

STREET USE PERMIT APPLICATION

UPD  
22048

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

EVENT INFORMATION

Name of Event WOOF PRIDE

Event Organizer/Sponsor WOOF'S

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

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address 114 KING STREET

City/State/Zip MADISON, WI 53703

Primary Contact DINO MANIACI FAX 608.255.0708  
Work Phone \_\_\_\_\_ Phone During Event \_\_\_\_\_

E-mail MANIROAD@AOL.COM

Website WWW.WOOFMADISON.COM

Secondary Contact JASON HOKE

Work Phone \_\_\_\_\_ Phone During Event \_\_\_\_\_

E-mail DAWGMANI2@AOL.COM

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: AMERICAN CANCER SOCIETY, LOCAL

Estimated Attendance 350 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 4:00 to 11:00  Yes  No

EVENT CATEGORY

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

LOCATION REQUESTED

Capitol Square (note specific blocks below)  Podium/700-800 State Street  
 30 on the Square (a.k.a. top of 100 block of State Street)  Other (specific blocks/streets requested below)

Street Names and Block Numbers: KING STREET, 100 BLOCK

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) \_\_\_\_\_ Rain Date(s) NA

Event Start Date(s)/Time(s) 8/20/11 / 4:00 PM Set-Up Date(s)/Time for Event \_\_\_\_\_

Event End Date(s)/Time(s) 8/20/11 / 11:00 AM Take-Down Time \_\_\_\_\_

(8/21/11) Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

\_\_\_\_\_ I/We waive the 21-day decision requirement. \_\_\_\_\_ (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature Dino Maniaci Date 4/7/11

WOOF'S PRIDE  
SATURDAY AUGUST 20<sup>th</sup> 4:00 PM-11:00 PM

KING STREET

WOOF'S PRIDE is a public event sponsored by WOOF'S to capitalize on nationwide LGBT PRIDE celebrations and allow a diverse group of individuals to enjoy an outdoor street fair atmosphere. Because of recent capacity overhauls this outdoor event allows us to maximize our exposure to the community and create an event that exceeds our current 80 capacity. With a recommended \$5 donation to the American cancer Society, through a local organization, DRAG DOWN CANCER we will man entrances to the street and ID all attendees, issuing wrist bands for individuals over 21 for alcohol purchase and consumption.

### **PROPOSED EVENT SCHEDULE**

Street would close at 12:00 PM for initial set-up

Barricades, porta-johns delivered, staging and tent set up, dumpsters, Red-Bull lounge area, electrical and sound tests for DJ's, out door bar areas would be set-Beer wagon, Margarita Station and food stations set. All vending will commence at 4:00 PM and cease at 11:00 PM

### **VENDING-BEVERAGES**

- Non-Alcoholic
  - Coffee/Soda/Lemonade
- Beer
- Margaritas
- Jack Daniels Saloon
- JaegerMeister Station
- Red-Bull Shot Boys/Lounge

### **VENDING-FOOD**

- Brats, Hot Dogs, Italian Sausages, Burgers, Corn Dogs
- Corn on the Cob
- Gelato, Ices, Cotton Candy

### **VENDING-MERCHANDISE**

- WOOF'S wear
- Nasty Pig Boutique

### **COMMUNITY PIE TOSS 4:00-10:00**

Local community organizations, sports teams etc will be invited to man the pie toss booth in 1 hour increments with all proceeds going to each individual organization.

## **MUSIC**

3 different DJ's will be scheduled to play starting at 4:00 PM, dancing will be encouraged near the DJ tent area. The last DJ will end at 11:00 PM and move into WOOF'S to continue his set. A local performer will act as mistress of ceremonies and keep the crowd entertained between acts.

## **DISPLAYS**

In conjunction with the community Pie Toss area, groups participating will be offered an area for outreach, education and recruiting.

Clean up and removal of materials and miscellaneous items will begin at 11:00 PM and be completed in time for the street to re-open 12:00 a.m August 21<sup>st</sup>  
Pending owner approval, larger items and rental materials will be stored in parking lot for later pick up and removal.

