

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Cows on the Concourse

Event Organizer/Sponsor Dane County Dairy Promotion Committee

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 1003 Highway PB

City/State/Zip Belleville, WI 53508

Primary Contact Karen Lee

FAX (320) 306-8659

Work Phone (608) 576-2580

Phone During Event (608) 576-2580

E-mail ryankarenlee@gmail.com

Website www.cowsontheconcourse.org

Secondary Contact Andrea Bloom

Work Phone (608) 250-4257

Phone During Event (715) 937-2068

E-mail abloom@vitaplus.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 20,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 8am to 1pm Yes No

EVENT CATEGORY

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

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: Pinckney St. / 100 Block of E. Washington Ave

200 Block of MLK, Jr. Blvd (parking only)

signage on sidewalk of Main St + MLK

Event Date(s)/Schedule 6/2/12 Rain Date(s) none

Event Start Date(s)/Time(s) 6/2/12 8am Set-Up Date(s)/Time for Event 6/2/12 10am

Event End Date(s)/Time(s) 6/2/12 1pm Take-Down Time 6/2/12 2pm

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 [Signature] Date 4-22-12



2012 Cows on the Concourse Event Schedule

- 6 a.m. Volunteers arrive for set-up of barricades and event items (including 4x8' cow sign at corner of Main St. and MLK)
A-Z Rental delivers tents, tables, chairs, etc.
- 7 a.m. Vendors arrive to set-up booths; they include:
- Cows on the Concourse cheese sandwich stand (Food)
 - Capital Newspapers (Subscriptions)
 - Dairy Business Innovation Center (Food)
 - Green County Ag Chest (Food)
 - Purple Cow Gift Shop (Merchandise)
 - Sassy Cow Creamery (Food)
 - Crave Brothers Farmstead Cheese (Food)
 - Curt's Gourmet Popcorn (Food)
 - Hinchley's Dairy Farm Tours (Food & Education)
 - Busy Barns Adventure Farm (Food & Education)
 - Lodi Veterinary Care (Education)
 - Ed 'Moo' Cation Zone (Education/ Activity)
 - Get 'Moo' ving Zone (Activity)
 - Thank a Farmer (Education)
- 7:45 a.m. Cows delivered to end of E. Washington and King St. Capitol walkway
- 8 a.m. Event starts
- Amplification from stage begins (see attached entertainment schedule)
 - Event-long activities begin at vendor areas
- 1 p.m. Event ends and clean-up begins
A-Z Rental arrives to dismantle tents
- 2 p.m. Streets open



2012 Cows on the Concourse

June 2, 2012 – *Stage Schedule*

8:00 – 8:15 am	Welcome - Andrea Bloom, Committee Chair
8:15 – 9:00 am	<i>Dick Leo & the Trio</i>
9:00 – 9:15 am	Grilled Cheese Eating Contest
9:15 – 9:30 am	Dane County Fairest of the Fair
9:30 – 10:00 am	<i>Dick Leo & the Trio</i>
10:00 – 10:15 am	FFA Group
10:15 – 10:45 am	<i>Dick Leo & the Trio</i>
10:45 – 11:00 am	Ice Cream Eating Contest
11:00 – 11:15 am	Holstein Princess/Wi Fairest/Cheese Days Ambassador
11:15 – 11:45 am	<i>Dick Leo & the Trio</i>
11:45 – 12:00 pm	Cream Puff Eating Contest
12:15 – 12:55 pm	<i>Dick Leo & the Trio</i>
12:55 – 1:00 pm	Closing Remarks - Andrea Bloom, Committee Chair

Contact for Stage & Entertainment: Co-Chairs

Alison Kepner (608) 438-6632

Kari Annen (608) 445-6054



Cows on the Concourse

Safety & Security Plan

An emergency fire lane will remain open throughout the entire event to allow access for emergency vehicles.

Several key event organizers will be equipped with walkie talkies and cell phones to contact emergency personnel if needed.





All animals will be penned and people trained to handle them will be stationed nearby.

