



STREET USE PERMIT APPLICATION



CONTACT INFORMATION

Name of Event: _____

Event Organizer / Sponsor: _____

Organization / Sponsor Address: _____

Organization / Sponsor website: _____

Day-of contact info:

Primary Contact: _____ Email: _____

Work Phone: _____ Phone During Event: _____

Secondary Contact: _____ Email: _____

Work Phone: _____ Phone During Event: _____

EVENT INFORMATION

Annual Event? Yes No Public Amplification? Yes No

Vending? Yes No Selling or serving beer/wine? Yes No

Will sponsor apply for [temporary class B license](#) to serve or sell beer/wine for this event? Yes No

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

OCCURRENCE:

- One-Day Event
- Multi-Day Event (consecutive days)
- Recurring Event (weekly, monthly)

TYPE OF EVENT (select all that apply):

- Run/Walk
- Music/Concert
- Festival
- Rally
- Other: _____

EVENT SCHEDULE (see page 2 for detailed schedule form)

Set Up - Date(s): _____ Time(s): _____

Street Closure - Date(s): _____ Time(s): _____

Event Start - Date(s): _____ Time(s): _____

Event End - Date(s): _____ Time(s): _____

Street Reopen - Date(s): _____ Time(s): _____

Clean Up - Date(s): _____ Time(s): _____

LOCATION INFORMATION

(Select all that apply)

- Requesting sidewalk space
- Requesting parking stalls (meter or on-street)
- Requesting closure of a parking lane
- Requesting closure of a traffic lane
- Requesting full street closure

List street name(s), block number(s), and/or meter number(s)

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: Kristal Gabert (Kris Gabert) Date: _____

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



STREET USE PERMIT APPLICATION



ATTENDANCE AND SCHEDULE FORM

ESTIMATED ATTENDANCE

Estimated average daily attendance for event: _____ Estimated total attendance for event: _____

DAILY ATTENDANCE INFO:

Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____

EVENT SCHEDULE (include all information below, as applicable)

- SETUP DATE(S)/TIMES – provide date(s) and time(s) for when setup will begin in the public space.
- STREET CLOSURE(S) – provide detailed timing for when the street(s) will be closed & re-opened.
- PARKING METER/STALL(S) – provide detailed timing for when the parking request(s) will begin and end.
- OTHER SCHEDULE DETAILS SHOULD INCLUDE – vendor setup/take down, concert setup/set times/take down, run/walk start & end times (last runner), parade/march start time, specific advertised activities that will draw a crowd, etc.
- EVENT DATE(S)/TIMES – provide date(s)/times for when the event is open and closed to the public, each day.
- CLEANUP DATE(S)/TIMES – provide date(s) and time(s) for cleanup, indicate when everything will be out of the public space.

(PROVIDE A SEPARATE ATTACHMENT IF YOU NEED MORE SPACE OR IF YOU HAVE A DETAILED SCHEDULE DOCUMENT ALREADY AVAILABLE)

DATE/TIME	ACTIVITY DETAILS FOR EACH DAY (SETUP, EVENT AND TAKE-DOWN) *INCLUDE AS MUCH DETAIL AS POSSIBLE FOR YOUR EVENT SCHEDULE*