## **SAFETY/SECURITY**

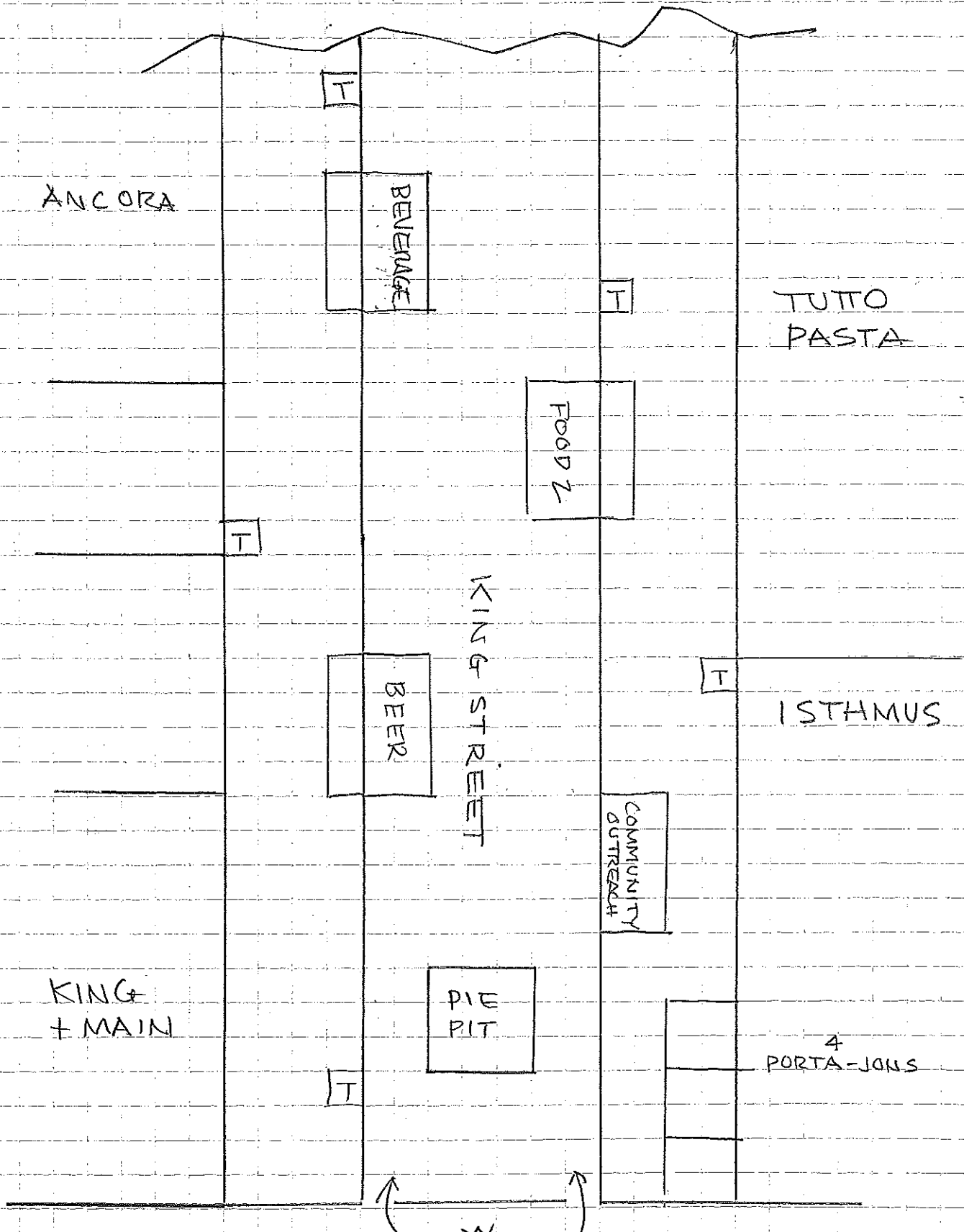
A first aid table will be located near the lounge/chill area in the adjacent parking lot (pending owner approval) WOOF'S will staff the event with our security team who will walk the street making sure everyone is abiding by wristband usage.

## **CLEAN UP/RECYCLING**

12-16 Trash and recycling receptacles will be placed throughout street for disposal through-out event. WOOF'S staff will maintain and empty these into larger rented bin during event for final removal on Monday August 22<sup>nd</sup>

## **NOTIFICATIONS**

Initial notifications have been made to businesses on the street asking them if they wished to participate as OUTDOOR Vendors. As of this time no one has expressed an interest in doing so. Subsequently WOOF'S will assume all responsibility for food, beverage and merchandise vending.



ANCORA

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BENEFAGE

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TUTTO PASTA

FOODZ

T

KING STREET

BEER

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ISTHMUS

COMMUNITY  
OUTREACH

KING  
+ MAIN

PIE  
PIT

T

4  
PORTA-JONS

W  
ENTRANCE

T = TRASH

MAIN STREET

AUGUST 20, 2011  
WOLF PRIDE  
SITE PLAN  
STREET USE

WEBSTER

DOTY

E  
ENTRANCE

6 PORTA-JONS

RED BULL  
LOUNGE  
AREA

PRIVATE  
PARKING  
LOT

OPUS

WOOF'S

T

T

T

BEER

10'x10'  
MUSIC  
TENT  
DJ/ETC  
(STAGE)  
4x8

KING STREET

FOOD

MUSE

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MADISONS

THE  
MAJESTIC

CONTEXT

