

# STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event Art Fair on the Square - 2014

Event Organizer/Sponsor Madison Museum of Contemporary Art

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

If Yes, provide State of Wisconsin Tax Exempt Number Fed ID #: 39-1133513, CES #: 005628

Address 227 State Street

City/State/Zip Madison / Wisconsin / 53703

Primary Contact Annik Dupaty, Director of Events FAX 608-257-5722

Work Phone 608-257-0158 ext 230 Phone During Event 608-332-4706

E-mail artfair@mmoca.org

Website www.mmoca.org

Secondary Contact Elizabeth Tucker Phone During Event 608-257-0158 ext 245

Work Phone 608-257-0158 ext 245

E-mail elizabeth@mmoca.org

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: Madison Museum of Contemporary Art

Estimated Attendance 200,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 9:00 am to 6:00 pm  Yes  No

## EVENT CATEGORY

Run/Walk  Music/Concert  Festival  Rally  Parking (i.e., bagging meters)  
 Other Art Fair with entertainment and food vendors

## 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: Capitol square, 30 of the square (top 100 block of State Street). Capitol Square and the 100 blocks of: East and West Washington, MLK Jr. Blvd, N & S Hamilton, E & W Mifflin, State street, King Street, N & S Pinckney, E & W Main Street, N & S Carroll & Wisconsin Avenue.

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 7/11-13, 2014 Rain Date(s) N/A

Event Start Date(s)/Time(s) 7/12/14 9 am & 7/13/2014 10am Set-Up Date(s)/Time for Event 7/11/2014 3:00- all night

Event End Date(s)/Time(s) 7/12/14 6pm & 7/13/2014 5pm Take-Down Time 5:00 pm - 9:30 pm 7/13/2014

## APPLICATION SIGNATURE

I/We waive the 21-day decision requirement.

Take-Down Time: start to streets reopened

\*\*Streets open at 9:30 pm on

7/13/14\*\*

 (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  Date 5/1/2014



## MEMORANDUM

To: City of Madison

From: Madison Museum of Contemporary Art  
Annik Dupaty, Director of Events and Volunteers

RE: The Addition of Special Instructions for Sidewalk Café Owners to the  
2014 Special Event Resolutions

Date: April 28, 2014

With this memo, the Madison Museum of Contemporary Art (MMoCA) requests that additional language be added to the Special Event Resolutions to be granted for its 56<sup>th</sup> annual Art Fair on the Square street event (a fundraiser for MMoCA), in regard to the placement of sidewalk cafes around the Capitol Square and on the 100 block of Martin Luther King, Jr. Blvd.

**SITUATION:**

(1) The 475+ artists, vendors and sponsors who participate in the Art Fair on the Square each year use 10'w x10'd tent structures. Tents are placed on both sides of the streets of the fair facing in toward the street. In order to maintain the emergency access lane, each tent is situated with 8' of the 10'd in the street, and the back 2' up on the raised curb. In recent years, some sidewalk cafes have been set up flush with the curb edge, without regard to the City of Madison's *Sidewalk Café Instructions*: that state: "The sidewalk café must be at least 2 feet from the curb edge. 9:13, (4), (g)." When sidewalk cafes set up enclosures flush with the curb, exhibitors can not set up their 10'w x10'd tents. It is also important to note that artists enter, exit and restock from the back of their booths, so having a buffer zone is critical.

(2) Also, during the weekend of the fair, MMoCA staff and volunteers need to have enough room to navigate with materials and supplies on the sidewalks between buildings on the square and the backs of art fair tents or sidewalk cafes, because the streets are so densely packed by the public. Having open space on sidewalks is critical.

With that being said, MMoCA requests that the following language be added to the 2014 Special Event Resolutions:

Beginning Friday, July 11, 2014 at 3:00pm through Sunday, July 13, 2014 ending at 9:00pm:

(A) Sidewalk cafés that are not flush against a building on the 100 blocks of W. Mifflin, E. Mifflin, N. Pinckney, S. Pinckney, E. Main, W. Main, S. Carroll, N. Carroll and Martin Luther King, Jr. Blvd. must be at least 6 feet away from the face of the building **AND** at least 3 feet from the curb edge.

(B) Sidewalk cafés that are flush against a building on the 100 blocks of W. Mifflin, E. Mifflin, N. Pinckney, S. Pinckney, E. Main, W. Main, S. Carroll, N. Carroll and Martin Luther King, Jr. Blvd. must leave a sidewalk lane a minimum of 6 feet wide.



## Complete Event Schedule Art Fair on the Square 2014

### Set up

Friday, July 11

- Set up begins at 3:00 pm and continues throughout the night.

### Event

Saturday July 12

- Event/vending begins at 9:00 am
- Music begins at 9:00 am
- Music ends at 6:00 pm
- Event/vending ends at 6:00 pm

Sunday July 13

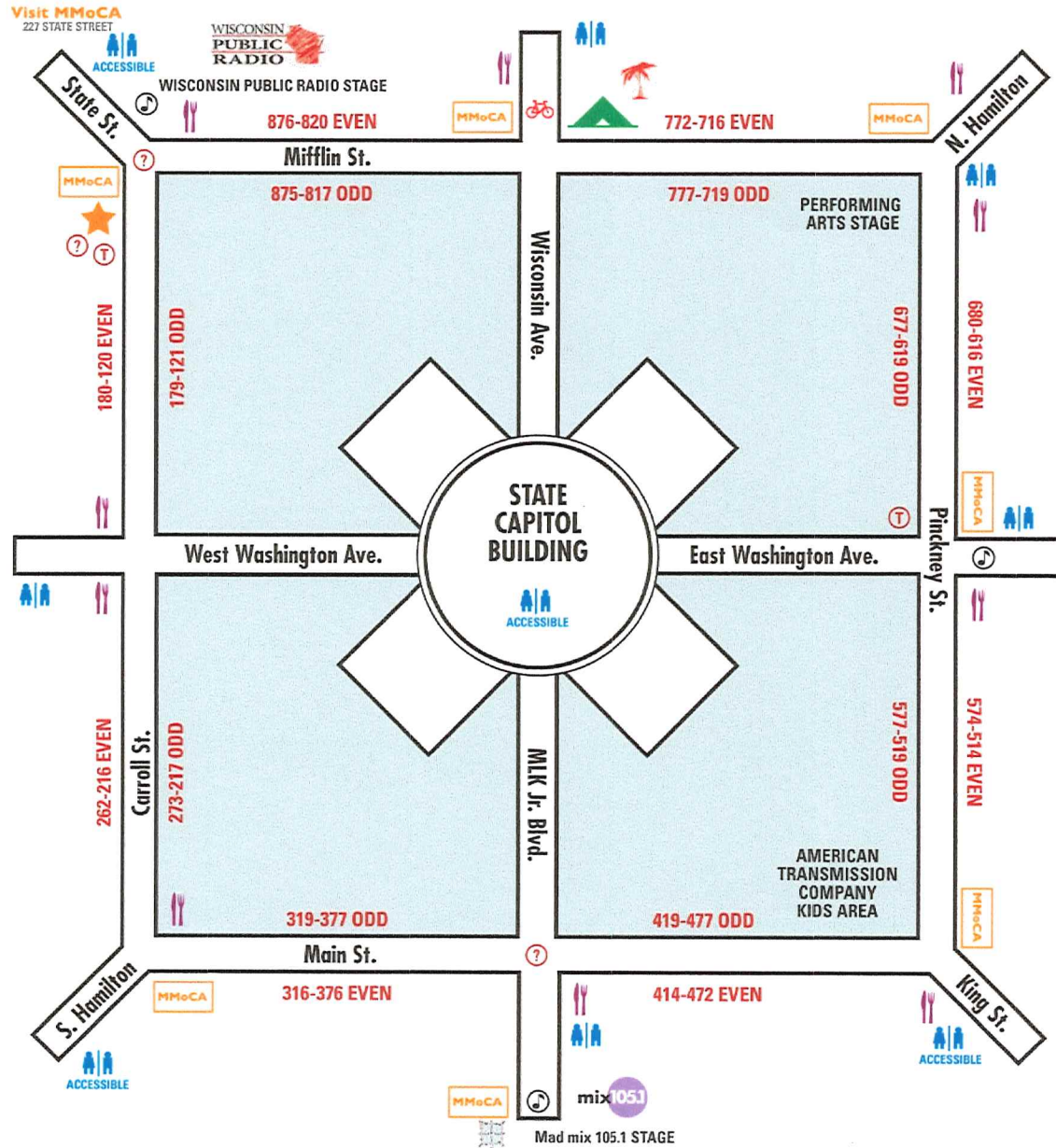
- Event/vending begins at 10:00 am
- Music begins at 10:00 am
- Music ends at 5:00 pm
- Event/vending ends at 5:00 pm











### Take-down/strike

Sunday, July 13

- Take-down begins at 5:00 pm, and is expected to be finished by 9:30 pm.

