



DANE COUNTY CLERK
City-County Building, Room 106A
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
(608) 266-4121

RECEIVED
OCT 26 2017
DANE COUNTY CLERK

SCOTT McDONELL
COUNTY CLERK

Sherri Endres
CHIEF DEPUTY
(608) 266-4122

CITY-COUNTY BUILDING USE APPLICATION
RETURN ALL APPLICATIONS TO DANE COUNTY CLERK'S OFFICE
Room 106A, City-County Building – 30 days PRIOR TO EVENT

DATE OF APPLICATION: 10-27-17

NAME & ADDRESS OF ORGANIZATION:

MADISON AREA SPORTS COMMISSION

22 E MIFFLIN ST - MADISON WI 53703

CONTACT PERSON: JAMIE PATRICK Email: patrick@madisonsports.org

PHONE - DAYS: 608-255-8537 PHONE - EVENINGS: 608-572-4151

DATE OF FUNCTION: May 6 - Sept 13, 2018 HOURS OF FUNCTION: 24 HRS

NATURE OF FUNCTION:

Bucky or PARADE is A PUBLIC ART PROJECT (SIMILAR) to Cow
PARADE, THAT WILL HAVE A 6FT DECORATED BUCKY ON DISPLAY FOR SUMMER 2018.

SPECIAL NEEDS: Concrete base dropped early to secure Bucky and picked
UP post parade.

HAS THIS FUNCTION BEEN HELD IN THE CITY-COUNTY BUILDING PREVIOUSLY?

YES _____ NO X WHEN? _____

see attach
more info

FOR OFFICE USE ONLY

FACILITIES MANAGEMENT COMMENTS:

COMMITTEE ACTION:

APPROVED AT MEETING OF: _____ DISAPPROVED AT MEETING OF: _____

CONDITIONS OF APPROVAL:

CC: FACILITIES MANAGEMENT

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Bucky on Parade

Event Organizer/Sponsor: Madison Area Sports Commission

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☒ Yes ☐ No

MANDATORY: State Sales Tax Exemption Number: ES#: 27-2207568

OPTIONAL: Federal Tax Exempt Number: _____

Address: 615 E Washington Avenue

City/State/Zip: Madison, WI 53703

Primary Contact: Jamie Patrick

Work Phone: 608-441-2621

Email: patrick@madisonsports.org

Phone During Event: 608-572-4751

Website: buckyonparade.com

FAX: _____

Secondary Contact: Janine Wachter

Work Phone: 608-441-3949

Email: wachter@visitmadison.com

Phone During Event: 608-628-1382

Annual Event?

☐ Yes ☒ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: Garding Against Cancer, Madison Area Sports Commission, Others

Estimated Attendance: Public Art project, attendance is on a flow. (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☐ Yes ☒ No

Hours: _____ to None Currently needed

EVENT CATEGORY

☐ Run/Walk ☐ Music/Concert ☐ Festival ☐ Rally ☐ Parking (i.e., bagging meters)
☒ Other: Public Art Project

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: See attached packet of information

EVENT DATE(S)/SCHEDULE

Date(s) of Event: May 6 – September 13, 2018

Event Start and End Times: continuous

Rain Date (if any): _____

Set-Up Start Time: April 29, 2018 (bases may be dropped)

Take-Down Start Time and End Times: September 20, 2018
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

_____ 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 _____

Date _____



YOU'VE NEVER SEEN BUCKY LIKE *This* BEFORE

PROJECT OVERVIEW

Bucky on Parade is a public art event that will bring over 100 life-sized Bucky Badger statues to the streets of Madison and Dane County. Modeled after popular public art events including Madison's "Cow Parade" (2006) and "Herky on Parade" (2004 and 2014) in Iowa City, Bucky on Parade will feature Bucky Badger statues transformed into works of arts by local and regional artists. These statues will be on display throughout downtown Madison, the University of Wisconsin campus and beyond throughout the summer of 2018. Event proceeds will support Garding Against Cancer, the Madison Area Sports Commission and other community charities.

