

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Homecoming Parade

Event Organizer/Sponsor: UW-Homecoming Committee

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

MANDATORY: State Sales Tax Exemption Number: ES#: 5954

Address: 650 N. Lake St

City/State/Zip: Madison / WI / 53706

Primary Contact: Matthew Spalter Work Phone: 480-889-4991

Email: matthew.spalter@gmail.com Phone During Event: 480-889-5991

Website: www.uwalumni.com/events/homecoming FAX: N/A

Secondary Contact: Brenda Salvo Work Phone: 608-354-6519

Email: Brenda.salvo@supportuw.org Phone During Event: 608-852-3599

Annual Event? ☒ Yes ☐ No

Charitable Event? ☐ Yes ☒ No

If Yes, Name of charity to receive donations: _____

Estimated Attendance: 1000-5000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.): ☐ Yes ☒ No Hours: _____

EVENT CATEGORY

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

☐ Other: Parade

LOCATION REQUESTED

☐ Capitol Square (note specific blocks below) ☐ State St. Mall/800 State Street

☐ 30 on the Square (aka top of 100 block of State Street) ☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: Langdon St between N Park St and Wisconsin Ave... Wisconsin Ave between Langdon Street and W Gilman St... W Gilman St between Wisconsin Ave and State St... State Street between W Gilman St and Lake Street, Lake St between State Street and Mendota Ct.

EVENT DATE(S)/SCHEDULE

Date(s) of Event: October 20th, 2017 Event Start and End Times: 6pm – 9:00pm

Rain Date (if any): N/A Set-Up Start Time: 4pm

Take-Down Start Time and End Times: 8pm – 9:30pm

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event? ☐ Yes ☒ No

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

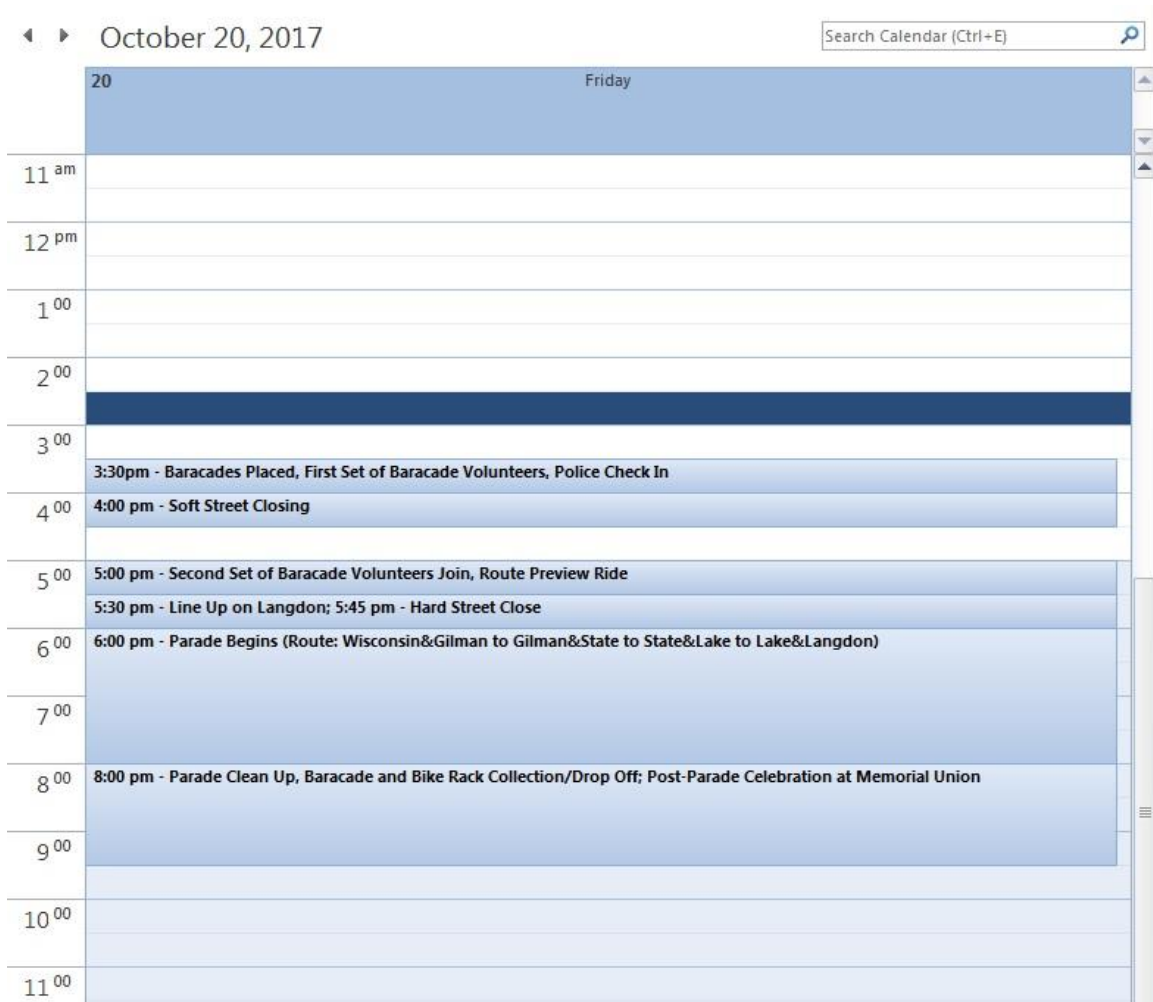
MS By initialing, I/we waive the 21-day decision requirement.