# ART FAIR ON THE SQUARE



-  Art Fair Headquarters
-  MMoCA Concession Stand
-  Silent Auction Tent
-  Wildwood T-Shirt Sales
-  MMoCA Member Oasis
-  Information
-  Restrooms
-  Music Stages
-  Food Vendor Area
-  Complimentary Bike Valet

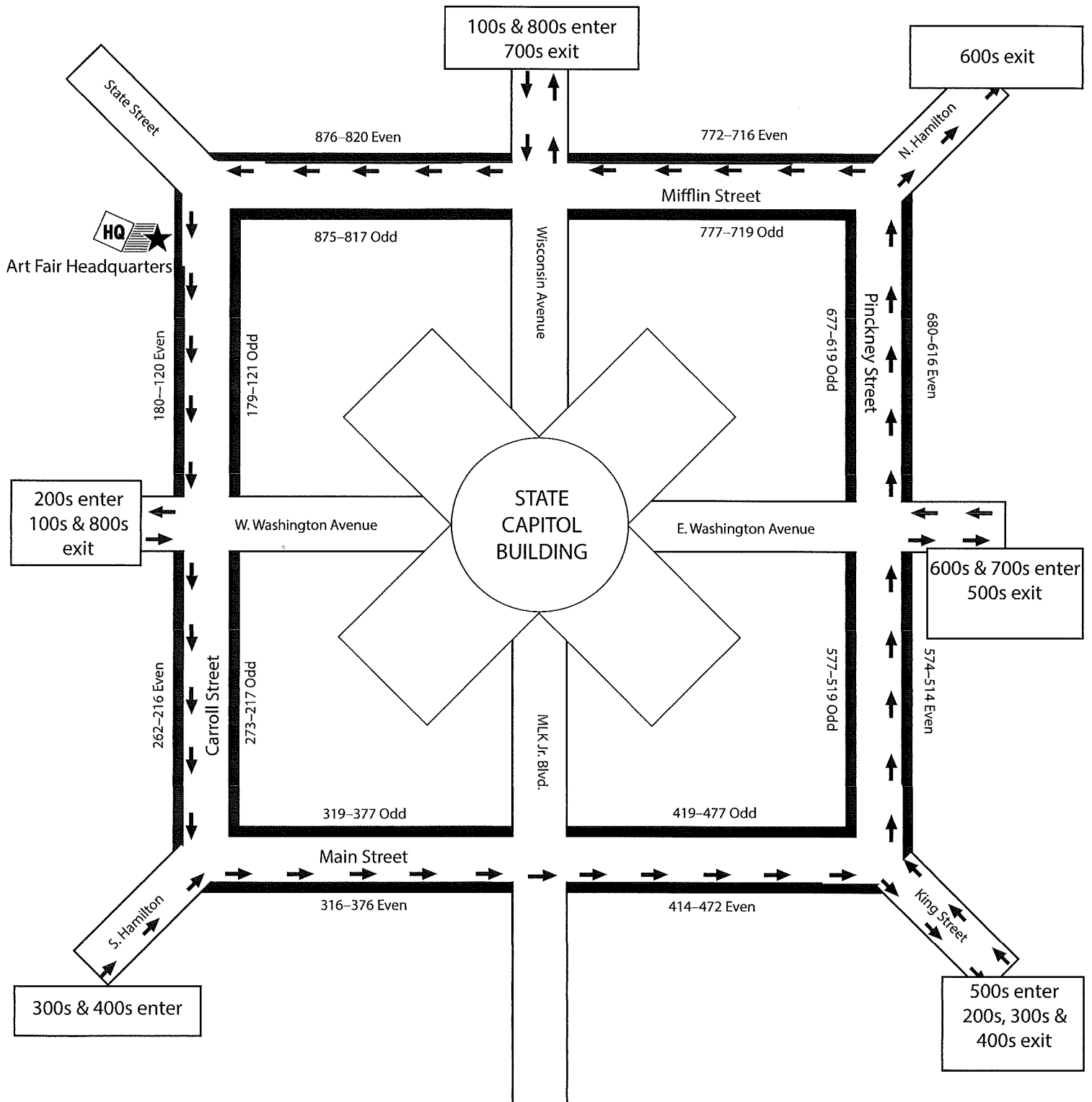
 **SILENT AUCTION TENT**  
MMoCA invites you to the Silent Auction Tent to bid on artworks donated by Art Fair artists. All proceeds benefit MMoCA exhibitions and education programs. See you there — and good luck.

**MMoCA CONCESSION STANDS**  
Support the arts when you buy food and beverages at MMoCA concession stands. All proceeds benefit the museum's exhibitions and education programs.

**Complimentary Bike Valet**  
provided by Wisconsin Bike Fed.

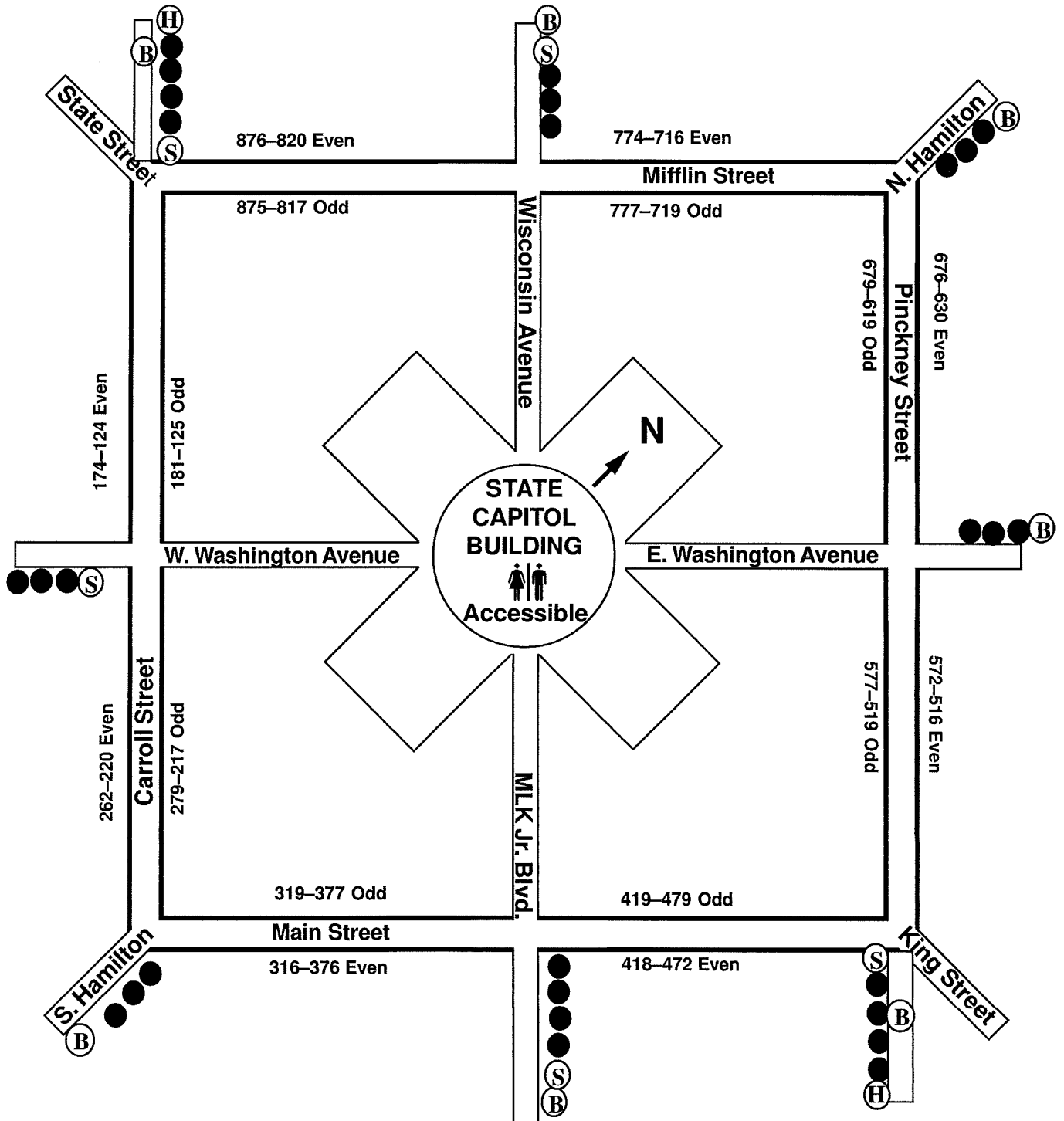


# Art Fair on the Square 2014 Traffic Map



Updated  
4/28/14

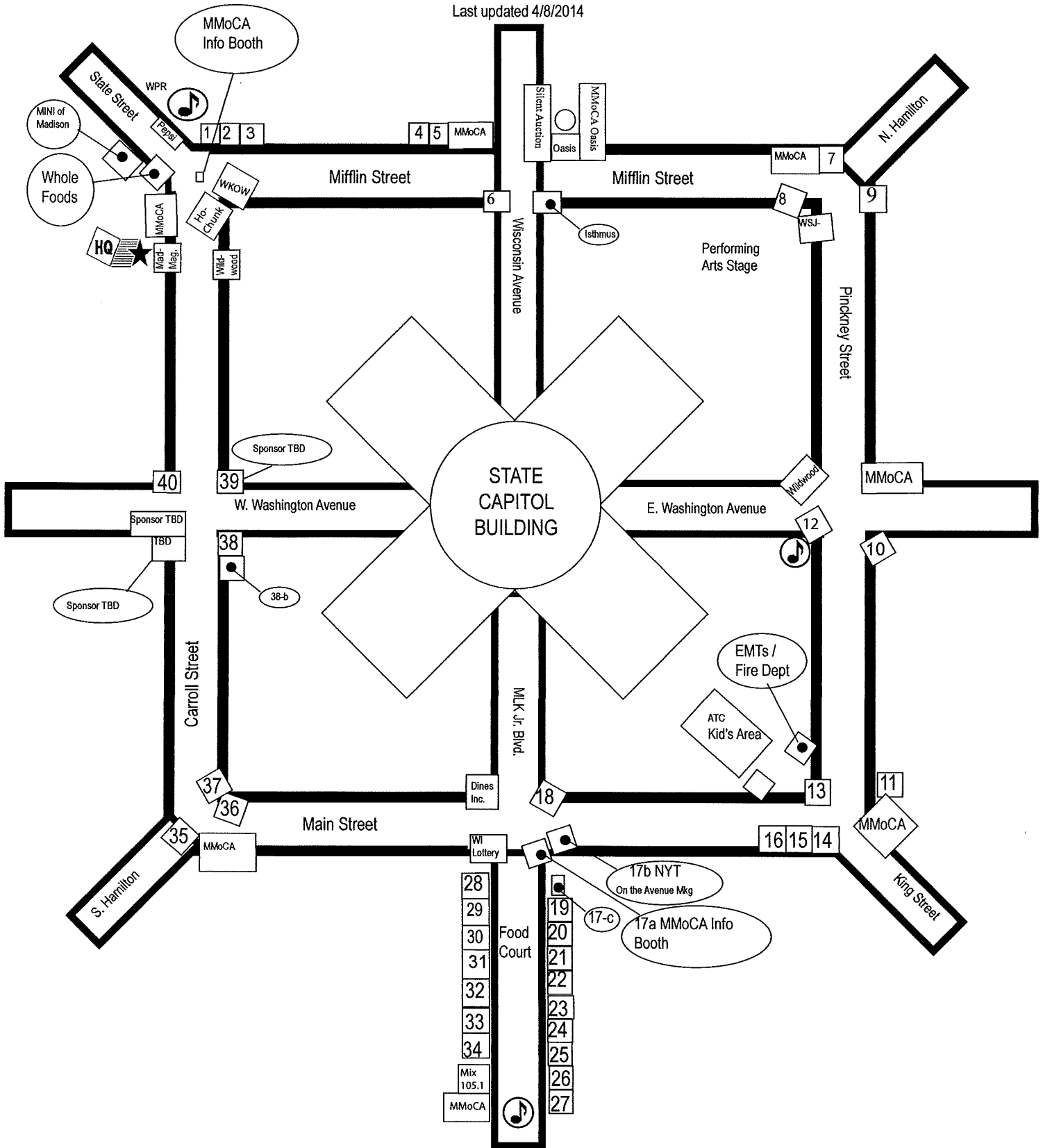
# Art Fair on the Square Map



- (H) Handicap - 2
- (B) Barrels - 7
- (S) Sinks - 5
- Units - 27 (PORTABLE TOILETS)