MAP - 2024 - Downtown Madison Family Halloween

Barricades



Barricade



Barricade



Barricade



Barricade



Barricade



Barricade



Barricade



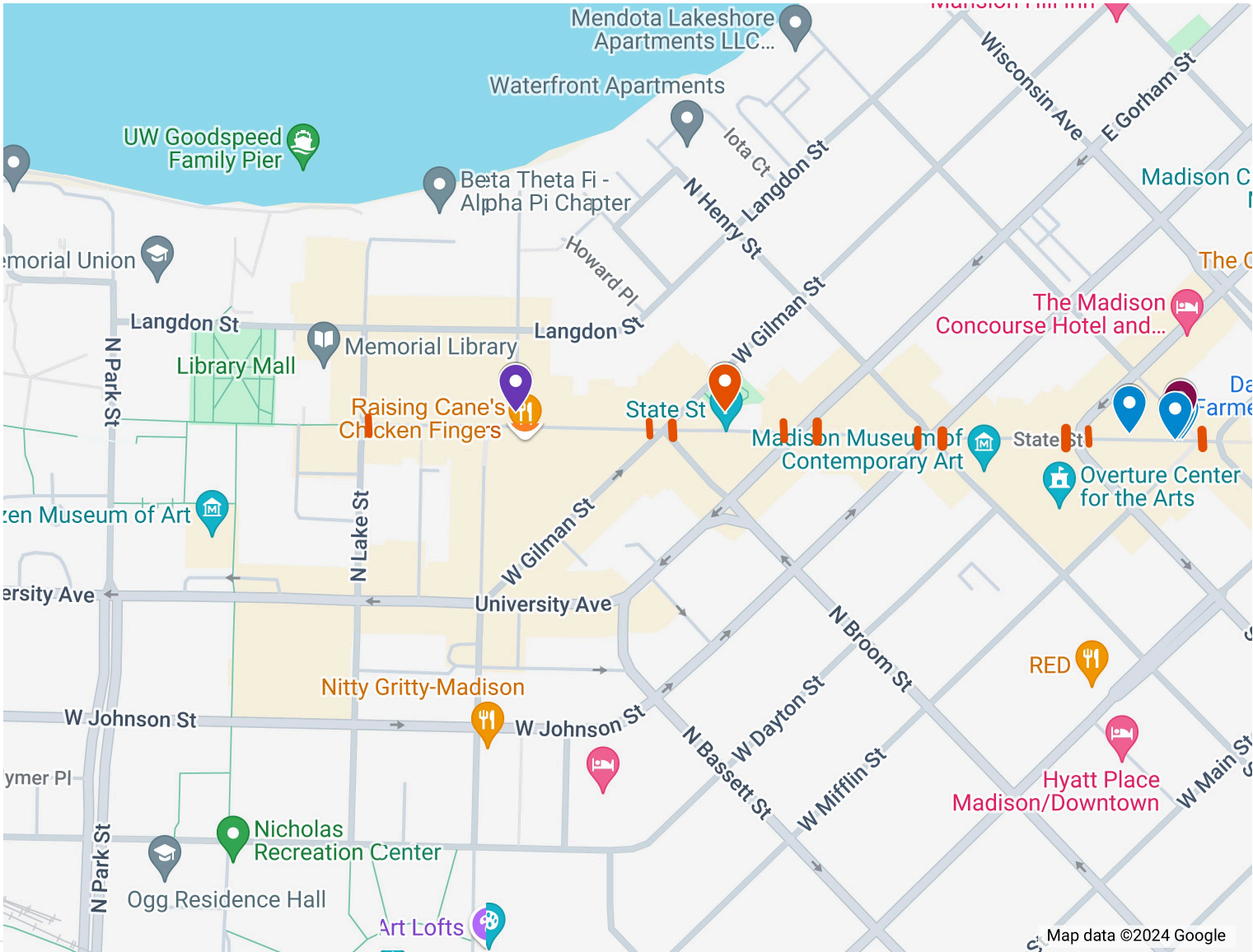
Barricade



Barricade



Barricade



Map data ©2024 Google

Activity Spaces



Madison Parks Movie Screen



Partner Space



Partner Space



Partner Space



Partner Space



Bucky Meet & Greet



BID Activity Space



STREET USE PERMIT APPLICATION



STREET USE EVENT MARKETING INFORMATION

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

Do you want your event listed on the City of Madison Online Event Calendar? Yes No
If No, skip this form.
If Yes, please continue.

CITY OF MADISON CALENDAR OF EVENTS

If you want your event to be listed on the City of Madison online event calendar, please complete the Marketing Information form. Your event will only be included on the calendar 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 calendar.

**required info*

*Official Name of Event: _____

*Location: _____

Public Contact Phone: _____

*Website: _____

*Admission Cost: _____

*Date of Event: _____

*Beginning Time of Event: _____ *End Time of Event: _____

*Two sentence description of event (short promotional description of the event):

Poster Kiosks on the Capitol Square and State Street

Madison Parks maintains the enclosed kiosks on the Capitol Square and State Street. The posters are placed in the kiosks approximately every 1-2 weeks - depending on staff availability and maintenance duties. It is your responsibility to ensure that you have taken care of other ways to promote your event. You may drop off 12 posters, max size 12"x17", up to one month in advance of your event. Drop off at the Parks Division, 330 E Lakeside St, Madison, WI 53715, Monday – Friday, 8:00am – 4:30pm.

Emergency Action Plan Template Form B

This Emergency Action Plan (EAP) template is designed and intended to assist event organizers in planning and operating a safe community event. This plan template, or custom plan, must be used for events with an estimated attendance of 1,000 people or more. Events with an estimated attendance exceeding 10,000 people may not use this template and must develop a custom Emergency Action Plan.

