

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

Work Phone (608) 576-2580

E-mail ryankarenlee@gmail.com

Website http://www.cowsontheconcourse.org

Secondary Contact Marjorie Stieve

Work Phone (608) 250-4284

E-mail mstieve@vitaplus.com

FAX (320) 306-8659

Phone During Event (608) 576-2580

Phone During Event (608) 575-5388

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 8 a.m. to 1 p.m.

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 E & W Main St. & 100-200 blocks of MLK Jr.

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 6/4/11

Rain Date(s) none

Event Start Date(s)/Time(s) 6/4/11 8 a.m.

Set-Up Date(s)/Time for Event 6/4/11 6 a.m.

Event End Date(s)/Time(s) 6/4/11 1 p.m.

Take-Down Time 6/4/11 1-2 p.m.

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____/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

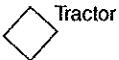
Date 4-19-11

Volunteer check-in

Vita Plus semi truck



Green Co. - 30 ft.



Main St.

Entertainment stage



Dean's Truck



Cows on the Concourse 2011

*All booth spaces are 10x10 unless otherwise indicated.

Purple Cow - 20 ft.



'Big Cheese' Zone - 60 ft.



Sassy Cow Creamery



MLK Jr. Blvd

DBIC



Crave Bros. Cheese



Hinchley's Dairy Farm Tours



Kate's Kitchen



Curt's Gourmet Popcorn



Creating Dairyland



Food line

Get 'Moo'ving Zone - 20 x20 ft.



Capital Newspapers



Wisconsin Farm Bureau



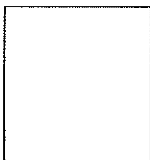
Capital Fitness



Wisconsin Farmers Union



Get 'Moo'ving Zone - 20 x20 ft.



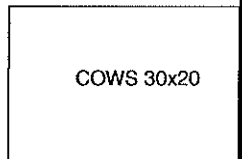
Ed 'Moo' cation Zone - 30 ft.



Portable restrooms/
handwashing



COWS 30x20



Barricades

Doty St.

Dumpster





2011 Cows on the Concourse Event Schedule

- 6 a.m. Volunteers arrive for set-up
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)
 - Dairy Business Innovation Center (Food)
 - Green County Ag Chest (Food)
 - Purple Cow Gift Shop (Merchandise)
 - Sassy Cow Creamery (Food)
 - Crave Brothers Farmstead Cheese (Food)
 - Kate's Kitchen (Food)
 - Creating Dairyland (Food)
 - Curt's Gourmet Popcorn (Food)
 - Wisconsin Farm Bureau (Education)
 - Hinchley's Dairy Farm Tours (Food)
 - Wisconsin Farmers Union (Education)
 - Ed 'Moo' Cation Zone (Education/ Activity)
 - Get 'Moo' ving Zone (Activity)
- 7:45 a.m. Cows delivered to end of MLK and S. Hamilton Capitol walkway
- 8 a.m. Event starts
- Amplification from stage and MLK cow area begins
 - Dick Leo & the Trio live band
 - Alice in Dairyland
 - Cream puff, grilled cheese eating contests
 - 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