PROJECT OBJECTIVES

- Design a season-long free event to be enjoyed by Madison area residents, UW students, and visitors
- Create a unique fundraising event for worthy benefactors—Garding Against Cancer, Madison Area Sports Commission and other local charities
- Design an event which reflects the positive "Town and Gown" relationship between UW and the Madison community

PROJECT PARTNERS

- Project Manager, Organizer and Oversight: Madison Area Sports Commission
- Project Partners: University of Wisconsin (Chancellor's Office), Wisconsin Foundation & Alumni Association, UW Athletics, Garding Against Cancer, and Greater Madison Convention & Visitors Bureau

TIMELINE

- Winter 2017: Project planning and brand build-out
- Summer-Fall 2017: Statue locations determined
- Fall 2017: Sponsorship sales begin
- Fall 2017: Call to Artists
- Fall 2017: First statue unveiled for a "sneak peek"
- January 2018: Artists receive statues
- March 2018: Artists return completed statues
- April 2018: Statues prepared to go on the streets
- May 1, 2018: Preview party for sponsors and VIP
- May 6, 2018: Overnight install of statues
- May 7, 2018: Parade officially begins and all statues are unveiled
- May 2018: Merchandise sales begin with the University Book Store
- September 13, 2017: Parade concludes and statues are removed
- September 29, 2018: Auction and final farewell event

CONTACT

For more information or questions on Bucky on Parade, please visit the parade website (buckyonparade.com) or contact Kate Dale (dale@madisonsports.org / 608.441.3946).

Emergency Action Plan Continued...

Bucky on Parade is a free public art event that will bring life-size Bucky Badger statues to the streets of Madison and Dane County from May through September of 2018. The number of locations utilized for Bucky on Parade are contingent on the number of sponsors supporting the event.

Bucky Badger is six feet tall on a six inch pedestal, which is approximately four feet in diameter. Outdoor Bucky locations will be secured to a heavy concrete base by the volunteer team and the concrete producer Lycon. For indoor locations Bucky will sit on a wooden base and be tightly secured. Lycon worked on Cows on Parade and this system will ensure stability for people climbing on it and security so people are not able to walk off with Bucky.

Bucky himself is approximately 150 pounds made out of a fiberglass material. Artists will design and adorn Bucky after being juried and selected. After the statues are decorated the statues will receive an anti-graffiti clear coat and to help the statue hold up in the weather conditions.

Should the statues become damaged or vandalized while on Parade there will be an artists and team on hand to quickly repair Bucky and have the statue back on parade. Incidents can be reported to the Emergency Contacts or Madison Area Sports Commission or Greater Madison Convention and Visitors Bureau at 608-255-2537.

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "Bucky on Parade" will be held May - September 2018 at throughout Madison and Dane County.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Bucky On 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.

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

A. 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 PRIMARY CONTACT: Jamie Patrick.

B. 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 emergency, location, and contact person with callback number.
- 2. We ☐ will / ☒ will not have on-site EMS (ENTER CONTACT NAME & CELL PHONE NUMBER)
- 3. We ☐ will / ☒ will not have on-site Police or Security (ENTER CONTACT NAME & CELL PHONE NUMBER)

C. Severe Weather

- 1. Weather forecasts and current conditions can be monitored through the [National Weather Service's Madison Weather Forecast website](#).
- 2. Before 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. The EAP event representative or his/her designee will be identified as such Janine Wachter and will be responsible to monitor the weather conditions before and during the event.
- 3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee Janine Wachter will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
- 4. There are very limited provisions for sheltering participants in the event of severe weather.
- 5. 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.

D. Fire

- 1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
- 2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
- 3. If cooking is intended, you must contact the fire department and -
 - a) Must have a valid fire extinguisher, 2A10BC

Statue Number: 85

Location: City Terrace / CCB

Location Address: 210 Martin Luther King Jr Blvd, Madison, WI 53703

Indoor / Outdoor: Outdoor

Base Type: Cement

Ground Type: Concrete

Notes (Approval Process): 12:00:00 AM

Notes (Install): Would be two, one near the flag pole and one on the opposite end of the terrace. May need a smaller skid steer or pallet jack to get bases onto the terrace.

Notes (Permit): 12:00:00 AM

Options