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 Matthew Spalter Date July 31st, 2017

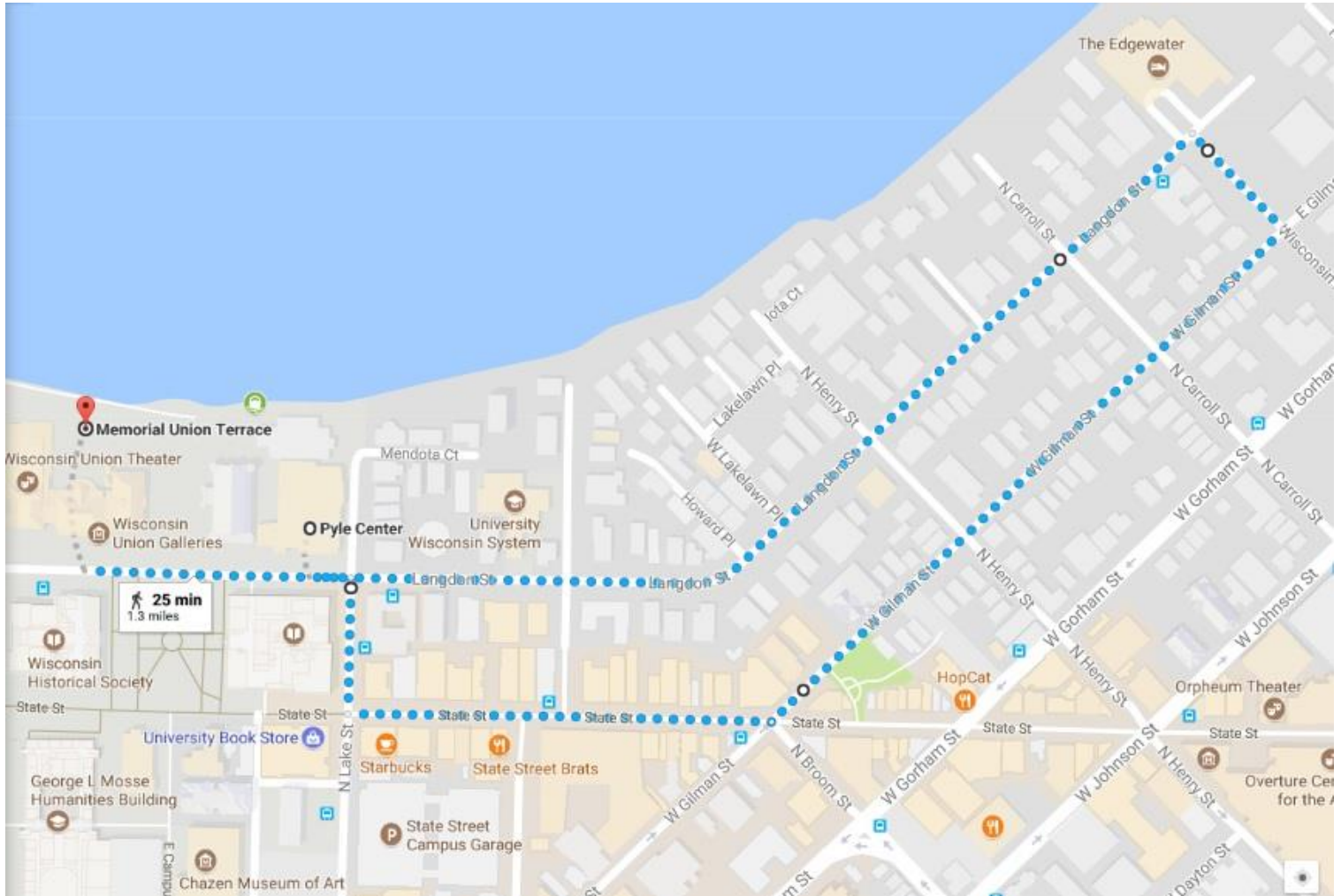
Event Schedule



Event Site/Route Map

Parade Route: Begin at 650 N Lake Street; Set Up/Staging between Langdon&Lake and Langdon&Wisconsin.
Parade Route Wisconsin&Gilman West on Gilman to Gilman&State, West on State to State&Lake, North on Lake to
Lake&Langdon.

Post-parade “block party” at Memorial Union and One Alumni Park between Langdon&Park and Langdon&Lake.



UNIVERSITY OF WISCONSIN HOMECOMING PARADE EMERGENCY ACTION PLAN (EAP)

October 20th, 2017

I. GENERAL

The University of Wisconsin – Madison Homecoming Parade will be held October 20th, 2017 on Langdon Street (Park – Wisconsin), Wisconsin Avenue, West Gilman Street, State Street and Lake Street.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the University of Wisconsin – Madison Homecoming Parade (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.
- C. Special Risk Considerations which may affect the required fire/medical resources needed include but are not limited to:
 - 1. Night vs. Daytime
 - 2. Location/Geography/Multiple Locations
 - 3. Alcohol availability/use
 - 4. Weather/Time of Year
 - 5. Problems encountered w/ Event in past
 - 6. Type of Event
 - 7. Audience demographics

III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

IV. BASIC PLAN

Emergency Action Plan (EAP) Event Representative

1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as Matthew Spalter.

Emergency Notification

1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of the emergency, location, and contact person with callback number.
