

PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Gold Wing Road Riders Association, Wing Ding 36, Grand Parade

Event Organizer/Sponsor Greater Madison Convention & Visitors Bureau

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 6015 East Washington Ave.

City/State/Zip Madison WI 53703

Primary Contact Janine Wachter

FAX 608-258-4950

Work Phone 608-441-3949

Phone During Event 608-628-1382

E-mail Wachter@visitmadison.com

Website www.visitmadison.com

Secondary Contact Kevin Thomas

Work Phone 623-217-1958

Phone During Event 623-217-1958

E-mail Kevin@kk+events.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 900 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours _____ to _____ Yes No

Park Requested Wagner Park, parking lot

Shelter Reserved by Event Organizer Yes No

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 7/5/14

Rain Date(s) None

Event Start Date(s)/Time(s) 7/5/14 7:00 AM

Set-Up Date(s)/Time for Event 7/5/14 6:30 AM

Event End Date(s)/Time(s) 7/5/14 9:15 AM

Take-Down Time 7/5/14 9:30 AM

Does this require time in the park the day before your event? Yes No

APPLICATION SIGNATURE

The person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved park area. This permit is subject to all Municipal Ordinances as defined by the City of Madison, in addition to all rules and regulations governing the City's Parks Division. The applicant agrees that during the use of the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, creed, national origin or handicap.

The applicant has read the Park Events Application packet. The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Signature Janine Wachter

Date _____

Gold Wing Road Riders Association Wing Ding 36, Grand Parade City of Madison Parks Application

The Gold Wing Road Riders Association (GWRRA) is hosting its 36th Wing Ding in Madison, WI at Alliant Energy Center July 2-5, 2014. GWRRA is working with the Madison Mallards to host a pancake breakfast from 7:00 a.m. until 8:30 a.m. on Saturday, July 5. Each year as part of their Wing Ding, they host a grand parade to showcase their motorcycles and share their event with the hosting community.

They would like to stage their grand parade in Warner Park's parking lot the morning of Saturday, July 5. They anticipate approximately 400-600 motorcycles will participate in the parade. The Greater Madison Convention & Visitors Bureau is contracted to provide logistics for the parade including, all permits, licenses, escorts, police and security. This event is also being planned in coordination with The Northside Independence Day: A Family Celebration. Please see more information and their application, attached.

The beginning of the parade usually consists of dignitaries and those carrying the U.S. flag, each of the 50 state flags, plus the Canadian provinces. Those wishing to carry a flag have to sign-in and check-out the flag and a pole. The staging takes almost an hour and a half as it takes time to keep them organized. They are lined up side by side and usually end up riding in a staggered pattern. After the flags, the remaining riders are lined up in rows next to the flag carriers/dignitaries. The parade has often been led by City Officials in convertibles, or fire trucks, radio station vans, etc. The de-staging (at Alliant Energy Center) is handled much the same way, by an additional set of volunteers, with the dignitaries and flags being separated out so that the flags and poles can be collected and dignitaries can exit quickly. The parade is always led by the city police at usually 12-15mph, with other officers stationed at intersections or leap-frogging ahead.

Complete Event Schedule and Event Details

- Parade staging would be from 7:00 a.m. until 8:30 a.m. with the lead police escort departing at 8:30 a.m.
- Parade will take approximately 30 minutes from time the first motorcycle departs Warner Park until the time the last motorcycle departs.
- Clean up should take no longer than 30 minutes and all personal will be off parks grounds by 9:30 a.m.
- Approximately 400-600 Honda Gold Wing motorcycles will be in this parade.
- Average speed for parade should not exceed 15-20 mph.
- This is a non-alcoholic event.
- This is the fifth time Gold Wing Road Riders have held their event in Madison, more than any other destination in the United States.
- The Economic Impact for this entire event (July 1-5) is \$3.4 million based on an estimated attendance of 12,000 people.

Background on Wing Ding

What is Wing Ding? Wing Ding is Gold Wing Road Riders Association's (GWRRA's) annual convention, get-together, party, etc. It is our once-a-year chance for our Members, and everyone else who wants to see the world's largest Gold Wing trade show, to gather to party! The show moves to a different city every year and is held over the 4th of July holiday for four days of FUN, Food, Entertainment, Shopping, Education, Riding and Meeting old and new Friends.

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

WWW.VISITMADISON.COM

Gold Wing Road Riders Association Wing Ding 36, Grand Parade City of Madison Parks Application

Site Map of the Event

GWRRA anticipates that staging of the parade would fit within the parking lots nearest the Madison Mallards, as indicated in the photo above. The proposed parade route would exit Warner Park right onto Sherman road and the parade would end at the Alliant Energy Center. This exact route is still TBD based on Madison Police Department suggestions. The parade route map follows.



