



STREET USE PERMIT APPLICATION

MADISON PARKS

CONTACT INFORMATION

Name of Event: Sip & Glow: A King St Holiday

Event Organizer / Sponsor: Madison's Central Business Improvement District

Organization / Sponsor Address: 122 W Washington Ave. Madison, WI 53703

Organization / Sponsor website: www.visitdowntownmadison.com

Day-of contact info:

Primary Contact: Kris Gabert Email: kgabert@visitdowntownmadison.com

Work Phone: 608-207-6347 Phone During Event: 608-207-6347

Secondary Contact: Tim Jenquin Email: tjenquin@visitdowntownmadison.com

Work Phone: 608-512-1341 Phone During Event: 608-512-1341

EVENT INFORMATION

Annual Event? Yes No

Vending? Yes No

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

Public Amplification? Yes No

Selling or serving beer/wine? Yes No

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

OCCURRENCE:

One-Day Event

Multi-Day Event (consecutive days)

Recurring Event (weekly, monthly)

TYPE OF EVENT (select all that apply):

Run/Walk

Music/Concert

Festival

Rally

Other: _____

EVENT SCHEDULE (see page 2 for detailed schedule form)

Set Up - Date(s): <u>12/6/2024</u>	Time(s): <u>4-6pm</u>
Street Closure - Date(s): <u>12/6/2024</u>	Time(s): <u>4-11pm</u>
Event Start - Date(s): <u>12/6/2024</u>	Time(s): <u>6pm</u>
Event End - Date(s): <u>12/6/2024</u>	Time(s): <u>9pm</u>
Street Reopen - Date(s): <u>12/6/2024</u>	Time(s): <u>11pm</u>
Clean Up - Date(s): <u>12/6/2024</u>	Time(s): <u>9-11pm</u>

LOCATION INFORMATION

(Select all that apply)

Requesting sidewalk space

Requesting parking stalls (meter or on-street)

Requesting closure of a parking lane

Requesting closure of a traffic lane

Requesting full street closure

List street name(s), block number(s), and/or meter number(s)

100-block E Main; S Pinckney on Capitol Square

100-block E Main St

100-block King St; 100-block S Pinckney

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: *Kris Gabert* (Kris Gabert) Date: 11/06/2024

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



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ATTENDANCE AND SCHEDULE FORM

ESTIMATED ATTENDANCE

Estimated average daily attendance for event: 500 Estimated total attendance for event: 500

DAILY ATTENDANCE INFO:

Date: <u>12/06/2024</u>	Estimated attendance (total): <u>500</u>	Peak time / attendance: <u>300</u>
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____

EVENT SCHEDULE (include all information below, as applicable)

- SETUP DATE(S)/TIMES – provide date(s) and time(s) for when setup will begin in the public space.
- STREET CLOSURE(S) – provide detailed timing for when the street(s) will be closed & re-opened.
- PARKING METER/STALL(S) – provide detailed timing for when the parking request(s) will begin and end.
- OTHER SCHEDULE DETAILS SHOULD INCLUDE – vendor setup/take down, concert setup/set times/take down, run/walk start & end times (last runner), parade/march start time, specific advertised activities that will draw a crowd, etc.
- EVENT DATE(S)/TIMES – provide date(s)/times for when the event is open and closed to the public, each day.
- CLEANUP DATE(S)/TIMES – provide date(s) and time(s) for cleanup, indicate when everything will be out of the public space.

(PROVIDE A SEPARATE ATTACHMENT IF YOU NEED MORE SPACE OR IF YOU HAVE A DETAILED SCHEDULE DOCUMENT ALREADY AVAILABLE)

DATE/TIME	ACTIVITY DETAILS FOR EACH DAY (SETUP, EVENT AND TAKE-DOWN) *INCLUDE AS MUCH DETAIL AS POSSIBLE FOR YOUR EVENT SCHEDULE*
12/06/2024 4-6PM	Street closure & vendor set up
12/06/2024 6-9PM	Live music, street vending (from City-approved craft vendors), inside food & beverage specials Ugly sweater contest, strolling Santa, charitable contributions to YWCA
12/06/2024 9-11PM	Vendor tear down & site clean up