2. We will have a group of First Responders present in case of an emergency. Details are being finalized with Matthew Schirmacher of UW Police.
3. We will have on-site Police or Security present at the event. The UW Homecoming

parade will use law enforcement from the UW Police Department (Matthew Schirmacher) and the Madison Police Department (Lieutenant Brian Chaney Austin, [608-266-4482](tel:608-266-4482))

Communication Plan

1. UW-Alumni student volunteers, including approximately 40 UW-Homecoming Committee members and 50 Wisconsin Alumni Student Board members will be located at street closure areas and along the parade route to help with crowd control before, during and immediately following the event.
2. Each UW-Alumni student volunteer will be assigned a designated “coordinator,” in their respective area on the parade route to contact if they need assistance. Coordinators will be UW Homecoming Committee Members who hold leadership positions. Each coordinator will either report to Alex Kredell (Homecoming President) or Sarah Ruckus (Homecoming Vice President) if they need additional assistance. Matthew Spalter, the EAP event representative, will be the primary contact for Alex and Sarah. The aforementioned will communicate throughout the event with radios.
3. Safety and security plans for the parade will be communicated during a mandatory UW-Homecoming Committee meeting and Wisconsin Alumni Student Board meeting. Each member will receive a packet of information with the parade route and street closures, as well as their duties for parade day and whom they are to contact in case of emergency. On the day of the parade, Homecoming Committee members will check-in at the Wisconsin Alumni Association and receive any additional information from Matthew.

