

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Downtown Madison Family Halloween

Event Organizer/Sponsor Madison's Central Business Improvement District

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

If Yes, provide State of Wisconsin Tax Exempt Number 049831

Address 122 W. Washington Ave. Ste. 250

City/State/Zip Madison WI 53703

Primary Contact Mary Carbine FAX 608-204-9028

Work Phone 608-512-1340 Phone During Event 608-228-0096

E-mail mcarbine@visitdowntownmadison.com

Website visitdowntownmadison.com

Secondary Contact Tim Jenguin

Work Phone 608-512-1341 Phone During Event 608-219-0281

E-mail tjenguin@visitdowntownmadison.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 1,500 over 3 hours (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours _____ to _____ Yes No

EVENT CATEGORY

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

Other family activities, trick or treating, character appearances (Bucky Badger)

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: Peace Park, 452 State St.

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 10/29 Rain Date(s) —

Event Start Date(s)/Time(s) 3:00 pm Set-Up Date(s)/Time for Event 2:45 pm

Event End Date(s)/Time(s) 6:00 pm Take-Down Time 6:00-6:15 pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

I/We waive the 21-day decision requirement.

MC (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 Mary Carbine

Date 8-26-13



Madison's Central Business Improvement District (BID)

MEMO

Date: August 26, 2014

To: Madison Parks Division, Special Event application

From: Mary Carbine, Executive Director
Madison's Central Business Improvement District (BID)
122 W. Washington Ave., Ste. 250, Madison, WI 53703 t (608) 512-1240 f (608) 204-9028
mcarbine@visitdowntownmadison.com www.visitdowntownmadison.com

Re: Street Use Permit Application, Family Halloween, Peace Park, 10/29/14

Dear Madison Parks,

Here is additional information regarding our Street Use Permit Application for Downtown Madison Family Halloween activities in Peace Park, October 29, 2014. Any questions, please do not hesitate to contact me.

Background:

The proposed activities are part of the Downtown Madison Family Halloween, in which Madison Central BID partners with a range of downtown businesses and cultural organizations to offer free and low-cost activities for families and children. Programming partners include: MadCAP, Madison Children's Museum, Madison Museum of Contemporary Art, Madison Parks, Madison's Central Library, Overture Center for the Arts, UW Campus and Visitor Relations, and the Wisconsin Historical Museum.

Event Schedule/Activities:

Event location: Peace Park, 452 State St.

Event schedule: Wed, Oct. 29, 2014

- Set up: 2:45 – 3:00 pm
- Event/Activities: 3:00 – 6:00 pm
- Tear-down and clean-up: 6:00 – 6:15pm

Proposed activities: Madison's Central BID will host a trick or treat station staffed by BID Ambassadors in Peace Park just outside the Visitor Center (giveaways of candy, promo items), and will also host appearances by characters in costume such as Bucky Badger and/or Wolfie (the Madison College mascot).

Proposed Set-Up: Volunteers standing at trick or treat station along State St. entrance to the Park, character appearances in same area.

Trash: We do not anticipate any out-of-the-ordinary trash or recycling. We will bring trash containers for/carry out any trash generated by the activities.

Parks Downtown Visitor Center: BID Ambassadors staff the Visitor Center in Peace Park. The Visitor Center and public bathrooms will be open until 6:00 pm that day.

Rain Location: We'll do the trick or treating from inside the Visitor Center if raining.

Event Site Map – attached

Safety and Security Plan:

- This is a family-oriented event which has occurred annually since 2009 without incident. We do not anticipate any special crowd control or security needs. We do notify Madison Police and Madison Metro just in advance of the event to give a heads up there will be lots of kids and families downtown.
- The Visitor Center will be open and staffed by BID Ambassadors, plus the BID Executive Director will be on-site to call emergency services if needed.
- There is a first aid kit in the Visitor Center.
- The Visitor Center can serve as the designated lost child area.
- Staff and volunteers will all be in the immediate area if communication is needed.

Notification Schedule:

I do not believe this event requires notification. However, we will notify State Street Area and Business Improvement District member businesses of the planned event via our email update, and as a courtesy I have provided a copy of this application to the 4th district Alder.

Downtown Madison Family Halloween 10-29-14