Every event is different, and an event specific EAP is required.

In accordance with the Street Use Permit process and Madison General Ordinances, an EAP is required.

Name of Event: Downtown Family Halloween

Type of Event (check all that apply)

Run/Walk Festival Concert March/Rally Event in a Madison Park

Event on a Madison Street, Sidewalk, and/or Parking Lane Other

If other, please describe: _____

Event Features (check all that apply)

Alcohol Sales Live Music Temporary Structures Food/Vendors

Fencing/Enclosures Heating/LP Use

Emergency Contact Information

Provide the name and phone number for at least one person that will be the emergency contact for first responders before and throughout the duration of the event:

Name: Kris Gabert Phone Number: 608-207-6347

Name: Tim Jenquin Phone Number: 608-207-7954

Name: Matt Tramel Phone Number: 608-207-7880

Event Safety

Name(s) of individual(s) responsible for event safety to include planning, event operations and event clean up: Kris Gabert, Tim Jenquin, Matt Tramel

Phone Number: 6082076347 Email: kgabert@visitdowntownmadison.com

Event Capacity

State the estimated number of attendees over the duration of the event: 1,500

State the estimated maximum number of attendees at any one time during the event: 1,000

Specify the date, time, and describe the reason for the estimated maximum number of attendees at that time:

Event will be 3pm-6pm, October 30, 2024 with max attendance around 5pm.

Placer.ai tells us we have roughly 1,500-2,000 attendees per event.

Specify the date and time of scheduled performances or programs that may cause attendees to gather in one area:

Overture Center will host Kids in the Rotunda performances at 4pm & 5pm, so we may see congregation as families line up to enter & exit those events. There will be activity stations on the 100-block and at Lisa Link Peace Park, which may also cause crowds to gather.

All stage performances require a capacity approved by the Madison Fire Department.

Not applicable Will be submitted

All events where people are confined by fences, barriers, or restricted from unrestricted and open ingress/egress require a capacity approved by the Madison Fire Department.

Not applicable Will be submitted

Crowd Managers

Trained (certified) crowd managers are required for a gathering of more than 1000 people. No fewer than one trained crowd manager for each 250 people (if over 1000 people) in attendance at the event shall be on-site at all times.

Note: Some security services have trained crowd managers

Number of trained crowd managers on-site at all times: 4

Event Pause, Postponement and Cancellation

Specify the name and phone number for the individual that will determine when the event may be paused, postponed, or cancelled.

Note: This is not the Madison Police Department or the Madison Fire Department.

Name: Kris Gabert Phone Number: 6082076347

Event Evacuation and Emergency Shelter

Emergency shelter location(s): 150 various businesses are on State Street, with more a block or less away. Many will be open during the event. Many streets leading away from the event.

List emergencies that will cause evacuation or emergency sheltering:

<u>Thunder Storm Warning</u>	<u>Lightning within 5 miles</u>	<u>Mass Casualty Events</u>
<u>Tornado Warning</u>	<u>Shelter in Place Alerts</u>	<u></u>
<u>Winds in excess of 30MPH</u>	<u>Vehicle at Large</u>	<u></u>

This section should be coordinated and reference the hazards and emergency action section of the EAP.

Emergency Announcements and Notifications

Emergency announcements and notifications must be scripted before the event to ensure uniform and prompt delivery of safety and protective actions. Script Prepared: Yes

Emergency announcements will state:

ATTENTION: Be advised that due to _____ (named emergency) we need you to quickly evacuate to a safer location/evacuate the area. Please remain calm and immediately seek shelter inside the nearest indoor business or venue/exit to the nearest intersection. For the latest updates, please follow @visitdowntownmadison on Instagram or Facebook.

Describe the methods and means to notify all event attendees, vendors, and staff:

Via performance stages, PA systems, megaphones, social media, website.

Specify the means of communication between event organizers, staff, volunteers, and personnel responsible for initiating and/or communicating emergency notification and warnings:

Event organizers and event staff will be connected via cellphone SMS & voice service.

Weather Monitoring

All events must have someone tasked with monitoring the weather before and during the event. All threatening and active severe weather requires actions to protect all attendees, staff, volunteers, and vendors.

