

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: CARS ON STATE

Event Organizer/Sponsor: GREATER STATE STREET BUSINESS ASSOCIATION (GSSBA)

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: PO Box #1001

City/State/Zip: MADISON WI 53701

Primary Contact: CAS JACAS Work Phone: 608-208-2419

Email: carsonstatemadison@gmail.com Phone During Event: 608-347-4035

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

Secondary Contact: Don Beauchamp Work Phone: 608-310-3996

Email: dbeauchamp@unwbookstore.com Phone During Event: 608-446-3996

Annual Event? ☒ Yes ☐ No

Charitable Event? ☐ Yes ☒ No

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

Estimated Attendance: 7000 (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: CAR SHOW

## 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: STATE STREET BLOCKS 100 - 600

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: June 1 2019

Event Start and End Times: 10:00am - 3:00pm

Rain Date (if any): NONE

Set-Up Start Time: 8:00 AM

Take-Down Start Time and End Times: 3:00pm - 4:00pm  
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

CS 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 Cas Jacas

Date Jan 12 2019

Cas Salas #608-347-4035  
Don Beauchamp 608-446-3996

## Cars on State Classic Car Show

### **Event Schedule**

7:00 Close State Street  
8:30 Start checking in cars  
9:00 Official start of the show  
3:00 Cars leaving and clean up begins  
4:00 Open State Street to regular traffic

### **Site Map**

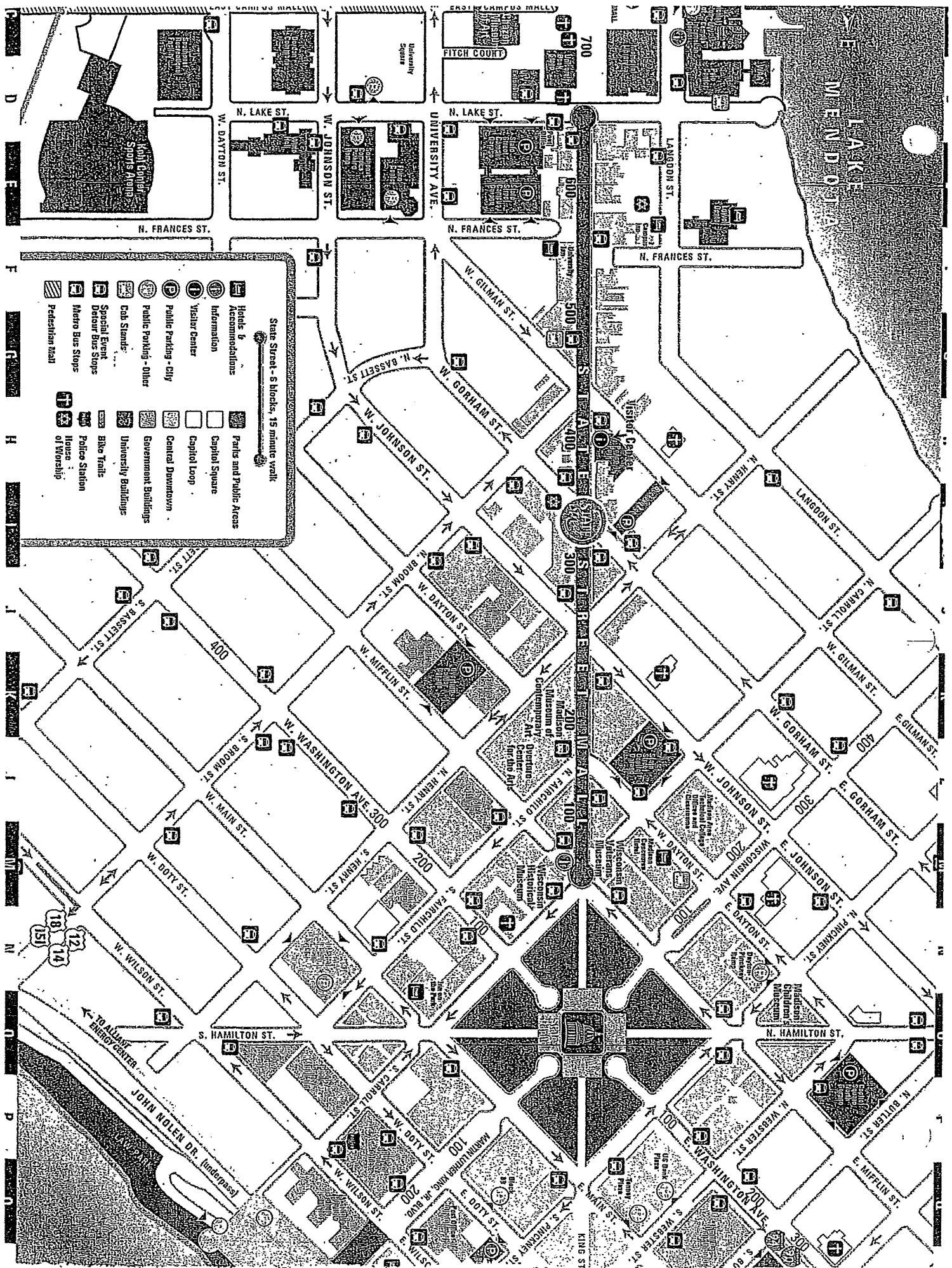
Closing of State Street from 100 block to the end of the 600 block at Lake Street  
Half the street will be open for emergency vehicles  
All sidewalks will be open as usual  
See map