Medical Emergencies

1. As with any outdoor event, there is potential for injury to participants and spectators. The types of injuries vary and include those that are heat related as well traumatic injuries.
2. In case of an emergency, UW-Alumni student volunteers are instructed to follow the communication plan organized by the parade committee. Immediate contacts and cell phone numbers will be given to all parade volunteers prior to the event. The person contacted, either Alex Kredell (Homecoming President), Sarah Ruckus (Homecoming Vice President), or Matthew Spalter (Parade Director) will then contact the appropriate parties.
3. If the emergency is life threatening, Homecoming Committee members will be instructed to first call 911 and then contact EAP event representative, Matthew Spalter.
4. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number
5. A first aid kit will be located at the Wisconsin Alumni Association, 650 N. Lake Street. If needed, a Homecoming Committee member located in the building will drive the kit in a vehicle to the appropriate location.
6. A group of First Responders will be present in case of an emergency. Details are being finalized with UW police officer Matt Schirmacher, 608-516-4879
7. All medical personnel working at the event must be reminded of HIPPA requirements and the event manager should have a plan in place to deal with the dissemination of incident information.

Fire

1. As with any event using motor vehicles and trailers there is an increased risk of fire. In case of a fire, either prior to or during the parade, parade volunteers will immediately call 911 and clear the area. Volunteers will then report the incident to the EAP event representative.
2. No use of fire, fireworks or pyrotechnics will be permitted during the parade. Any UW

Student Organization or parade participant found using such material would be removed from the parade immediately.

3. At the recommendation of the UW Homecoming Committee, all drivers will be asked to carry a portable fire extinguisher. This, however, is not required to participate in the parade, merely a suggestion.
4. Fire Inspectors and/or police officers will inspect parade floats during the designated staging time, 4:00 p.m. to 6:00 p.m. The Fire Department will be contacted for guidelines.

Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast web site at <http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>
2. Before the event - The EAP event representative or her designee Natalie Ahern will be responsible for monitoring weather conditions before and during the event. If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. Prior to the event any cancelation notifications will be posted on the UW Homecoming homepage (<http://www.uwalumni.com/homecoming>) and the Wisconsin Alumni Association homepage (<http://www.uwalumni.com>). In addition, this information will be posted on the UW Homecoming Facebook page and Twitter feed. If severe weather occurs immediately before the event, the EAP event representative or her designee will determine whether the parade will be delayed or canceled. Regardless, the EAP event representative, Matthew Spalter, will contact Alex Kredell (Homecoming President) and Sarah Ruckus (Homecoming Vice President) via radio. In turn, Alex and Sarah will advise Parade "coordinators" and ensure the safety of event volunteers and participants. UW-Alumni student volunteers will be encouraged to return to the Wisconsin Alumni Association at 650 North Lake Street. Those participating in the parade will be encouraged to seek shelter at the either Wisconsin Alumni Association or the Lake Street Parking Ramp. Matthew Spalter will coordinate efforts with other UW Homecoming Committee members to notify parade spectators. Using bullhorns, these members will walk down State Street urging people to seek shelter. The Homecoming Committee recommends the Lake Street Parking Ramp or the Fluno Center Parking Garage.
3. During the event - If severe weather occurs during the event, the EAP event representative or her designee Natalie Ahern will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter. Matthew Spalter will coordinate efforts with other UW Homecoming Committee members to notify parade attendees. These members will walk down State Street with bullhorns urging people to seek shelter at either the Lake Street Parking Ramp or the Fluno Center Parking Garage. In addition, Matthew will contact Alex and Sarah. Alex and Sarah will advise the parade "coordinators" and ensure the safety of event volunteers and participants. UW-Alumni student volunteers will be encouraged to return to the Wisconsin Alumni Association at 650 North Lake Street. Those participating in the parade will be encouraged to seek shelter at the Wisconsin Alumni Association or the Lake Street Parking Ramp.
4. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

Law Enforcement

1. The need for constant Law Enforcement presence at this event has been identified.
2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number
3. Police Officers from the UW Police Department and the Madison Police Department will be stationed throughout the parade route and staging area. Details regarding number of

officers and positions are being finalized with Lt. Brian Chaney Austin and Matt Schirmacher.

Emergency Vehicle Access

1. Access for Emergency Vehicles will be maintained at all times.
2. 20' Fire Lanes are required to be kept open at events.
3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane.
4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
5. Crowd control will be managed by Matthew Spalter.
6. Parking for vendor and staff vehicles will be located at the State Street Campus Parking Ramp.
7. Parking for attendee vehicles will be the State Street Campus Ramp (415 N. Lake Street) until 4:00 p.m. After 4:00 p.m., this ramp will be closed and the UW Homecoming Committee urges people use the Fluno Center Parking Garage or the Frances Street entrance to the State Street Campus Parking Ramp.

