE

Date of Event: 10/11/19

Beginning/End Time of Event: 7:00 pm - 9:00pm

Two sentence description of event (for internet calendar): Join us for our second-annual Homecoming Block Party! Activities, dancing, music and fun for the whole family!

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The University of Wisconsin – Madison Homecoming Parade will be held October 11th, 2019 on Langdon Street (Park – Wisconsin), Wisconsin Avenue, West Gilman Street, State Street and Lake Street. The Wisconsin Alumni Association's Block Party will immediately follow, and takes place throughout One Alumni Park, Alumni Park, and the Memorial Union Terrace.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the The University of Wisconsin – Madison Homecoming Parade and the WAA Block Party (hereinafter referred to as the events) 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 events 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 Kate Darling.

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 have a group of First Responders present in case of an emergency. Details are being finalized with Matthew Schirmacher of UW Police.
- 3. We will have on-site Police or Security present at the event. The UW Homecoming parade will use law enforcement from the UW Police Department (Matthew Schirmacher) and the Madison Police Department (Lieutenant David McCaw, [608-266-4482](tel:608-266-4482))

C. Communication Plan

- 1. UW-Alumni student volunteers, including approximately 40 UW-Homecoming Committee members, will be located at street closure areas and along the parade

- route to help with crowd control before, during and immediately following the event.
2. Each UW-Alumni student volunteer will be assigned a designated “coordinator,” in their respective area on the parade route to contact if they need assistance. Coordinators will be UW Homecoming Committee Members who hold leadership positions. Each coordinator will either report to Katie Steib (Homecoming President) or Aly Hamrick (Homecoming Vice President) if they need additional assistance. Kate Darling, the EAP event representative, will be the primary contact for Katie and Aly. The aforementioned will communicate throughout the event with radios.
 3. Safety and security plans for the parade will be communicated during a mandatory UW-Homecoming Committee meeting. Each member will receive a packet of information with the parade route and street closures, as well as their duties for parade day and whom they are to contact in case of emergency. On the day of the parade, Homecoming Committee members will check-in at the Wisconsin Alumni Association and receive any additional information from Kate.
 4. The Block Party will only need part of Langdon closed for about an hour after the parade is over. We have already communicated with Tom Mohr with city engineering/street planning to determine that timing and this will be communicated to the UW and city police involved with the event.

D. Severe Weather

1. Weather forecasts and current conditions can be monitored through the [National Weather Service's Madison Weather Forecast website](#).
2. Before the events - The EAP event representative or her designee Aly Hamrick will be responsible for monitoring weather conditions before and during 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. Prior to the event any cancellation notifications will be posted on the UW Homecoming homepage (<http://www.uwalumni.com/homecoming>) and the Wisconsin Alumni Association homepage (<http://www.uwalumni.com>). In addition, this information will be posted on the UW Homecoming Facebook page and Twitter feed. If severe weather occurs immediately before the event, the EAP event representative or her designee will determine whether the parade will be delayed or canceled. Regardless, the EAP event representative, Kate Darling, will contact Katie Steib (Homecoming President) and Aly Hamrick (Homecoming Vice President) via radio. In turn, Katie and Aly will advise Parade “coordinators” and ensure the safety of event volunteers and participants. UW-Alumni student volunteers will be encouraged to return to the Wisconsin Alumni Association at 650 North Lake Street. Those participating in the parade will be encouraged to seek shelter at the either Wisconsin Alumni Association or the Lake Street Parking Ramp. Kate Darling will coordinate efforts with other UW Homecoming Committee members to notify parade spectators. Using bullhorns, these members will walk down State Street urging people to seek shelter. The Homecoming Committee recommends the Lake Street Parking Ramp or the Fluno Center Parking Garage.
3. During the event - If severe weather occurs during the event, the EAP event representative or her designee Aly Hamrick will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter. Kate Darling will coordinate efforts with other UW Homecoming Committee members to notify parade attendees. These members will walk down State Street with bullhorns urging people to seek shelter at either the Lake Street Parking Ramp or the Fluno Center Parking Garage. In addition, Kate will contact Katie and Aly. Katie and Aly will advise the parade “coordinators” and ensure the safety of event volunteers and participants. UW-Alumni student volunteers will be

encouraged to return to the Wisconsin Alumni Association at 650 North Lake Street. Those participating in the parade will be encouraged to seek shelter at the Wisconsin Alumni Association or the Lake Street Parking Ramp.

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.
6. The same 30-30 rule will be followed for the Block Party, and communicated to attendees by the WAA staff working the event. Attendees will be able to seek shelter inside 650 North Lake Street if there is hazardous weather.

E. 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. As with any event using motor vehicles and trailers there is an increased risk of fire. In case of a fire, either prior to or during the parade, parade volunteers will immediately call 911 and clear the area. Volunteers will then report the incident to the EAP event representative.
2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
3. Fire Inspectors and/or police officers will inspect parade floats during the designated staging time, 4:00 p.m. to 6:00 p.m. The Fire Department will be contacted for guidelines.
4. 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.

F. 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. In case of an emergency, UW-Alumni student volunteers are instructed to follow the communication plan organized by the parade committee. Immediate contacts and cell phone numbers will be given to all parade volunteers prior to the event. The person contacted, either Katie Steib (Homecoming President), Aly Hamrick (Homecoming Vice President), or Kate Darling (Parade Director) will then contact the appropriate parties.
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

G. Law Enforcement

1. The need for constant Law Enforcement presence at this event has been identified. Police Officers from the UW Police Department and the Madison Police Department will be stationed throughout the parade route and staging

area. Details regarding number of officers and positions are being finalized with Lt. Brian Chaney Austin and Matt Schirmacher.