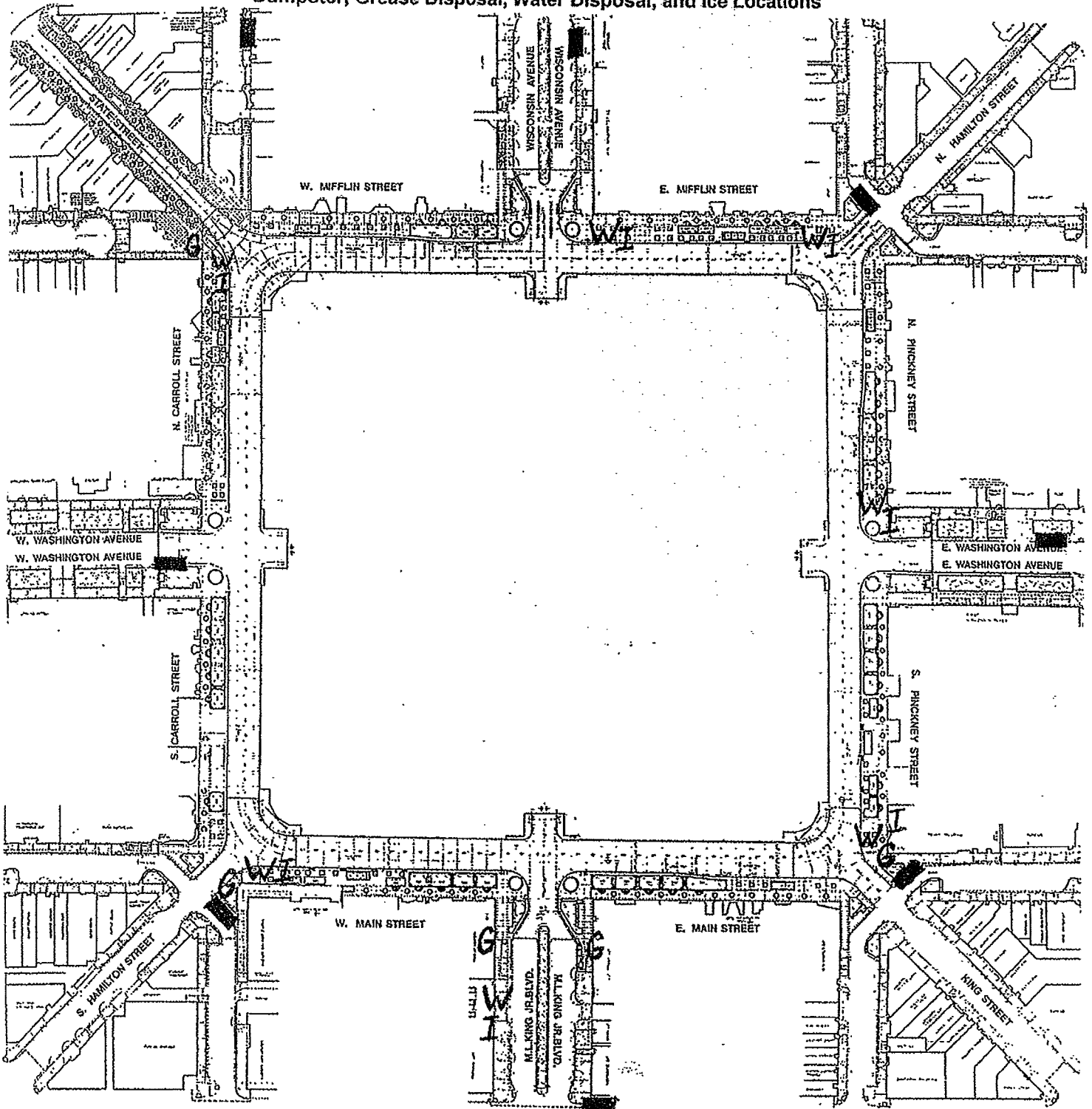
# ART FAIR ON THE SQUARE 2014 SPONSOR & FOOD VENDOR MAP

Last updated 4/8/2014



# Art Fair on the Square

Dumpster, Grease Disposal, Water Disposal, and Ice Locations



■ = Dumpster

G = Grease Barrel

I = Ice Sales

W = Water Barrel



**City of Madison  
Community Event Recycling Plan**

Event Date: July 12 and 13, 2014

Event Title: Art Fair on the Square

Event Location: Capitol Concourse

Event Sponsor/Contact information:

Name Annik Dupaty, Director of Events and Volunteers

Phone 608-257-0158 x 229

email artfair@mmoca.org

Recyclables Generated at the Event (Check all that apply.)

- Aluminum Cans
- Cardboard** ✓
- Glass Bottles/Jars
- Paper (Does not include napkins, towels or tissues)** ✓
- Plastic Bottles** ✓
- Steel/Tin Cans

Collection Service

- City** ✓
- Private Hauler

If using a private hauler which hauler will provide service? \_\_\_\_\_

Will you need City supplied recycling containers? yes

If yes, how many? 50

See the container use agreement for information on the container loan program or call 267-2626 for more information.

It is your responsibility to provide notification of the recycling requirements to any outside vendors who will be attending the event. A copy of your letter/notification must be submitted with this form.

This form and any required attachments must be submitted with your Street Use Permit application materials and to the Streets Division, 1501 W. Badger Rd., Madison, WI, 53713 or FAX to 608-267-1120.



# ART FAIR ON THE SQUARE 2014 EMERGENCY ACTION PLAN

© Madison Museum of Contemporary Art. Last updated May 9, 2014, 10:30 am CST.

## EVENT ORGANIZER:

**Madison Museum of Contemporary Art**  
227 State Street, Madison, WI 53703  
608-257-0158 • [www.mmoca.org](http://www.mmoca.org)

## PRIMARY CONTACT:

**Annik Dupaty, Director of Events and Volunteers**  
227 State Street, Madison, WI 53703  
608-257-0158 x 229 (Cell during event: 608-332-4706)  
[artfair@mmoca](mailto:artfair@mmoca) • [annik@mmoca.org](mailto:annik@mmoca.org)

## EVENT DATES:

Friday, July 11, 2014: Set up begins at 3:00 pm, continues throughout the night  
Saturday, July 12, 2014: Event is open to the public 9:00 am – 6:00 pm  
Sunday, July 13, 2014: Event is open to the public 10:00 am – 5:00 pm  
Sunday, July 13, 2014: Breakdown begins at 5:00 pm, continues until 9:30 pm

## EVENT LOCATION:

The eight blocks surrounding the State Capitol Building,  
and the 100 block of Martin Luther King Jr. Blvd.

## HEADQUARTERS:

During the event, Headquarters for staff and volunteers will be located  
on the sidewalk in front of the Wisconsin Historical Museum at:  
30 North Carroll Street, Madison, Wisconsin 53703

## INCIDENT COMMAND POST / STORAGE:

MMoCA's temporary storage facility located at 125 W. Mifflin Street\*, Madison,  
WI 53703 will be considered the (initial) Incident Command Post in the event  
of an extreme emergency situation.

## EVENT OVERVIEW

On July 12 and 13, 2014, the Madison Museum of Contemporary Art ("MMoCA") will celebrate its 56<sup>th</sup> annual Art Fair on the Square. With over 150,000 visitors from across the region, Art Fair offers a wide range of art, music, dance, family entertainment and food. Occupying the eight blocks that surround the State Capitol, and the 100 block of Martin Luther King Jr. Blvd, Art Fair on the Square is a celebration of both the arts and downtown Madison. Over 500 volunteers donate their time and energy to help make Art Fair a success, and businesses also show their support through cash and valuable in-kind contributions of goods and services, such as promotional assistance, manpower, and donations of food and equipment. Since the museum's first Art Fair in 1958, the event has grown into one of the most highly-respected juried art fairs in the country. Over 1,400 artists from across the United States apply each year for the 475 exhibitor booths. **Admission: FREE.** Open to the public.

While Art Fair on the Square is a beloved annual event that boosts tourism, nationwide visibility, trade, quality of life, and city pride, it also supports MMoCA. Funds raised from Art Fair on the Square are essential as MMoCA continues to present and expand its exhibitions and programs. Education programs for area schools continue to bring teachers and students into the museum to provide a greater understanding of art principles and traditions. In addition, the museum continues off-site programs such as the on-line permanent collection exhibit and the celebrated Art Cart which catered to over 4,200 children from the Madison community last year.

## ART FAIR ON THE SQUARE 2014: EMERGENCY ACTION PLAN

### ABOUT THE EVENT ORGANIZER

The Madison Museum of Contemporary Art is a nonprofit, independent 501(c)3 organization. It is organized and run separately from Overture Center for the Arts and is governed by a 25-member board of trustees. Its mission is to “serve the art life of the community by creating opportunities for direct experience with works of art, by providing a forum for the exchange of ideas about art, and by offering programs to enhance the appreciation and understanding of art.”