### **Safety and Security Plan**

City of Madison Police will be called if needed  
Have been in contact with Officers Ken Brown and Kraig Kalka  
They will be working the day of the show and be available.  
Lost child area will be located at Downtown Visitor Center at 452 State Street  
Emergency contact person: Cas Salas, phone number (608) 347-4035  
Traffic Management Plan 2 staff members at entry area every block.  
Checking in and parking cars.

### **Recycling Plan**

Will be City of Madison garbage and recycling containers  
They will be picked up by private hires starting at 3:00pm  
We will have our own dumpsters







## **Cars on State Classic Car Show**

### **Saturday, June 1, State Street, 10 AM – 3 PM**

The Cars on State Classic Car Show returns to State Street in Madison for an 13<sup>th</sup> year on Saturday, June 1, 2019 from 10 am to 3 pm. More than 110 classic and custom cars and trucks will be on display on State Street from the State Capitol to the UW campus. For even information, see [www.carsonstate.com](http://www.carsonstate.com).

This free, family-friendly event offers a perfect day to come downtown and take a stroll after the Farmers Market on the Square to see a wonderful array of vintage cars, grab a bite to eat, and shop at locally owned downtown businesses. The event is presented by the Greater State Street Business Association (GSSBA) with support from Madison's Central Business Improvement District (BID).

#### **Please note:**

- On Saturday, June 1, State Street will be closed from 7 am to 4 pm. ONLY cars that are part of the show and emergency vehicles may enter State Street during those times.
- All cross streets will be open; only State Street itself will be closed. All sidewalks will be open to pedestrians as usual.
- Deliveries: Delivery or moving vehicles will not be allowed onto State Street on June 1st from 7am to 4pm. Please notify vendors to deliver/load before or after those times, or use side streets.
- Metro buses will be rerouted from State Street from 7am to 4pm. See <http://www.cityofmadison.com/metro/detours/> for details.
- Sidewalk Cafés and business Merchant Vending are OK during Cars on State, if you are a business in a building in the greater State Street area. GSSBA requested a State Street exclusive use permit for this event only to prevent vendors from outside the State Street area from coming in. We encourages State Street area businesses to put out sidewalk café and do merchant vending as usual during Cars on State to promote local businesses

#### **GSSBA Cars on State organizer contacts:**

- Cas Salas: (608) 347-4035
- Don Beauchamp-University Bookstore: (608) 446-3996 or [dbeauchamp@uwbookstore.com](mailto:dbeauchamp@uwbookstore.com)



**GSSBA and BID Businesses-**

**Help us welcome more than 100 classic car owners for the  
Cars on State Classic Car Show, Saturday, June 1, 2019 10 AM - 3 PM.**

**PROVIDE COUPON or PROMO ITEM for car owner goodie bags!**

Now in its 13th year, the Cars on State Classic Car Show brings thousands of people downtown during a fairly quiet time of year (early summer).

More than 100 classic car owners make the effort to bring their cars AND their families and friends! Help make sure they have a GREAT experience, feel welcomed, AND want to patronize your business with their families and friends!

**What to provide:** 110 coupons (e.g. discounts, BOGOs, free or discounted item with other purchase) or promo items. Offers should be good from June 1 to at least June 30.

**Deadline:** Please have your coupons or items ready by May 14th.

**Where to bring:** Parthenon Gyros 316 State Street.

Cars on State organizers will put your item in the goodie bags provided to the 110 car owners on June 1.

Questions? Contact the Cars on State organizers:

Cas Salas - (608) 347-4035

Don Beauchamp - University Book Store: (608) 446-3996

## 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?

Newspaper - Radio - Posters - Social Media

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

No organized media coverage

### 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: CARS On State

Location: 160-1600 Blocks of State Street

Public Contact Phone: 608-347-4035

Website: \_\_\_\_\_

Admission Cost: None

Date of Event: June 1 2019

Beginning/End Time of Event: 9am - 3pm

Two sentence description of event (for internet calendar):