Crowd Control

1. People barricades manned by UW-alumni student volunteers will be used in the major sections of State Street to keep people on the sidewalks and out of the streets. Traffic barricades will be set-up at intersections to block traffic beginning at 3:00PM for staging. These barricades will remain in effect until the end of the parade. This ensures the safety of the crowd and the parade participants.
2. The final float in the parade will be a three-sided video truck with a live DJ. The crowd will be encouraged to join the parade and follow the truck to UW Memorial Union. Volunteers will walk between the truck and crowd and throughout the crowd to ensure safety.

Alcohol Containment

1. UW-Police Officers will be available during the parade for any alcohol related incidences. Any UW Student Organization or parade participant found using alcohol before or during the parade would be disqualified from judging and removed from the parade. The Center for Leadership and Involvement will also be notified of the organization's behavior and they will not be allowed to participate in any future Homecoming parades.

Vehicles

1. Prior to the start of the parade, all vehicles will be inspected. The cars must meet standards set by the UW Homecoming Committee, the Fire Department and the Police Department. If a vehicle appears to be in bad shape it will not be permitted to participate in the parade.
2. Should a car break down during the event, UW Homecoming Committee members and parade participants in the entry will come to the float/vehicle's assistance. The car will be placed into neutral and pushed until the nearest intersection, where it can be moved out of parade.

Suspicious Package or Person

1. If a suspicious package or person is found along the parade route or in the staging area parade volunteers will be instructed to call 911. Event staff will wait for further instruction from law enforcement and follow their direction.

Lost/Missing Person

1. If a child is lost, a Homecoming Committee member is to stay with the lost child and call the Wisconsin Alumni Association. Five UW-Alumni student volunteers will be stationed in the Wisconsin Alumni Association with a golf cart accessible to pick the child up in. The child will then be to the Wisconsin Alumni Association, 650 N. Lake Street for further action.
2. Police will be notified.

V. Contact Information

Primary Contact	Matthew Spalter	480-889-4991
Secondary Contact	Alex Kredell	(314) 435-4712
Emergency	Dane County 911 Center	911

Madison Fire Department

Non-Emergency

Fire Inspector	Jerry McMullen	(608) 266-4420
Division Chief	Ron Schwenn	(608) 266-4420

Madison Police Department

Non-Emergency

Lieutenant	Brian Chaney Austin	(608) 266-4482
Officer	Sean Kelley	(608) 577-5731

UW Campus Police Department

Non-Emergency

Officer	Matt Schirmacher	(608) 516-4879
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Notification Flyer/Letter



To whom it may concern,

The Homecoming Committee-UW is currently finalizing plans for the 2015 Homecoming Parade, which will be held on **Friday, October 20th**. We wanted to reach out to you prior to the event because you will be affected by our permitted parade route. The parade will require certain road closures and planning to be a truly successful event.

The following streets will be closed off from **4:00 pm to 9:30 pm** by the Homecoming Committee in conjunction with Madison Police for the set-up, running and clean-up of the 2017 UW Homecoming Parade. We highly recommend you inform your guests and workers that will be at your location during this time about the road closures so they are able to plan accordingly.

No parking will be allowed on these streets during the event, and all users other than emergency vehicles will need to make plans to use an alternative route:

- Wisconsin Ave.** between Langdon St. and Gilman St. [Re-opens at 8:00pm]
- Gilman St.** between Wisconsin St. and State St. [Re-opens at 8:00pm]
- Lake St.** between State St. and Mendota Ct. [Re-opens at 8:00pm]
- Langdon St.** between Lake St. and Wisconsin St. [Re-opens at 8:00pm]
- Langdon St.** between Park St. and Lake St. [Re-opens at 9:30pm]

We hope you are able to work through these contingencies, and we apologize for any inconveniences. If you have any questions about the closures or the event in general, please contact us at parade@uwalumni.com or call 608-262-2551.

On Wisconsin!