### ANTICIPATED ATTENDANCE

The Art Fair on the Square attracts and involves a large number of people over the weekend of the art fair, namely:

- 40-50 staff members from the Madison Museum of Contemporary Art (organizers); including one Director of Events, and four designated “Quad Captains” who are each assigned to supervise one ¼ of the square (i.e. two blocks of the square).
- 450-500 volunteers, including 10-15 licensed bartenders
- 450-500 artists assigned to 475 artist-designated booths
- 1-2 Special Duty City of Madison Police officers (contracted, per shift)
- A varying number of City of Madison Police officers (non-contracted)
- 1-2 Capitol Police Officers (contracted by permit)
- A varying number of Capitol Police officers (non-contracted)
- 1 Fire Department Inspector and 2 paramedics
- 1-2 Public Health Inspectors/ Sanitarians
- 7 Security Guards (contracted, per shift) from Per Mar
- 30-40 food vendor booths with 1-10 staff members in each booth
- 30 music/performing arts acts on three stages
- 20-25 sponsor representatives in 10-12 sponsor-designated booths
- 150,000-200,000 attending fairgoers from across the region

### PURPOSE OF THE EMERGENCY ACTION PLAN

**A.** This emergency action plan predetermines actions to take before and during the “Art Fair on the Square” (aka the event) in response to an emergency or otherwise hazardous condition. These actions may be taken by the organizers, staff/management, personnel, and attendees. These actions represent those required prior to the event in preparation for—and those required during—an emergency.

**B.** Flexibility will be exercised when implementing this plan because of the wide variety of potential hazards that exist for all outdoor events. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

**C. ASSUMPTIONS:** The possibility of an occurrence of an emergency is present at any outdoor event. The types of emergencies possible are various and could require the response of Fire, Emergency Medical Services, and Police.

**D.** This action plan reflects the following priorities:

1. Life safety and minimizing harm
2. Incident stabilization
3. Property preservation

### ORIGINS OF THE EMERGENCY ACTION PLAN

This emergency action plan was updated for the 2014 event by Annik Dupaty, Director of Events and Volunteers at MMoCA. The original (comprehensive) plan was developed in 2013 in response to a request from the City of Madison Fire Department to revise and expand its safety and security plan for the fair. Per the suggestion of the City of Madison Fire Department, this plan incorporates elements of FEMA’s *Incident Command System*.

## ART FAIR ON THE SQUARE 2014: EMERGENCY ACTION PLAN

### COMPLETE 2014 EVENT SCHEDULE

#### Set up

Friday, July 11th

Set up begins at 3:00 pm and continues throughout the night

#### Event

Saturday July 12th

Event begins at 9:00 am

Music begins at 9:30 am

Music ends at 5:30 pm

Event ends at 6:00 pm

Sunday July 13th

Event begins at 10:00 am

Music begins at 10:00 am

Music ends at 5:00 pm

Event ends at 5:00 pm

#### Take-down/strike

Sunday, July 13th

Take-down begins at 5:00 pm, and is expected to be finished by 9:30 pm

### EVENT ORGANIZER: REPRESENTATIVES ONSITE

One event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT.

#### **PRIMARY CONTACT:**

**Annik Dupaty**, Director of Events and Volunteers

Office: 608-257-0158 x 229

Cell during event: **608-332-4706**

Personal cell: 608-957-1654

Note: Annik roams the entire Capitol Square during the event, and will also be available by two-way radio (carried by all event staff).

In the event of an emergency, the following secondary contacts will radio/call Annik (or vice versa). When requested, these contacts may meet Annik at the Incident Command Post (MMoCA's temporary storage facility located at 125 W. Mifflin Street) to discuss/implement the emergency plan.

#### **SECONDARY CONTACT: Mike Paggie**, Business Manager

Office: 608-257-0158 x 223

Personal cell: 608- 215-1350

Note: Mike roams the entire Capitol Square during the event, and will also be available by two-way radio (carried by all event staff).

#### **SECONDARY CONTACT: Mary Kolar**, Director of Public Operations

Office: 608-257-0158 x 251

Personal cell: 608- 886-7264

Note: Mary roams E. Main street, King Street, and Pinckney Street during the event, and will also be available by two-way radio (carried by all event staff).

### INSURANCE

Madison Museum of Contemporary Art's insurance policy covering the event is renewed each May. Certificate of insurance is submitted to the City of Madison in mid-to-late May each year.

**Carrier:** Cincinatti Insurance Company

## ART FAIR ON THE SQUARE 2014: EMERGENCY ACTION PLAN

### CHAIN OF COMMAND

In the event of a **minor** incident, Annik Dupaty, Director of Events and Volunteers will serve as the Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks.

In the event of a **major** incident, MMoCA Staff members will look to the Madison Fire Department to identify/name an Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks to everyone.

### PRE-DESIGNATED INCIDENT COMMANDER (NOT AN MMOCA STAFF MEMBER):

Madison Fire Department OIC (There is a daily "Officer In Charge")

- Primary Contact through the Dane County 911 Center : **266-4135**
- Dispatcher to have the MFD OIC contact Annik Dupaty, et al.  
Secondary Contact numbers:  
OIC Office : 266-4501  
OIC Cell : 575-0501

#### Currently scheduled for July 12, 2014:

Division Fire Chief Ron Schwenn  
Madison Fire Department  
Cell during event: 608-575-1004  
Secondary cell during event: 608-575-0501  
Note: This person will be located at Madison Fire Station #1 during the event.

#### Currently scheduled for July 13, 2014:

Division Fire Chief Art Price  
Madison Fire Department  
Cell during event: 608-575-1003  
Secondary cell during event: 608-575-0501  
Note: This person will be located at Madison Fire Station #1 during the event.

### LAW ENFORCEMENT / SECURITY

#### Police Officers

The need for constant Law Enforcement presence at this event has been identified.

At least two City of Madison Police Department Special Duty Officers will be present during all active\* hours of the fair:

Saturday, July 12, 2014: 9:00 am – 7:00 pm

Sunday, July 13, 2014: 9:00 am – 6:00 pm

*\*Active hours are those in which the public is invited to make purchases at the fair and/or when money is being handled at MMoCA's concession stands.*

Wisconsin Capitol Police Department Officers will be present during the active\* hours of the fair:

One Police Officer – Friday, July 11, 2014 - setup/evening

Police Officers – Saturday, July 12, 2014

Police Supervisors (one at a time) – Saturday, July 12, 2014

Police Officers – Saturday, July 12, 2014 (overnight)

Police Officers – Sunday, July 13, 2014

Police Supervisors (one at a time) – Sunday, July 13, 2014

Should an incident occur that requires Law Enforcement, the on-site City of Madison Police Department Special Duty Officers will be contacted to request this resource. The caller will have the following info available to the officer: nature of emergency, precise location, and contact person with callback number.

## ART FAIR ON THE SQUARE 2014: EMERGENCY ACTION PLAN

### Security

MMAoCA has contracted with Per Mar Security & Research Corp. (Madison Branch) to provide protection services. The schedule for security guards follows:

2 officers	Friday, July 11	10:00 PM – 9:00 AM
7 officers	Saturday, July 12	9:00 AM – 6:00 PM
3 officers	Saturday, July 12	6:00 PM – 9:00 AM
7 officers	Sunday, July 13	9:00 AM – 5:00 PM

### INFORMATION COMMUNICATION PLAN

(Plan for information communication to staff and volunteers during the event)

During the event, all staff members from the Madison Museum of Contemporary Art (organizers), who will be spread out over the whole fair grounds, will be **carrying two-way radios** (hand-held communicators), including Annik Dupaty, Director of Events, and four designated “Quad Captains” who are each assigned to ¼ (“Quad”) of the square (i.e. two blocks of the Capitol Square).

#### QUAD CAPTIONS

Sheri Castelnuovo (N Carroll Street & W. Mifflin Street)  
Kaitlin Kropp (S. Carroll Street & W. Main Street)  
Mary Kolar (E. Main Street & S. Pinckney Street)  
Bob Sylvester (N. Pinckney Street & E. Mifflin Street)

#### RADIO CHANNELS

Channel 1: Universal (Used by all staff members, except during set up/tear down) & Headquarters all weekend

*During set up/tear down/overnight, the following channels are used in the noted locations:*

Channel 2: South Hamilton  
Channel 3: King St  
Channel 4: North Hamilton  
Channel 5: State Street  
Channel 6: West Washington  
Channel 7: Tech Staff Only  
Channel 8: Paramedics (near Kid's Area)  
Channel 9: (open)  
Channel 10: Security Guards (at night, when fair is not open to the public)

When general information/evacuation needs to be communicated to all staff and volunteers during the event, Annik Dupaty, Director of Events, will use the radio. Staff members will communicate to lead volunteers/volunteers in their respective areas of the Capitol Square. During set up/tear down, Annik Dupaty, Director of Events will use relevant radio channels to notify Quad Captains and staff members.

In the event of an emergency, notification of the emergency will be through the use of 911. MMAoCA Staff members present will be asked to have the following information available to the 911 operator:

- Nature of emergency
- Location
- Contact person
- Callback number

If 911 is contacted by any MMAoCA staff or volunteer, the event's PRIMARY CONTACT (Annik Dupaty) will be notified by the reporting person as soon as possible in person, by radio or by cell phone (the reporting person will keep calling Annik Dupaty if he/she reaches voicemail).

## SEVERE WEATHER

Mike Paggie, MMoCA's Business Manager, is in charge of monitoring weather conditions. Weather forecasts and current conditions will be monitored through WeatherUnderground ([www.wunderground.com](http://www.wunderground.com)), AccuWeather ([www.accuweather.com](http://www.accuweather.com)), and Channel 15 ([www.nbc15.com/weather](http://www.nbc15.com/weather)).

### Pre-Event:

If severe weather is predicted prior to the event, Mike Paggie will contact MMoCA Director Steve Fleischman, and Director of Events, Annik Dupaty, to evaluate the conditions and determine if the event will remain scheduled.