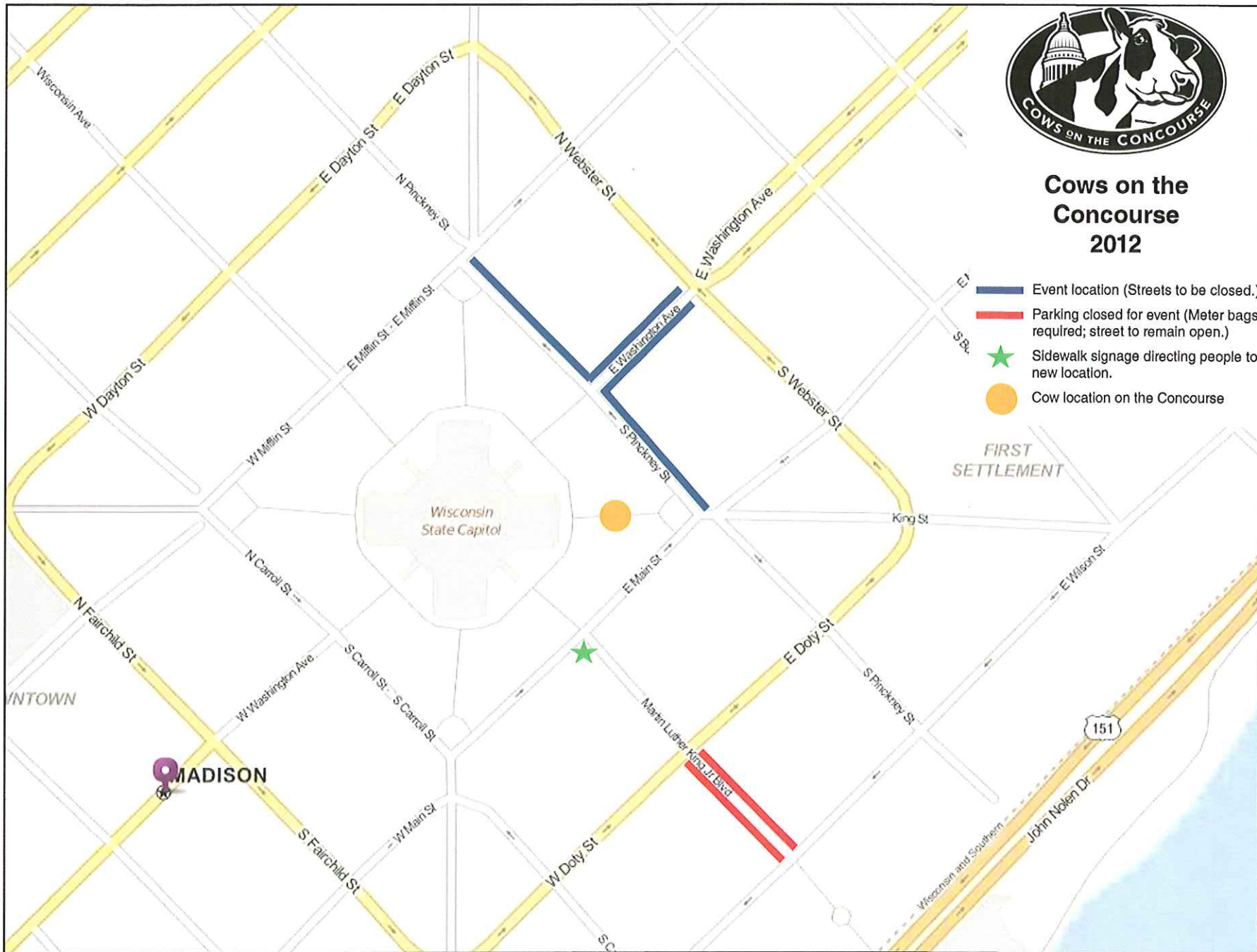
Around 100 volunteers will be on hand to monitor and serve the crowd.

The designated "Lost Child" area will be located in our volunteer check-in area on Pinckney Street. That location will also be equipped with a first aid kit.



Cows on the Concourse 2012

-  Event location (Streets to be closed.)
-  Parking closed for event (Meter bags required; street to remain open.)
-  Sidewalk signage directing people to new location.
-  Cow location on the Concourse



Pinckney St.

Vita Plus semi - 80 ft.

Water truck

Volunteer check-in

Entertainment stage

Green Co. - 30 ft.

Sassy Cow

Lodi Vet Care

Curt's Popcorn

Hinchley's Food

Cap. Newspapers

Busy Barn Adventure Farms



Cows on the Concourse 2012

*All booth spaces are 10x10 unless otherwise indicated.

Working draft as of 4/16/12.

'Big Cheese' Zone - 60 ft.

Dean's Truck - 30 ft.

Ask a Farmer - 20 ft.

Ed 'Moo' cation Zone - 30 ft.

Portable restrooms/
handwashing

E. Washington Ave.

Food line

Purple Cow - 20 ft.

Crave Bros. Cheese

DBIC

Stroller parking

Get 'Moo'ving Zone - 20 x20 ft.

Capital Fitness

Get 'Moo'ving Zone - 20 x20 ft.

Hinchley education

Tractor

COWS 20x30

Webster St.

Barricades

Dumpster