-*Name*

Distinguished Guest Liaison

Email

Homecoming Committee-UW Madison

UW HOMECOMING PARADE
ATTN: NO PARKING
FRIDAY, OCTOBER 20th
3:00PM TO 8:00PM

((INSERT HOMECOMING 2017 LOGO))

**NO VEHICLES WILL BE ALLOWED TO PARK OR DRIVE ON THE
FOLLOWING STREETS:**

LANGDON ST.

WISCONSIN AVE. (between Langdon and Gilman)

GILMAN ST. (between Wisconsin and State)

LAKE ST. (between State and Mendota Court)

Please make plans to take an alternate route.

ALL VIOLATORS WILL BE TICKETED AND TOWED

Contact: <http://www.cityofmadison.com/parks/specEvents.html>
Homecoming Committee; 650 N. Lake St; Madison, WI 53706

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Please make plans to take an alternate route.

ALL VIOLATORS WILL BE TICKETED AND TOWED

Contact: <http://www.cityofmadison.com/parks/specEvents.html>
Homecoming Committee; 650 N. Lake St; Madison, WI 53706

Safety/Security Plan and Clean Up/Recycling for the UW Homecoming Parade

First Aid and Emergency Response Procedures

Approximately 40 UW-Homecoming Committee members and 50 Wisconsin Alumni Student Board members will be located at street closure areas and along the parade route to help with crowd control before, during and immediately following the event. These members will also monitor cars entering and leaving the closed streets. If an emergency occurs, members are to follow the communication plan organized by the parade committee that they have been informed of. Immediate contacts and cell phone numbers will be given to all members before the event. The person contacted, either **Sarah Ruckus** (Homecoming Vice President), **Alex Kredell** (Homecoming President), or **Matthew Spalter** (Parade Director) will then contact the appropriate parties. If the emergency is life threatening, Homecoming Committee members will be instructed to first call 911 and then contact Makenzie. A first aid kit will be located in the Wisconsin Alumni Association, 650 N. Lake Street. If needed, a Homecoming Committee member located in the building will drive the kit in a vehicle to the appropriate member. A group of First Responders will also be present to be contacted in case of emergency (these details are still in the process of being worked out).

Communication Plan

Each UW-Alumni student volunteer will be assigned a designated “coordinator” in their area on the parade route to contact if they need assistance. Coordinators will be UW Homecoming Committee Members who hold leadership positions. Each coordinator will either report to **Sarah Ruckus** or **Alex Kredell** if they need additional assistance. **Matthew Spalter** will be the primary contact for **Sarah** and **Alex** and the three will be communicating throughout the event about the happenings.

Designated “Lost Child” Area

If a child is lost, a Homecoming Committee member is to stay with the lost child and call. Five UW-Alumni student volunteers will be stationed in the Wisconsin Alumni Association with a golf cart accessible to pick the child up in. The child will then be to the Wisconsin Alumni Association, 650 N. Lake Street for further action.

Plan to Communicate Information to Staff and Volunteers

Safety and security plans for the parade will be communicated during a mandatory UW-Homecoming Committee and Wisconsin Alumni Student Board meeting. Members will receive a packet of information at this meeting with the parade route and street closures, as well as their duties for parade day and who they are to contact in case of emergency. On the day of the parade, Homecoming Committee members will check-in at the Wisconsin Alumni Association and receive any additional information they may from **Matthew**.

Plans for Crowd Control

People barricades manned by Homecoming Committee members will be used in the major sections of State Street to keep people on the sidewalks and out of the streets. Traffic barricades will be set-up at intersections to block traffic beginning at 4:00PM for staging. These barricades will remain in effect until the end of the parade. This ensures the safety of the crowd and the parade participants.

Alcohol Containment

UW-Police Officers will be available during the parade for any alcohol related incidences. Any UW Student Organization or parade participant found using alcohol before or during the parade will be disqualified from judging and removed from the parade. The Center for Leadership and Involvement will also be notified of the organization’s behavior and they will not be allowed to participate in any future Homecoming parades.

Clean-up and Recycling Plan

Participants are responsible for disposing of their floats properly and must have their floats dismantled by 8:30pm. Trash containers will be located on the corner of Langdon Street and Lake Street for participant use.

UW Homecoming Committee members will clean up any signs placed for parade use (including meter hoods and No Parking signs), as well as barricades and Road Closed Ahead signs.