### During Event:

If *questionable* weather begins to occur during the event, Mike Paggie will contact MMoCA Director Steve Fleischman, and Director of Events, Annik Dupaty, to evaluate the conditions and determine if the event will remain open.

If severe weather begins to occur during the event, Mike Paggie will radio and call staff members around the square to inform them. Quad captains and other staff are responsible for notifying artists of a weather emergency. All MMoCA staff members will notify those attending the event that:

- A hazardous weather condition exists.
- Everyone should seek shelter either in the State Capitol building, the Madison Municipal Building (210 Martin Luther King Jr. Blvd.) or the City County Building (215 Martin Luther King Jr. Boulevard), as they are all designated severe weather safety zones. Nearby parking ramps or open businesses (away from windows) are also options.

The Art Fair will remain open unless weather is extremely dangerous.

### Lightning:

Mike Paggie will also be watching and listening for clues of impending lightning-related danger. This will include darkening skies, flashes of lightning, or increasing wind, which may be signs of a developing or approaching thunderstorm. He will also listen for thunder. If Mike determines that lightning-related danger is present, he will radio and/or call staff members around the square to instruct everyone to spread word about getting to a safe place (inside substantial buildings). Staff will also be instructed to stay inside. Fair activities will not resume until Mike has determined that the lightning has passed (i.e., we will resume 30 minutes after the last thunder was heard). Mike will radio and/or call staff members to communicate that the fair is resuming.

## FIRE / FIRE SAFETY

No specific hazard has been identified as an increased risk of fire at this event. Nevertheless, MMoCA staff will be instructed on the safe use of Portable Fire Extinguishers.

**Portable Fire extinguishers** will be kept at the following locations (MMoCA Concession Stands):

- N. Carroll near State Street (on Capitol Square)
- W. Main Street near S. Hamilton (on Capitol Square)
- 100 block of Martin Luther King, Jr. Blvd
- S. Pinckney Street near King Street (on Capitol Square)
- N. Pinckney Street near E. Washington Avenue (on Capitol Square)
- E. Mifflin Street near N. Hamilton (on Capitol Square)
- W. Mifflin Street near Wisconsin Avenue (on Capitol Square)

ART FAIR ON THE SQUARE 2014: EMERGENCY ACTION PLAN

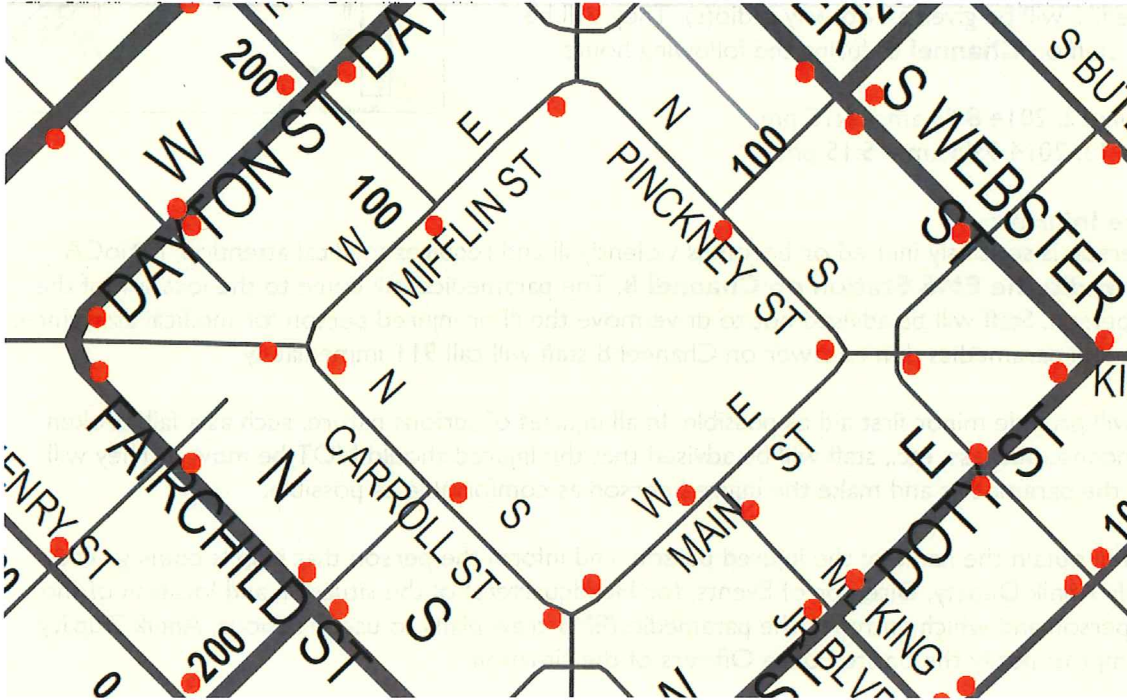
Continued (FIRE / FIRE SAFETY) -

All vendors are advised in writing, before the event, to comply with the Madison Fire Department rules and Temporary Vendor Compliance Guidelines. These guidelines state:

"All open flame, hot surface or grease producing cooking shall be conducted a safe distance away from any tent. No cooking shall be conducted inside or under a tent."

Food vendors will be advised to use a non-flammable sorbent floor covering (from rolls) directly underneath cooking appliances.

Fire Hydrants around the square (Red Dots)



For the 2014 fair, MMoCA will set up\* as follows near fire hydrants:

- |                                     |                    |   |
|-------------------------------------|--------------------|---|
| 1. N. Carroll near State/W. Mifflin | (Capitol side)     | - Clearance will be maintained around (no booth).   |
| 2. S. Carroll near W. Washington    | (Capitol side)     | - Clearance will be maintained around (no booth).   |
| 3. S. Carroll near S. Hamilton      | (Opposite Capitol) | - Clearance will be maintained around (no Booth).   |
| 4. W. Main near S. Hamilton         | (Capitol side)     | - Propose 8x10 temp booth in front, there is also a hydrant on the opposite side of the street. |
| 5. W. Main near MLK Jr              | (Capitol side)     | - Propose 8x10 temp booth in front, there is also a hydrant on the opposite side of the street. |
| 6. MLK Jr. Blvd                     |                    | - Clearance will be maintained around (no booth).   |
| 7. Top of King Street               | (Capitol side)     | - Propose 8x10 temp booth in front, there is also a hydrant on the opposite side of the street. |
| 8. S. Pinckney near E. Wash         | (Capitol side)     | - Propose 6x10 temp booth in front of hydrant.  |
| 9. E. Mifflin near N. Hamilton      | (Capitol side)     | - Propose 8x10 temp booth in front, there is also a hydrant on the opposite side of the street. |
| 10. W. Mifflin near Wisconsin       | (Capitol side)     | - Clearance will be maintained around (no booth).   |

\*This set up plan is to be approved by the City of Madison Fire Department. Some additional spaces noted above might be able to be used by MMoCA if any hydrants are found to be inoperable.



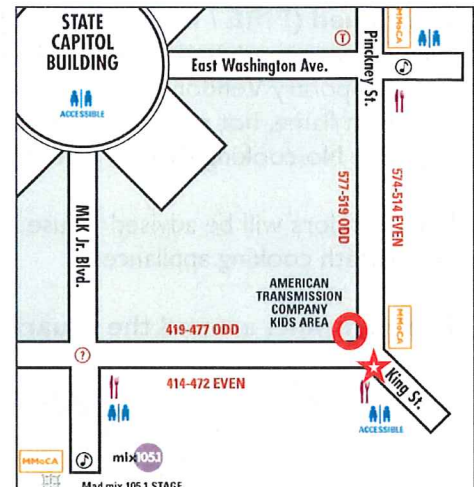
## FIRST-AID MEDICAL EMERGENCIES

### Dedicated EMTs/Paramedics (Saturday/Sunday)

MMoCA contracted with the Madison Fire Department to provide EMS coverage for the event. Two Paramedics, one ambulance, and a bike(s) will be present at the fair. The **EMS/Paramedic Station** will be a 10x10 tent located near the intersection of S. Pinckney x E. Main Street on the Capitol Square sidewalk near the kid's area (see the **red circle**). A parking space will be designated on King St for Ambulance parking (a bagged meter will have a sign "Ambulance parking only" (at **red star**). The paramedics will be given a two-way radio(s). They will be available to staff on **Channel 8** during the following hours:

Saturday, July 12, 2014 8:45 am – 6:15 pm

Sunday, July 13, 2014 9:45 am – 5:15 pm



### For Severe Injuries:

1. If a person is seriously injured or becomes violently ill and requires medical attention, MMoCA Staff will **radio the EMS Station on Channel 8**. The paramedics will come to the location of the injured person. Staff will be advised not to drive/move the ill or injured person for medical assistance. If the on-site paramedics don't answer on Channel 8 staff will call 911 immediately.
2. Staff will provide minor first aid as possible. In all injuries of serious nature, such as a fall, broken limbs, unconsciousness, etc., staff will be advised that the injured should NOT be moved. They will wait for the paramedics and make the injured person as comfortable as possible.
3. Staff will obtain the name of the injured person, and inform the person that help is coming. They will notify Annik Dupaty, Director of Events, (or Headquarters) of the situation and location of the injured person and which entrance the paramedics/EMS crew plans to use. If serious, Annik Dupaty will attempt to notify the onsite Police Officers of the situation.
4. Staff will be asked to clear the area of bystanders in a quick, calm, assertive, and polite manner, and clear the area of any obstacle that may be in the path of the paramedics/EMS crew.
5. Staff will attempt to obtain the contact information of the injured person and that of one witness.
6. In the event that the injured person wishes to file a claim, staff will have them contact Mike Paggie, MMoCA Business Manager. The staff person will obtain the name of the injured person and a witness.
8. Complete and Incident/Damage/Theft form.