Name of individual assigned to monitor the weather: Kris Gabert

Name of the contracted weather monitoring service (as applicable): NOAA.org

The scope of services include: Tracking lightning strikes within 5 miles & weather within 20 miles

Event will utilize the Large Event Weather Support program offered by the National Weather Service.

Yes ___ No

- Events must have an anticipated attendance (at one time) over 1000 people.
- The required NWS form is available at <http://www.weather.gov/mkx/eventsupport> and must be submitted by a representative of Madison Emergency Management.
- Madison Emergency Management Coordinator for the City of Madison can be contacted at CityEOCManager@CityofMadison.com

Event Security

Contracted private security (not Madison Police) will be provided: Yes ___ No

If security will be contracted, how many personnel will be on-site? _____

Provide the name of the security service: _____

Provide a description of the scope of services to be provided by the security service.

Provide the means of communications between the security service and event management.

Event will include a defined perimeter with fencing or other barrier. Yes ___ No

Coordination with the Madison Police Department

Will the event contract for services with the MPD? Yes ___ No

Describe scope of services requested: _____

Name and phone number of the individual to meet MPD in the event of an incident/emergency:

Name: Kris Gabert Phone Number: 608-207-6347

Emergency Medical Services

What methods of emergency service(s) will be provided?

Limited to dialing 911 for medical emergencies.

First-aid station staffed by:

Volunteers: Yes ___ No Contracted medical professionals: Yes ___ No

Name of contracted service: _____

Number of personnel on-site at all times: _____

Coordination with Madison Fire Department

Will the event contract for emergency medical services with the MFD? Yes ___ No

If yes, please complete a Special Event EMS Request Form and submit to Division Chief David Crossen.

Email: DCrossen@CityofMadison.com

Phone Number: 608-266-4256 or 608-266-4420 and ask for Division Chief of Special Events.

Contact Assistant Chief Jeff Larson to discuss coordination for an emergency response and if there will be any requirements for on-site MFD personnel, excluding EMS which is covered by the Special Event EMS Request Form mentioned above.

Email: JtLarson@CityofMadison.com

Phone Number: 608-266-5946 or 608-266-4420 and ask for Assistant Chief of Fire Operations.

Will the event be holding a meeting with organizers, staff, volunteers, or vendors prior to the event?

Yes No ___

If so, will there be a request or opportunity for the Madison Fire Department to attend and present fire safety information as it pertains to the event (cooking, LP gas and canopy safety)?

Yes No ___

To schedule a representative of the Madison Fire Department, please contact Scott Strassburg.

Email: SStrassburg@CityofMadison.com

Phone: 608-261-9843 or 608-266-4420 and ask for Scott Strassburg.

Name and phone number of individual assigned to meet the Madison Fire Department in the event of an emergency:

Name: Kris Gabert Phone Number: 608-207-6347

Stages, Raised Platforms, Temporary Structures, and Tents

Contract(s) require vendors to provide a flame-spread certificate for all fabric materials.

Yes ___ No

Contract(s) require vendors to provide an event specific post set-up certificate of structural stability.

Yes ___ No

Contract(s) require vendors to provide a high wind safety plan to outline actions prior to and during high winds. (Ex: retract wing walls, secure hanging lights and sound equipment, lower video screens, evacuate area around stage/structure).

Yes No ___

Canopies (10 x 10 pop-up style)

Vendor and exhibitor agreements state that all canopies must comply with the Madison Fire Department canopy safety guidelines.

All canopies shall be weighed to withstand 35 MPH winds.

All canopies shall be taken down or the fabric removed when winds exceed 35 MPH, or the NWS issues a high wind advisory or severe thunderstorm warning.

Is there cooking at the event? Yes No ___

If there is cooking at the event, vendor and exhibitor have an agreement that cooking is not allowed under a canopy. Yes No ___

Site Map Requirements

The site map submitted with the application includes the following, as required by the fire code:

- ✓ Fire lanes and emergency access into, through and out of the event area.
- ✓ Egress and escape routes for attendees, vendors, staff and volunteers.
- ✓ Location of emergency medical services.
- ✓ Vendor and concession locations.
- ✓ Location of fire extinguishers.
- ✓ Perimeter fencing and access control.
- ✓ Vehicle barriers.

Event Safety Inspections

Within 30-minutes of the start of the event and every 60 minutes throughout the event, Tim Jenquin (name of individual or operation position) will conduct a safety inspection of the event. The event safety inspection must be specific to the event. The Event Safety Inspection Checklist addendum to this EAP may be used.