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

H. 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 Kate Darling
6. Parking for vendor and staff vehicles will be located in State Street Parking Ramp
7. Parking for attendee vehicles will be will be the State Street Campus Ramp (415 N. Lake Street) until 4:00 p.m. After 4:00 p.m., this ramp will be closed and the UW Homecoming Committee urges people use the Fluno Center Parking Garage or the Frances Street entrance to the State Street Campus Parking Ramp.

V. CONTACT INFORMATION

Primary Contact	Kate Darling	(414) 975-2540
Secondary Contact	Katie Steib	(262) 844-1597
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

SAFETY AND SECURITY / CLEAN-UP AND RECYCLING PLAN

Safety/Security Plan and Clean Up/Recycling for the UW Homecoming Parade First Aid and Emergency Response Procedures

Approximately 40 UW-Homecoming Committee members will be located at street closure areas and along the parade route to help with crowd control before, during and immediately following the event. These members will also monitor cars entering and leaving the closed streets. If an emergency occurs, members are to follow the communication plan organized by the parade committee that they have been informed of. Immediate contacts and cell phone numbers will be given to all members before the event. The person contacted, either Aly Hamrick (Homecoming Vice President), Katie Steib (Homecoming President), or Kate Darling (Parade Director) will then contact the appropriate parties. If the emergency is life threatening, Homecoming Committee members will be instructed to first call 911 and then contact Kate. A first aid kit will be located in the Wisconsin Alumni Association, 650 N. Lake Street. If needed, a Homecoming Committee member located in the building will drive the kit in a vehicle to the appropriate member. A group of First Responders will also be present to be contacted in case of emergency (these details are still in the process of being worked out).

Communication Plan

Each UW-Alumni student volunteer will be assigned a designated "coordinator" in their area on the parade route to contact if they need assistance. Coordinators will be UW Homecoming Committee Members who hold leadership positions. Each coordinator will either report to Aly Hamrick or Katie Steib if they need additional assistance. Kate Darling will be the primary contact for Aly and Katie and the three will be communicating throughout the event about the happenings. Designated "Lost Child" Area If a child is lost, a Homecoming Committee member is to stay with the lost child and call. Five UW-Alumni student volunteers will be stationed in the Wisconsin Alumni Association with a golf cart accessible to pick the child up in. The child will then be taken to the Wisconsin Alumni Association, 650 N. Lake Street for further action. Plan to Communicate Information to Staff and Volunteers Safety and security plans for the parade will be communicated during a mandatory UW-Homecoming Committee meeting. Members will receive a packet of information at this meeting with the parade route and street closures, as well as their duties for parade day and who they are to contact in case of emergency. On the day of the parade, Homecoming Committee members will check-in at the Wisconsin Alumni Association and receive any additional information they may get from Kate.

Plans for Crowd Control

People barricades manned by Homecoming Committee members will be used in the major sections of State Street to keep people on the sidewalks and out of the streets. Traffic barricades will be set-up at intersections to block traffic beginning at 4:00PM for staging. These barricades will remain in effect until the end of the parade. This ensures the safety of the crowd and the parade participants. Alcohol Containment UW-Police Officers will be available during the parade for any alcohol related incidences. Any UW Student Organization or parade participant found using alcohol before or during the parade will be disqualified from judging and removed from the parade. The Center for Leadership and Involvement will also be notified of the organization's behavior and they will not be allowed to participate in any future Homecoming parades.

Clean-up and Recycling Plan

Participants are responsible for disposing of their floats properly and must have their floats dismantled by 8:30pm. Trash containers will be located on the corner of Langdon Street and Lake Street for participant use.

Either UW-Homecoming Committee or Madison Traffic and Engineering members will clean up any signs placed for parade use (including meterhoods and No Parking signs), as well as barricades and Road Closed Ahead signs. Who is in charge will be finalized between Kate Darling and Tom Mohr of Traffic and Engineering.

NOTIFICATION FLYER/LETTER

To whom it may concern,

The Homecoming Committee-UW is currently finalizing plans for the 2019 Homecoming Parade, which will be held on **Friday, October 11th**. We wanted to reach out to you prior to the event because you will be affected by our permitted parade route. The parade will require certain road closures and planning to be a truly successful event.



The following streets will be closed off from **4:00pm to 8:00pm** by the Homecoming Committee in conjunction with Madison Police for the set-up and running of the 2018 UW Homecoming Parade. We highly recommend you inform your guests and workers that will be at your location during this time about the road closures so they are able to plan accordingly.

No parking will be allowed on these streets during the event, and all users other than emergency vehicles will need to make plans to use an alternative route:

- Wisconsin Ave. (Between Langdon and Gilman)
- Gilman St. (Between Wisconsin and State Street)
- Lake St. (Between State Street and Mendota Court)
- All of Langdon Street

We hope you are able to work through these contingencies, and we apologize for any inconveniences. If you have any questions about the closures or the event in general, please contact us at parade@uwalumni.com or call 608-262-2551.

On Wisconsin!

Wisconsin Homecoming Parade Committee
parade@uwalumni.com
Homecoming Committee-UW Madison

UW HOMECOMING PARADE
ATTN: NO PARKING
FRIDAY, OCTOBER 11th
4:00PM TO 8:00PM



NO VEHICLES WILL BE ALLOWED TO PARK OR DRIVE ON THE FOLLOWING STREETS:
LANGDON ST.

WISCONSIN AVE. (between Langdon and Gilman)

GILMAN ST. (between Wisconsin and State)

LAKE ST. (between State and Mendota Court)

Please make plans to take an alternate route.

ALL VIOLATORS WILL BE TICKETED AND TOWED

Contact: <http://www.cityofmadison.com/parks/specEvents.html>
Homecoming Committee; 650 N. Lake St; Madison, WI 53706