### First Aid Kits

First Aid kits will be on hand at the following locations during the event:

1. Headquarters
2. Seven MMoCA Concession Stands:
  - N. Carroll near State Street (on Capitol Square)
  - W. Main Street near S. Hamilton (on Capitol Square)
  - 100 block of Martin Luther King, Jr. Blvd
  - S. Pinckney Street near King Street (on Capitol Square)
  - N. Pinckney Street near E. Washington Avenue (on Capitol Square)
  - E. Mifflin Street near N. Hamilton (on Capitol Square)
  - W. Mifflin Street near Wisconsin Avenue (on Capitol Square)

**Continued (FIRST-AID MEDICAL EMERGENCIES) -**

**For Mild Injuries or Heat Exhaustion:**

For people with heat exhaustion, or other mild first aid situations, **radio the EMS Station on Channel 8**. The paramedics will come to the location of the injured person. If the person is nearby the **EMS/Paramedic Station** at the intersection of S. Pinckney x E. Main Street on the Capitol Square sidewalk (near the kid's area), the staff person will escort the person to the EMS Station.

**DISRUPTIVE / THREATENING BEHAVIOR**

When disruptive behavior is identified at the event, MMoCA Staff members will be asked to follow these procedures:

1. Remain calm.
2. Let the person state his/her entire complaint.
3. Be sympathetic but remain neutral. If you have the time, let the person talk for a while.
4. If the individual is abusive, tell him/her that such language is not appropriate for a public place.
5. Decide if you can solve the problem. If possible, try to do so. If not, refer the person to a Quad Captain.
6. If the appropriate staff person is not available, tell the person you will see to it that the information will be relayed as soon as possible.
7. If a disruptive individual wishes action taken, get information on how staff members can contact the individual. If this is an artist, get name and booth number and relay to Headquarters.
8. If behavior becomes threatening, tell him/her you must move on/return to work. If individual persists, call a Quad Captain or Headquarters.
9. The key to control in a situation where a person is being physically threatening is TEAMWORK. Call for help on your communicator or enlist a fellow staff person when possible.

**ALCOHOL CONTAINMENT**

- At all street exits from the Capitol Square, signs will be posted on barricades noting, "No alcohol beyond this point." MMoCA Staff and 'barricade guard volunteers' will roam near the exits off the square, and notify fair goers (holding beer cups) that open alcohol must not leave fairgrounds.
- Staff and volunteers to be instructed that: *Intoxicated and underage persons are not to be served alcohol.*

**SECURING VALUABLES**

Vendors are instructed as follows:

- Keep tent secured/closed/fastened overnight.
- It is recommended that all items of value are taken with you at the end of each day.
- When you have to leave your booth during the event, track down one of the several volunteers who have been assigned to your area for this purpose. You will be able to identify them by the red mesh vest that they are wearing.

**EMERGENCY VEHICLE ACCESS**

Art Fair on the Square vendor tents are set up partially in the street and partially up on curbs, allowing for ease of access for emergency vehicles. A lane, 20 feet in width, is maintained to create an emergency access lane for the Madison Fire Department as well as pedestrian access around the square. All exhibiting artists have been told the following: "Please note that due to emergency lane access requirements, each booth space measures approximately 10 feet wide by 8 feet deep, with an additional two feet on the raised curb on the backside of your space." (Reference images are provided below.)



## LOST CHILDREN OR ADULTS

Designated "lost child/adult" area: Event Headquarters located on the sidewalk in front of the Wisconsin Historical Museum at:

30 North Carroll Street  
Madison, Wisconsin 53703.

In the event that an individual becomes lost or separated from friends/family, all staff will be advised escort the missing person to the event's Headquarters. All Quad Captains will be notified. Staff will be asked to follow these instructions:

1. If you are relaying a report of a lost person, please give a full description including the missing person's name, height, weight, hair color, age, and clothing so the Capitol and City of Madison police can be alerted.
2. If you find a lost child or adult, please do the following:

**FOR LOST CHILDREN:** Escort the lost child to Headquarters yourself or have another staff person do so. Do not ask a volunteer.

**FOR A LOST ADULT:** Direct the individual to Headquarters. Use your discretion; an adult may also need an escort. Call Headquarters if you are very busy. A police officer may be available to meet you and escort the individual.

3. If some is looking for a reported lost child or adult, check the following areas first:
  - Headquarters.
  - MMoCA Concession stands
  - Kid's Area on King St. (Capitol side)
  - MMoCA Information booths
  - Silent Auction Tent (at Wisconsin and the Square)
5. Once a lost person is reunited with their friends/family, communicate the good news via radio so that we may call off the search.

## EVACUATION

1. Quad captains and other staff are responsible for notifying artists of non-weather situations requiring evacuation. Annik Dupaty and/or MMoCA Staff will speak with the security staff/Police and will radio Quad Captains when such a need arises. Quad Captains are advised to contact Headquarters if they feel such extreme measures are called for.
2. All Staff will contact other nearby staff members when notice is announced over the radio.
3. Each Quad Captain is advised to calmly notify artists in their quadrants of situations requiring evacuation. Artists will be asked to exit the square on foot using the street closest to their booth.
4. In the case of situations requiring evacuation, staff members will be asked to remove the cash from the registers in MMoCA concession stands unless their personal safety is at risk.
5. The Art Fair will remain open unless a situation is extremely dangerous.
6. MMoCA Staff members will assemble at MMoCA's temporary storage facility located at 125 W. Mifflin Street, Madison, WI 53703, unless the area is at general risk, in which case staff members should head the Museum's Large Conference room at 227 State Street ASAP after evacuation. If the downtown area is at general risk staff members will be advised to head home and await word from senior staff members via phone or email.

## ACCESSIBILITY

### General Event Access for Persons with Disability

The event takes place in city streets. MMoCA Staff ensures that vendors' booths do not block access ramps between sidewalks and streets, so that persons with a disability can access and move around the event. Also, because the streets leading into and out of the square are only partially blocked (with non-permanent barricades), in an emergency, persons with a disability are able to leave the venue without significantly impeding the movement of other patrons.

### Restroom Access

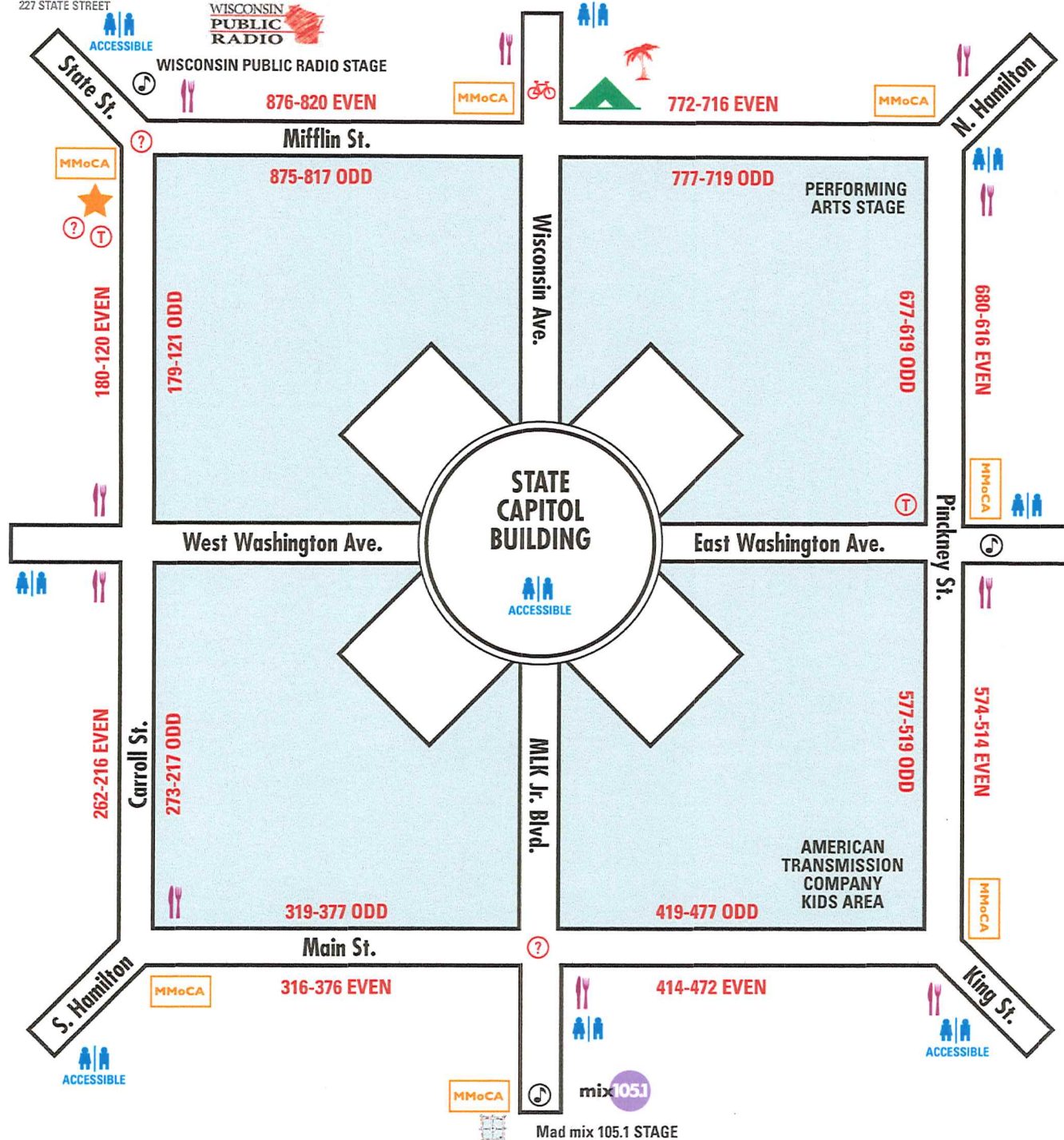
MMoCA staff will have knowledge of the following (also available at Information Booths and headquarters):











1. The Capitol Building, the Wisconsin Historical Museum, and restaurants around the square offer accessible stalls.
2. The Capitol Building is wheelchair accessible at several entrances: Martin Luther King Blvd, King Street, East Washington Avenue, South Hamilton Street, Wisconsin Avenue, State Street, West Washington Avenue, and North Hamilton Street.
3. The Capitol building has several elevators and wheelchair accessible restrooms: Women's - 2 South, 101 South; Men's - 23 South, 30 East, 100 West; Unisex - 31 East; Accessible with power assisted door.