MADISON

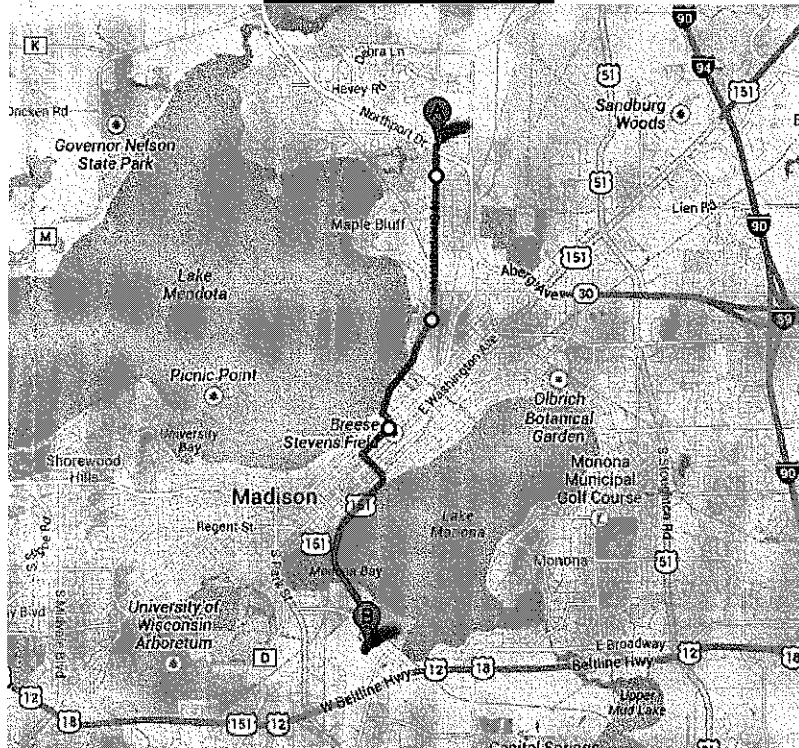
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Gold Wing Road Riders Association Wing Ding 36, Grand Parade City of Madison Parks Application

Parade Route Map



Madison Mallards Baseball Club
2920 N Sherman Ave, Madison, WI 53704

- | | |
|---|---------------------------|
| 1. Head south on N Sherman Ave toward Browning Rd
About 5 mins | go 2.0 mi
total 2.0 mi |
| ➤ 2. Turn right onto Sherman Ave
About 3 mins | go 1.3 mi
total 3.2 mi |
| 3. Continue onto N Brearly St
About 1 min | go 0.2 mi
total 3.4 mi |
| ➤ 4. Turn right onto E Dayton St
About 2 mins | go 0.5 mi
total 3.9 mi |
| ↶ 5. Turn left onto N Blair St
About 2 mins | go 0.4 mi
total 4.3 mi |
| 151 6. Continue onto US-151 S
About 2 mins | go 0.8 mi
total 5.1 mi |
| 7. Continue onto John Nolen Dr
About 3 mins | go 1.4 mi
total 6.5 mi |
| ➤ 8. Slight right onto W Expo Dr | go 0.2 mi
total 6.7 mi |

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**Gold Wing Road Riders Association
Wing Ding 36, Grand Parade
City of Madison Parks Application**

Safety and Security Plan

- Participants will be marshaled and lined up in the parking lots at Warner Park near the Madison Mallards.
- KKT Event Management (www.kktevents.com) (a professional event management firm, contracted by GWRRA) will have an Event Team as well as a team of dozens of volunteers who work the staging and de-staging of the parade. Their team and volunteers have been handling the parade for years.
- A lead vehicle will be heading up the parade and the GMCVB and Gold Wing plan to work closely with Madison Police for the required and most appropriate number of officers needed along parade route.
- In the case of severe weather, the parade will be canceled based on a weather call 2 hours prior to event.
- Please see attached additional information on safety and security plan.

Certificate of Insurance

The GMCVB will be submitting a certificate of insurance no later than April 15, 2014 to the
City Risk Manager at
210 MLK JR. Blvd, Rm 406
Madison, WI 53703
Phone (608) 266-5965
Fax (608) 267-8705

Clean Up and Recycling Plan

- KKT Event Management will have an Event Team to make sure no trash is left in Warner Park's parking lot.

Notification Requirements

- Since the parade will have over 300 participants/viewers, we have notified Alderman Larry Palm, District 12, of our intention for the event.
- This event will necessitate traffic detours and/or parking restrictions, the plans must be approved and filed with this application. The GMCVB will post this information in the park and will notify area residents at least two weeks prior to the event. Please see the tentative flyer/notice, attached, and the notification schedule below.