EAP Distribution and Training

The EAP must be distributed to all staff, vendors, contractors, participating agencies, and volunteers.

Event Staff Vendors Crowd Managers Security Performers Promoters
Volunteers Contractors EMS Others _____

Event specific training in the use and responsibilities associated with this EAP shall be provided to event personnel. At a minimum, the following personnel will receive training:

Event Staff Crowd Managers Security

Hazard, Prevention Methods, Protective and Emergency Actions

Community events face natural, and human caused hazards. Event planners and operators must be prepared to deal with hazards and safeguard attendees from such hazards. Prevention and protective actions must be event specific.

- Prevention actions are things that you do before the hazard to prepare for an imminent threat or emergency.
- Protective actions are positive steps to protect people and minimize the adverse impact of an emergency or imminent threat.

The individual or operational position responsible for each action must be stated.

Examples:

Hazard – Fire

1. Prevention Actions:
 - a. Invite MFD to vendor training.
 - b. Provide all vendors with fire safety information.
 - c. Pre-event fire safety inspection by: (Name of staff person responsible for safety).
2. Protective and Emergency Actions:
 - a. Call 911
 - b. Evacuate area.
 - c. Deploy fire extinguisher.

Hazard – High winds or severe thunderstorm

1. Prevention Actions
 - a. Continuous weather monitoring.
 - b. Alert all staff and vendors of any weather threats.
2. Protective and Emergency Actions
 - a. Notify ALL staff, volunteers, vendors, and attendees.
 - b. Take down canopies.
 - c. Cancel and evacuate event.
 - d. Direct attendees to shelter locations: (List of locations).

Worksheet for Hazards

High Winds

Prevention Actions

Weighted tent legs. Vendors instructed to protect loose merchandise.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers

Medical Emergency

Prevention Actions

Staff connected by SMS & voice service and equipped with emergency & non-emergency contact numbers

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers

Extreme Heat

Prevention Actions

150 businesses are on State Street that can be available for event attendees to cool down, and mor within a short walk

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers. We will communicate with directly with vendors and make note on our website and social media if temperatures will exceed dangerous levels. Attendees can enter open businesses to cool.

Severe Thunderstorm

Prevention Actions

Messaging as noted above to all staff and emergency services. We will communicate with directly with vendors and make note on our website and social media if temperatures will exceed dangerous levels. Attendees can enter open businesses to cool.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers

Tornado

Prevention Actions

At least one staff member will monitor incoming weather and inform vendors if severe weather is approaching. We will also communicate on our social media, and directly to the crowd via megaphones if necessary.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers. Attendees will be directed to open businesses to shelter.

Lost Child

Prevention Actions

Police & emergency services will be notified

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers. Attendees will be directed to open businesses to shelter.

Fight/Domestic Disturbance

Prevention Actions

Staff regularly monitor the event site and alert emergency services if necessary

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers.

Active Shooter/Active Killer

Prevention Actions

Messaging as noted above to all staff and emergency services.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers. Attendees will be notified to evacuate the area at the nearest cross street.

Fire/Explosion

Prevention Actions

No cooking or heating sources will be present during the event.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers. Attendees will be notified to evacuate the area at the nearest cross street.

Vehicle Through Barricade

Prevention Actions

Staff regularly monitor the event site.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers. Attendees will be notified to exit the area at the nearest cross street.

Peaceful Protest (Your Event or Unrelated Issue)

Prevention Actions

Staff regularly monitor the event site.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers.

Civil Unrest

Prevention Actions

Staff regularly monitor the event site.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers.

Power Failure

Prevention Actions

Staff regularly monitor the event site.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers. Attendees will be instructed to clear the area and proceed to the nearest cross street.

Crowd Crush/Surge

Prevention Actions

Staff regularly monitor the event site.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers. Attendees will be instructed to clear the area and proceed to the nearest cross street.

Bomb, Bomb Threat or Suspicious Package

Prevention Actions

Staff regularly monitor the event site.

Protective and Emergency Actions

Messaging as noted above to all staff and volunteers. Attendees will be instructed to clear the area and proceed to the nearest cross street.