4 views
Published yesterday at 4:26 PM

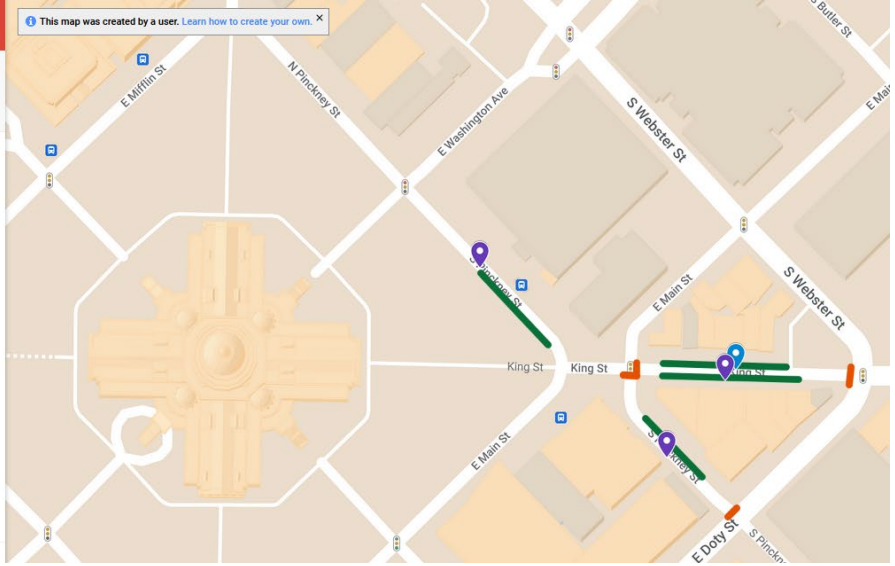
SHARE



Event items

- Barricade
- Barricade
- Barricade
- Barricade
- Trash Cans
- Vendors (in parking lane)
- Vendors
- Vendors
- Vendors
- DJ
- Wend O'Lynn (musician)
- Eric De Los Santos (musician)

This map was created by a user. Learn how to create your own.





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PUBLIC AMPLIFICATION FORM

Will you be using public amplification at your event?
If No, you can skip this form.
If Yes, you must complete this form.

Yes No

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

AMPLIFICATION INFORMATION

Name of Event: Sip & Glow: A King St Holiday

Type of Amplified Sound:

- Sound System
- Speeches/Announcements
- Karaoke
- Band(s) (names): Eric De Los Santos & Wend O'Lynn
- DJ (names): TBD
- Other (please specify): _____

Hours of Amplification:

- Amplification is not allowed past 11pm
- You must include any sound checks or equipment testing, in the amplification schedule.

Date: <u>12/06/2024</u>	Start Time: <u>6PM</u>	End Time: <u>9PM</u>	Type: <u>DJ & Bands</u>
Date: _____	Start Time: _____	End Time: _____	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____

CONFLUENCE AT LIBRARY MALL (800 STATE STREET) AMPLIFICATION ADDITIONAL REQUIREMENTS

The Confluence at Library Mall, 800 block of State Street, has additional requirements if an event in this location is requesting amplification on a weekday between the hours of 8:00 a.m. - 6:00 p.m. Events, requesting sound between these hours, are required to notify the agencies surrounding the area of their activities.

A Confluence at Library Mall contact list can be obtained from the Parks Division.
Contact Madisonevents@cityofmadison.com or (608) 264-9289 for more information.



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STREET USE EVENT VENDING LICENSE FORM

Will you be having vending at your event?
If No, you can skip this form.
If Yes, you must complete this form.

Yes No

Name of Event: Sip & Glow: A King St Holiday
Event Organizer / Sponsor: Madison's Central Business Improvement District
Contact Person: Kris Gabert Phone: 608-207-6347 Email: kgabert@visitdowntownmadison.com

Event organizers/sponsors are responsible for submitting a list of event vendors at least two weeks prior to the event to the City of Madison.

NEW EVENTS requesting to have vending in the Mall Concourse, may need to get a Special Event Resolution. If your event needs a Special Event Resolution, you must submit this form and your full application at least 60 days in advance. Contact madisonevents@cityofmadison.com to see if you need to go through this process.

Events on City of Madison property are also required to submit event and food vendor information to [Public Health of Madison and Dane County](#). Food vendors are required to have a [Transient Food Stand License](#) or [Mobile Food Establishment License](#) from PHMDC, contact leadadmin@publichealthmdc.org for requirements or questions.

Events with vendors, in the State of Wisconsin, are also required to submit a [S-240](#) form to the [WI Department of Revenue](#).

VENDOR LIST

(Submit separate list as needed – include all info below for each vendor)

Legal Business Name	Address	Contact (name)	Email	WI sellers permit #	Food OR Merchandise	Nonprofit
City-approved vendors ONLY					<input type="checkbox"/> Food <input checked="" type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No

SELECT THE APPROPRIATE # OF VENDORS

- 1-25 Vendors \$400.00
- 26-100 Vendors \$675.00
- 101-300 Vendors \$975.00
- 301 or more Vendors \$1,700.00



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STREET EVENT BEER/WINE SALES PERMIT FORM

Will you be serving or selling beer/wine at your event? Yes No
If No, you can skip this form.
If Yes, there is important information on this form about City of Madison licensing requirements, continue reading.