Accessibility

All activities are barrier-free and offer equal opportunities for access.

For questions regarding this application, please contact Janine Wachter.

JANINE WACHTER, CMP
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The information in this e-mail is confidential and intended for addressee only.

**** Beginning Northside Independence Day Application:**

The *Northside Independence Day: A Family Celebration* is being planned and led by a volunteer group of Northside residents, facilitated by the Northside Planning Council, which is acting as fiscal and insurance agent for the event. In addition, other agencies are participating in various aspects of the event: Madison School Community Recreation is providing equipment and supplies for games and contests, North-East Senior Coalition is providing supplies for games, American Legion is providing volunteers and supplies for a first aid area. The event is planned to take place on Saturday, July 5th at Warner Park.

This event is also being planned in coordination with the Gold Wings Road Riders Association's 36th Wing Ding Grand Parade, scheduled to depart from Warner Park at 8:30 am on July 5th. The Greater Madison Area Convention and Visitors Bureau is handling all the permitting and logistics for the Wing Ding week, including the parade permit for the 5th. As part of the coordination between the two events, the GMACVB parade permit application will include the Northside Independence Day parade information and route in addition to the Gold Wings information; the Northside Independence Day parade will follow immediately after the Gold Wings parade, following their route down Sherman Avenue until Trailsway Drive, when the Northside Independence Day parade will turn onto Trailsway and make its way back to the Warner Park shelter via park paths.

A. Complete Event Schedule

In addition to the parade, the Northside Independence Day event will include speeches by elected officials, an Open Mic for local musicians, games and contests for all ages and food vendors invited and selected by the planning team. All food vendors will be responsible for securing their own individual permits. These elements of the event will run as follows:

Proposed Schedule of Events

8:00	Games area set up, first aid tent set up, PA system install
8:00 – 9:00	Parade preparation, bicycle decorating, Gold Wing staging
8:30	Gold Wings Ride start (parade permit application submitted by Greater Madison Area Convention and Visitors Bureau)
9:00	Northside Parade (same permit application as Gold Wings)
10:00	Program (Speeches, reenactments, etc.)
10:00	Food vendors set up
10:30 -3:00	Games and Activities
11:00 – 2:00	Open Mic
11:00 – 3:00	Food vendors open
3:00 – 4:00	Clean up, tent take down

The planning team is working with the American Legion, United Way of Dane County, local neighborhood associations and scouting troops to recruit volunteers for set-up and clean-up as well as specific duties during the event. The planning team will act as event monitors and emergency contacts.

B. Site Map of Event

Please see attached map.

C. Safety and Security Plans

The essential elements of the security and safety plan are first aid and lost child needs. The American Legion Post 501 has volunteered their trained safety and first aid members to serve in the first aid tent. This tent will be rented and set up adjacent to the Warner Park shelter, for maximum visibility and access to water and power. Tent rental will be coordinated by the Northside Planning Council.

Part of first aid is preparing for heat and humidity in July. The planning team is submitting a request to the Madison Water Utility to have the Water Wagon on site during the event, providing free drinking water. The planning team will provide cups and water bottles for use with the Water Wagon.

Lost children will be brought to the first aid tent as well, as it will be a centrally located place and visible.

Volunteers in the first aid tent will be provided with walkie-talkies to communicate with the event monitors. If a lost child is brought to or finds their way to the first aid tent, all pertinent information about them will be shared with all event monitors, who will be located throughout the event area and wearing recognizable t-shirts for easy identification.

In addition, staff inside the Warner Park Community and Recreation Center will be informed about the first aid and lost children procedures, and will also have walkie-talkies to communicate with event monitors in case a child or parent comes inside to look for each other.

The Northside District of Madison Police has been informed about the event, and will continue to be keep up to date on plans as they move forward.

D. Clean Up and Recycling Plan

The planning team is meeting with Paolo Verde Waste Planning to discuss the possibilities for diversion of maximum amount of waste generated through the event into composting or recycling facilities, similar to what was done at the Marquette Neighborhood's Fete de Marquette last year. At a minimum, the planning team will work with City Parks staff to rent and install sufficient numbers of trash and recycling barrels to forestall littering, and will assign volunteers to monitor those barrels throughout the event and empty them when necessary.

E. Notification Requirements

Alder Anita Weier (District 18) has been participating in the planning team meetings, as her district encompasses half of the Northside area. Alder Larry Palm (District 12), whose district includes the other half of the Northside and Warner Park, has been kept informed about the planning work, and invited to meetings.

G. Accessibility

Warner Park is generally accessible to disabled patrons. There are paved paths throughout the planned event area, usable by wheelchairs. Warner Park has designated handicapped parking spaces as well. The planning team is renting portable toilets for the day, and will include several handicapped accessible toilets in their rental agreement.