## APPENDICES

Appendix 1	Event Map
Appendix 2	Traffic Map
Appendix 3	Reference Photos
Appendix 4	Security Schedule

Visit MMoCA  
227 STATE STREET



-  Art Fair Headquarters
-  MMoCA Concession Stand
-  Silent Auction Tent
-  Wildwood T-Shirt Sales
-  MMoCA Member Oasis
-  Information
-  Restrooms
-  Music Stages
-  Food Vendor Area
-  Complimentary Bike Valet



**SILENT AUCTION TENT**  
MMoCA invites you to the Silent Auction Tent to bid on artworks donated by Art Fair artists. All proceeds benefit MMoCA exhibitions and education programs. See you there — and good luck.

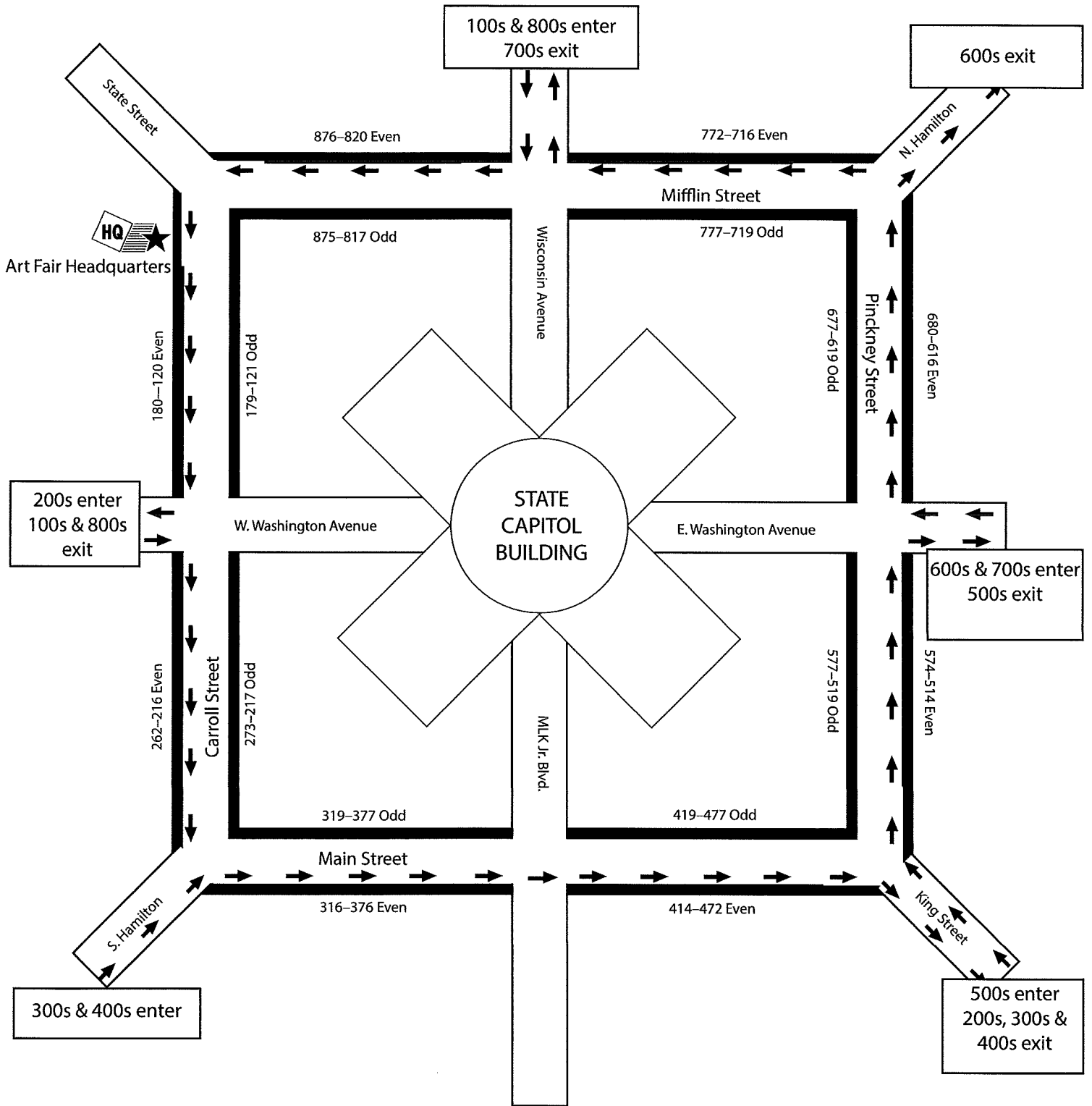
**MMoCA CONCESSION STANDS**

Support the arts when you buy food and beverages at MMoCA concession stands. All proceeds benefit the museum's exhibitions and education programs.

**Complimentary Bike Valet** provided by Wisconsin Bike Fed.



# Art Fair on the Square 2014 Traffic Map



Updated  
4/28/14

# ART FAIR ON THE SQUARE

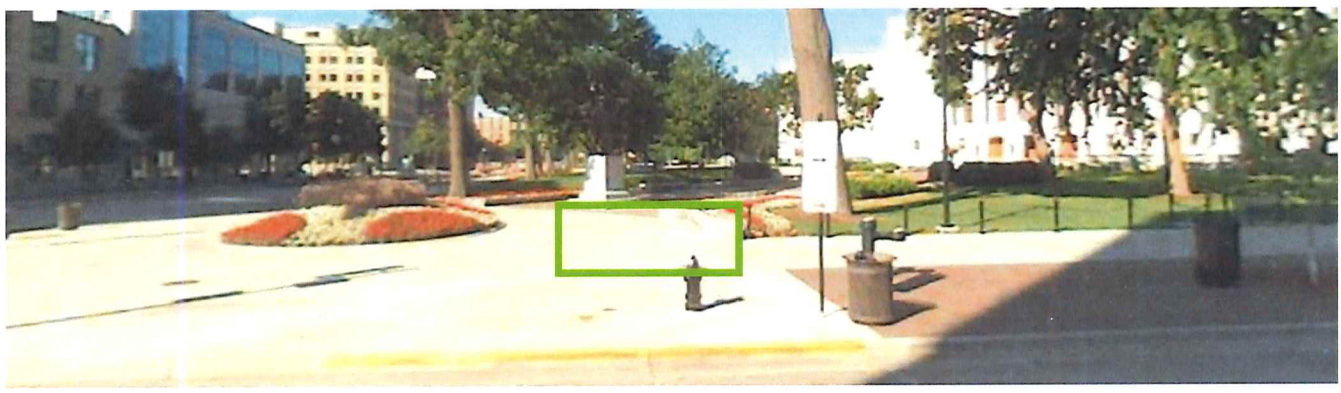
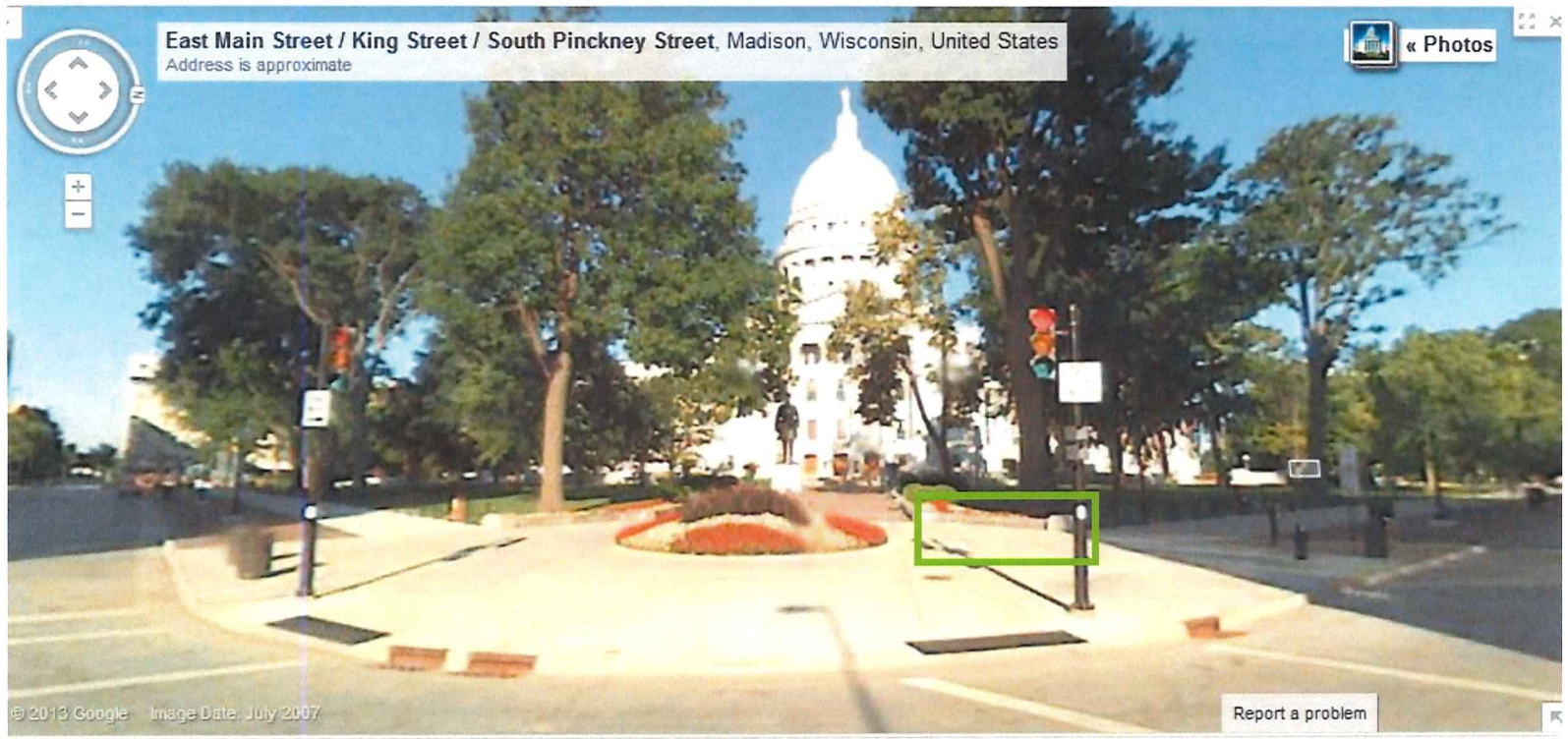


# ART FAIR ON THE SQUARE





# ART FAIR on the SQUARE 2014: EMERGENCY MEDICAL SERVICES



# ART FAIR ON THE SQUARE 2013

## SECURITY SCHEDULE

Last Updated 7/5/2013 at 4:19 pm

The following is a schedule and corresponding list of duties for **Special Duty City of Madison Police Officers** and **Per Mar** security personnel for Art Fair on the Square. Unless otherwise noted, officers will report to Annik Dupaty or Mike Paggie at Art Fair Headquarters (HQ). HQ will be located in front of the Wisconsin Historical Museum near State Street.

