

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Downtown Madison Holiday Open House - Ice Sculpting Demo

Event Organizer/Sponsor Madison's Central Business Improvement District (CBD)

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

If Yes, provide State of Wisconsin Tax Exempt Number 049831

Address 122 W. Washington Ave. Ste. 250

City/State/Zip Madison WI 53703

Primary Contact Mary Carbine FAX 608-204-9028

Work Phone 608-512-1340 Phone During Event 608-228-0096

E-mail mcarbine@visitdowntownmadison.com

Website visitdowntownmadison.com

Secondary Contact Tim Jenguin

Work Phone 608-512-1341 Phone During Event 608-219-0281

E-mail tjenguin@visitdowntownmadison.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 300 over 4 hours (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours _____ to _____ Yes No

EVENT CATEGORY

Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)

Other Ice Sculpting demonstration

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: Peace Park 452 State Street

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 11-28 Rain Date(s) —

Event Start Date(s)/Time(s) 11:00 am Set-Up Date(s)/Time for Event 10:00 am

Event End Date(s)/Time(s) 3:00 pm Take-Down Time 3:00 - 4:00 pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

X 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, statutes and laws.

Signature Mary Carbine Date 8-26-13



Madison's Central Business Improvement District (BID)

MEMO

Date: August 26, 2014

To: Madison Parks Division, Special Event application

From: Mary Carbine, Executive Director
Madison's Central Business Improvement District (BID)
122 W. Washington Ave., Ste. 250, Madison, WI 53703 t (608) 512-1240 f (608) 204-9028
mcarbine@visitdowntownmadison.com www.visitdowntownmadison.com

Re: Street Use Permit Application, Ice Sculpting Demo, Peace Park, 11/28/14

Dear Madison Parks,

Here is additional information regarding our Street Use Permit Application for Downtown Madison Holiday Open House Ice Sculpting Demonstration in Peace Park, Nov. 28, 2014. Any questions, please do not hesitate to contact me.

Background:

The proposed activities are part of the Downtown Madison Holiday Open House, in which Madison Central BID partners with a range of downtown businesses and cultural organizations to offer family fun activities as part of a holiday shopping promotion. Programming partners include Overture Center, Central Library and others.

The proposed Ice Sculpting Demonstration in this format and by this artist was presented successfully in this location on the Friday after Thanksgiving last year. It has also been presented successfully downtown since at least 2006 as part of the annual Madison Winter Festival in locations including 30 on the Square and Peace Park.

Event Schedule/Activities:

Event location: Peace Park, 452 State St.

Event schedule: Friday, Nov. 28, 2014

- Set up: 10:00 – 11:00 am
- Event/Activities: 11:00 am – 3:00 pm
- Tear-down and clean-up: 3:00 – 4:00 pm

Proposed activities: Ice Sculpting Demonstration by Maurie Pearson, Black River Ice Sculptures
<http://blackriverice.com/>

Proposed Set-Up: Ice Sculpting demonstration in the performance space. Completed sculptures set up on the pavement in the park. Ice sculpting area surrounded by six hay bales to create safety zone between public and sculpting. As in previous years, completed sculptures may remain in place until melted or until Mall Maintenance tells us they should be removed (BID staff onsite daily at Visitor Center to monitor). BID staff will sprinkle ice melt around the sculptures in the following days (until sculptures are fully melted) so that slippery ice does not form on the pavement.

Trash: We do not anticipate any out-of-the-ordinary trash or recycling. We will bring trash containers for/carry out any trash generated by the activities, and clean up/remove hay bales.

Parks Downtown Visitor Center: BID Ambassadors staff the Visitor Center in Peace Park. The Visitor Center and public bathrooms will be open during the exhibition.

Rain Location: Cancellation up to artist if inclement weather; if so, we might contact Parks to see if we could reschedule for a Saturday in December.

Electricity: Please note, sculptor will need electrical (outdoor outlets in performance area).

Event Site Map – attached

Safety and Security Plan:

- The Ice Sculpting Demo by this artist in this format has been presented annually downtown since at least 2006 without incident. Hay bales will form a perimeter so that people do not get close while sculpting in progress. We do not anticipate any special crowd control or security needs.
- The Visitor Center will be open and staffed by BID Ambassadors, plus the BID Executive Director will be on-site to call emergency services if needed.
- There is a first aid kit in the Visitor Center.
- The Visitor Center can serve as the designated lost child area.
- BID staff will be in the immediate area if communication is needed.

Notification Schedule:

I do not believe this event requires notification. However, we will notify State Street Area/Business Improvement District member businesses of the planned event via our email update, and as a courtesy I have provided a copy of this application to the 4th district Alder.

Downtown Holiday Open House Ice Sculpting demo 11-28-14