Temporary B Picnic License – APPLICATION DUE AT LEAST 60 DAYS BEFORE EVENT

A Temporary B Picnic License is required if you plan on serving or selling beer/wine at your event.

Any Temporary Class “B” Retailers License application that is in conjunction with a Street Use Permit, must be submitted at least 60 days before the event date and be approved by the Alcohol License Review Committee and the Common Council. See [Madison General Ordinance Sec. 38.05\(9\)\(e\)2](#).

A Certificate of Insurance with liquor liability is also due with the Temporary B Picnic License at least 60 days before the event.

[Temporary B Picnic License](#)
[Temporary B Picnic License FAQ](#)

Submit to:
City of Madison Clerk’s Office
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

Will you be selling beer/wine at your event? Yes No
If No, you can skip this rest of this form.
If Yes, you must complete this form.

Street Use Event Beer/Wine Selling Permit

Permit fee is \$700.00.

Name of Event: _____
Event Organizer / Sponsor: _____
Contact Person: _____ Phone: _____ Email: _____

I understand I must obtain a Temporary B Picnic License in order to sell beer/wine at my event. (initial) _____

I understand I must submit a Certificate of Insurance with Liquor Liability along with the Temporary B Picnic License application at least 60 days before the event date to the Clerk’s Office. (initial) _____

If the Temp B Picnic License is denied, the event will be:
 Canceled
 Not Canceled



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STREET USE EVENT CLEANUP AND RECYCLING PLAN

Events are required to submit a clean-up and recycling plan with their application. Plans should include number and location(s) for garbage/recycling containers and dumpsters, collection during event, disposal after the event and any other relevant information.

Events located in the Mall Concourse can request City trash barrels.

City of Madison has 4, 20-yard dumpsters available for events. We cannot guarantee availability. Please confirm with madisonevents@cityofmadison.com if the number you are requesting are available.

Will you be renting City of Madison receptacles? Yes No
*Trash & recycling barrels and dumpsters are only available from the City of Madison for **downtown events**.*

Event/Name of Group: _____

Location: _____

Please indicate quantity of trash barrels: _____ 8 barrel minimum: Each increment of up to 8 barrels \$150 (\$142.18 no tax)

Please indicate quantity of dumpsters: _____ per dumpster, and per tip: \$375 (\$355.45 no tax)

If you are not requesting City equipment, please provide the name and contact information of the collection agency providing equipment or services for the event. _____

Event organizers are responsible for emptying City garbage/recycling containers within the event perimeter.

Any group that leaves an area in a condition that requires special clean-up by City crews will be charged the full cost of clean-up.

If you need assistance with your clean-up and recycling plan, please contact the City of Madison's Recycling Office, via email or at (608) 267-2626.

Provide detailed trash/recycling/clean-up information (please submit as a separate document if needed):

Trash & recycling containers will be placed on King St. Containers & their contents will be removed between 9-11pm and taken to a city Trash & Recyclin Drop-Off Site on 12/7/2024.



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STREET USE EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you want your event listed on the City of Madison Online Event Calendar? Yes No
If No, skip this form.
If Yes, please continue.

CITY OF MADISON CALENDAR OF EVENTS

If you want your event to be listed on the City of Madison online event calendar, please complete the Marketing Information form. Your event will only be included on the calendar if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendar.

**required info*

*Official Name of Event: Sip & Glow: A King St Holiday

*Location: 100-Block of King St

Public Contact Phone: _____

*Website: www.visitdowntownmadison.com

*Admission Cost: FREE

*Date of Event: 12/06/2024

*Beginning Time of Event: 6pm *End Time of Event: 9pm

*Two sentence description of event (short promotional description of the event):
Come downtown for a festive holiday market and block party. Sip beverages and nibble bites inside local bars and
restaurants, shop for holiday goods from local street vendors, snap a selfie with Santa, and don your ugliest sweater
for a chance to win the night's Ugly Sweater Contest. Proceeds from sales at the event will benefit YWCA Madison.

Poster Kiosks on the Capitol Square and State Street

Madison Parks maintains the enclosed kiosks on the Capitol Square and State Street. The posters are placed in the kiosks approximately every 1-2 weeks - depending on staff availability and maintenance duties. It is your responsibility to ensure that you have taken care of other ways to promote your event. You may drop off 12 posters, max size 12"x17", up to one month in advance of your event. Drop off at the Parks Division, 330 E Lakeside St, Madison, WI 53715, Monday – Friday, 8:00am – 4:30pm.