### FRIDAY, JULY 12<sup>TH</sup>

**10 pm**      **2 Per Mar security officers will report to Annik Dupaty at Art Fair HQ.**  
The Security Personnel will patrol the Square until 9:00 am.

### SATURDAY, JULY 13<sup>TH</sup>

**9 am**      **1 Special Duty City of Madison Police Officers report to Annik Dupaty at Art Fair HQ.**  
This officer will patrol the Square until 11 am.

**9 am**      **7 Per Mar security officers report to Annik Dupaty at Art Fair HQ.**  
Each will be assigned to one of 7 MMoCA concession stands to ID patrons purchasing alcohol, guard against disturbances, and perform any other duties as necessary. These officers will provide protection until 6:00 pm.

**11 am**      **1 Special Duty City of Madison Police Officer reports to Mike Paggie at Art Fair HQ.**  
This officer will secure the money collection and provide protection until 4:00 pm.

**4 pm**      **2 Special Duty City of Madison Police Officers report to Annik Dupaty & Mike Paggie at Art Fair HQ.**

- 1 Officer will secure the money collection and provide protection until 7:00 pm.
- 1 Officer will patrol the Square until 7pm.

**6 pm**      **1 Per Mar security officer will report to Annik Dupaty at Art Fair HQ; then reports to Barbara Katz or Tami Dodge to be assigned to guard the Silent Auction tent until 9 am.**

**6 pm**      **2 Per Mar security officers will report to Annik Dupaty at Art Fair HQ.**  
The Security Personnel will patrol the Square until 9:00 am.

**7 pm**      **DEPARTURE/OFF DUTY: Special Duty City of Madison Police Officers leave for the night.**

## SUNDAY, JULY 14<sup>TH</sup>

- 9 am**      **7 Per Mar security officers report to Annik Dupaty at Art Fair HQ.**  
Each will be assigned to one of 7 MMoCA concession stands to ID patrons purchasing alcohol, guard against disturbances, and perform any other duties as necessary until 5:00 pm.
- 9 am**      **1 Special Duty City of Madison Police Officer reports to Annik Dupaty at Art Fair HQ.**  
Officer will patrol the Square until noon (12pm).
- 12 pm**     **1 or 2 Special Duty City of Madison Police Officers report to Mike Paggie at Art Fair HQ.**
- 1 Officer will secure the money collection and provide protection until 3:00 pm.
  - 1 Officer (if available/scheduled) will patrol the Square until 3pm.
- 3 pm**      **2 Special Duty City of Madison Police Officers report to Mike Paggie & Annik Dupaty at Art Fair HQ.**
- 1 Officer will secure the money collection and provide protection until 6:00 pm.
  - 1 Officer (if available/scheduled) will patrol the Square until 6pm.
- 5 pm**      DEPARTURE/OFF DUTY: Per Mar
- 6 pm**      DEPARTURE/OFF DUTY: Special Duty City of Madison Police Officers leave for the night.

### PRIMARY CONTACT BEFORE AND DURING EVENT:

Annik Dupaty, Director of Events and Volunteers

Madison Museum of Contemporary Art

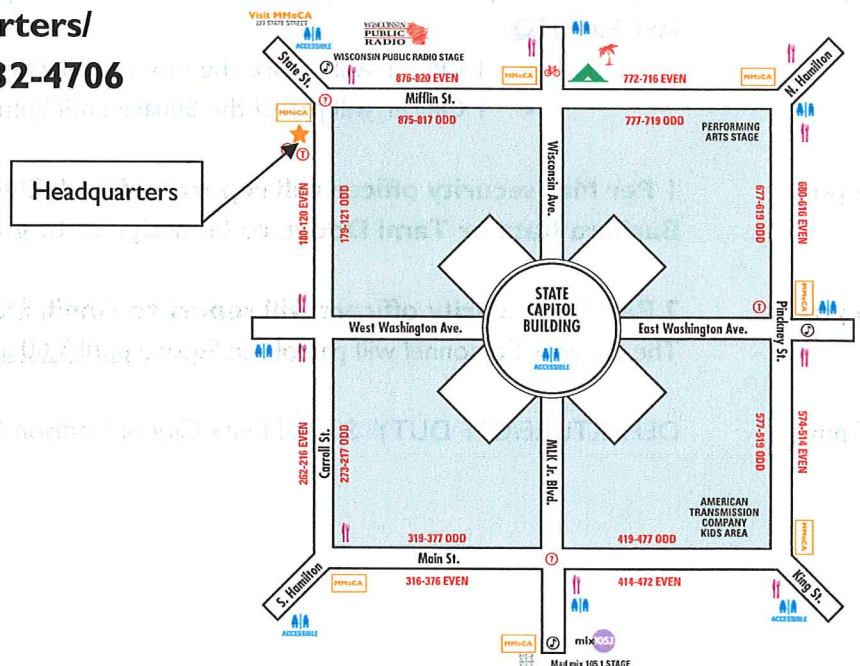
227 State Street, Madison, WI 53703

Office: 608.257.0158, ext 229

[www.mmoca.org](http://www.mmoca.org)

[annik@mmoca.org](mailto:annik@mmoca.org)

**Art Fair on the Square Headquarters/  
Annik's Cell during event: 608.332-4706**





## 2014 SECURITY SCHEDULE

Last Updated 3/20/2014 at 9:00 am

The following is a schedule and corresponding list of duties for **Special Duty City of Madison Police Officers** and **Per Mar** security personnel for Art Fair on the Square. Unless otherwise noted, officers will report to Annik Dupaty or Mike Paggie at Art Fair Headquarters (HQ). HQ will be located in front of the Wisconsin Historical Museum at 30 N. Carroll Street, near State Street.

### FRIDAY, JULY 11

**10 pm**      **2 Per Mar security officers will report to Annik Dupaty at Art Fair HQ.**  
 The Security Personnel will patrol the Square until 9:00 am.

### SATURDAY, JULY 12

**9 am**      **1 Special Duty City of Madison Police Officer reports to Annik Dupaty at Art Fair HQ.**  
 This officer will patrol the Square until 11:00 am.

**9 am**      **7 Per Mar security officers report to Annik Dupaty at Art Fair HQ.**  
 Each will be assigned to one of 7 MMoCA concession stands to ID patrons purchasing alcohol, guard against disturbances, and perform any other duties as necessary. These officers will provide protection until 6:00 pm.

**11 am**      **1 Special Duty City of Madison Police Officer reports to Mike Paggie at Art Fair HQ.**  
 This officer will secure the money collection and provide protection until 4:00 pm.

**4 pm**      **2 Special Duty City of Madison Police Officers report to Annik Dupaty & Mike Paggie at Art Fair HQ.**

- 1 Officer will secure cash collection and provide protection until 7:00 pm.
- 1 Officer will patrol the Square until 7:00 pm.

**6 pm**      **1 Per Mar security officer will report to Annik Dupaty at Art Fair HQ; then reports to Tami Dodge/Barbara Katz to be assigned to guard the Silent Auction tent until 9:00 am.**

**6 pm**      **2 Per Mar security officers will report to Annik Dupaty at Art Fair HQ.**  
 The Security Personnel will patrol the Square until 9:00 am.

**7 pm**      **DEPARTURE/OFF DUTY:** Special Duty City of Madison Police Officers leave for the night.

CONTINUED

## SUNDAY, JULY 13

- 9 am**      **7 Per Mar security officers report to Annik Dupaty at Art Fair HQ.**  
Each will be assigned to one of 7 MMoCA concession stands to ID patrons purchasing alcohol, guard against disturbances, and perform any other duties as necessary until 5:00 pm.
- 9 am**      **1 Special Duty City of Madison Police Officer reports to Annik Dupaty at Art Fair HQ.**  
Officer will patrol the Square until noon (12pm).
- 12 pm**     **1 or 2 Special Duty City of Madison Police Officers report to Mike Paggie at Art Fair HQ.**
- 1 Officer will secure the cash collection and provide protection until 3:00 pm.
  - 1 Officer (if available/scheduled) will patrol the Square until 3pm.
- 3 pm**      **2 Special Duty City of Madison Police Officers report to Mike Paggie & Annik Dupaty at Art Fair HQ.**
- 1 Officer will secure cash collection and provide protection until 6:00 pm.
  - 1 Officer (if available/scheduled) will patrol the Square until 6pm.
- 5 pm**      **DEPARTURE/OFF DUTY: Per Mar**
- 6 pm**      **DEPARTURE/OFF DUTY: Special Duty City of Madison Police Officers leave for the night.**

### PRIMARY CONTACT BEFORE AND DURING EVENT:

Annik Dupaty, Director of Events and Volunteers  
Madison Museum of Contemporary Art  
227 State Street, Madison, WI 53703  
Office: 608.257.0158, ext 229  
[www.mmoca.org](http://www.mmoca.org)  
[annik@mmoca.org](mailto:annik@mmoca.org)

**Art Fair on the Square Headquarters/  
Annik's Cell during event: 608.332-4706**