Air Quality Alert

Prevention Actions

Communicate directly with the public via social media and website regarding air quality warnings over a safe level

Protective and Emergency Actions

Messaging as noted above to all staff & volunteers

Event Safety Inspection Checklist Addendum	Enter time when check occurs (see EAP for how often)												
	Before event												During event
Traffic management plan deployed													
Barricades in-place													
Trip hazards removed or covered													
Canopies weighed down													
Electrical cords grounded													
Grills adjacent to and not under canopies													
Propane connections and fittings tight and soap tested for tightness													
Security personnel in-place													
Weather monitoring on-going													
Fire lanes clear and unobstructed													
Capacity count on-going (only if approved capacity required)													
Exits open and unobstructed													
Fire extinguishers accessible													
Emergency medical personnel on-site (as applicable)													
Perimeter secure													
No abandoned or suspicious bags or property													
Perimeter and access control measures in place													

Please note that frequency of checks will vary depending on event. Please check your Emergency Action Plan to see how frequent checks should occur at your event. First check should occur within 30 minutes of the start of event. Use additional copies of this form as needed based on length & frequency of checks for the event.

Event Safety Inspection Checklist
Addendum

Enter time when check occurs (see EAP for how often)

Before event

During event

		Before event	During event

Please note that frequency of checks will vary depending on event. Please check your Emergency Action Plan to see how frequent checks should occur at your event. First check should occur within 30 minutes of the start of event. Use additional copies of this form as needed based on length & frequency of checks for the event.

**After Street Use Permit Approval Task List
(submit information within 30 days of event)**

Capacity Approval

___ Submit site plans and capacity calculations to the Madison Fire Department for approval.

Approved Capacity: _____

Date Submitted: _____

Crowd Managers

___ Certified crowd managers will be provided through contracted security services.

Date that contracted crowd managers received training in this EAP: _____

___ Event staff will serve as the certified crowd managers.

Date of certification(s): _____

Certifications obtained through: _____

Date event staff crowd managers received training in this EAP: _____

EAP Distribution and Training

___ EAP distributed to all event personnel.

Event Staff ___ Vendors ___ Crowd Managers ___ Security ___

Performers ___ Promoters ___ Volunteers ___ Contractors ___ Others ___

List of others: _____

___ Event specific training in the use and responsibilities associated with this EAP provided to event personnel. The following personnel received training:














Event Staff ___ Crowd Managers ___ Security ___ Others ___

Date of training: _____

Training provided by: _____

Wind Hazard Reference Document

Beaufort Scale

Beaufort number	Wind Speed (mph)	Seaman's term		Effects on Land
0	Under 1	Calm		Calm; smoke rises vertically.
1	1-3	Light Air		Smoke drift indicates wind direction; vanes do not move.
2	4-7	Light Breeze		Wind felt on face; leaves rustle; vanes begin to move.
3	8-12	Gentle Breeze		Leaves, small twigs in constant motion; light flags extended.
4	13-18	Moderate Breeze		Dust, leaves and loose paper raised up; small branches move.
5	19-24	Fresh Breeze		Small trees begin to sway.
6	25-31	Strong Breeze		Large branches of trees in motion; whistling heard in wires.
7	32-38	Moderate Gale		Whole trees in motion; resistance felt in walking against the wind.
8	39-46	Fresh Gale		Twigs and small branches broken off trees.
9	47-54	Strong Gale		Slight structural damage occurs; slate blown from roofs.
10	55-63	Whole Gale		Seldom experienced on land; trees broken; structural damage occurs.
11	64-72	Storm		Very rarely experienced on land; usually with widespread damage.
12	73 or higher	Hurricane Force		Violence and destruction.

Resource and Reference Addendum

Event Safety Alliance www.eventsafetyalliance.org

International Code Council (Fire Code) www.iccsafe.org

Madison General Ordinances (Chapter 10 for Street Use Permit Requirements and Chapter 34 for Fire Code Requirements) [Code of Ordinances | Madison, WI | Municode Library](#)

National Weather Service Event Support [dssrequest \(weather.gov\)](https://www.weather.gov/dssrequest)

[National Weather Service Event Ready Guide Event Ready Guide \(weather.gov\)](#)

Crowd Manager Training [National Association of State Fire Marshals - Crowd Manager Training](#) / <https://crowdmanagers.com>

FEMA Special Events Planning Manual [Microsoft Word - SpecialEventsPlanning-JAManual.doc \(fema.gov\)](#)

Madison Fire Department Event Support Links

[USE AND OPERATIONS OF TENTS AND TEMPORARY MEMBRANE STRUCTURES](#)

(tents over 401 ft²)

[FIRE SAFETY FOR CANOPIES & COOKING](#)