

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Maxwell Street Days

Event Organizer/Sponsor Greater State Street Business Association

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

If Yes, provide State of Wisconsin Tax Exempt Number 39-1656968

Address P.O. Box 1001

City/State/Zip Madison, WI 53701

Primary Contact John Hutchinson FAX 608-833-0376

Work Phone 608-833-9191 Phone During Event 608-239-2093

E-mail jhutch@fontanasports.com

Website www.maxwellstreetdays.org

Secondary Contact Sandra Torklidson

Work Phone 608-257-7888 Phone During Event 608-257-7888

E-mail room@chorus.net

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 25-30,000 (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 Sidewalk sales

LOCATION REQUESTED

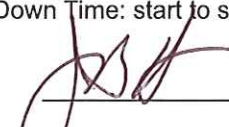
Capitol Square (note specific blocks below) Podium/700-800 State Street
 30 on the Square (a.k.a. top of 100 block of State Street) Other (specific blocks/streets requested below)
Street Names and Block Numbers: 100-600 blocks State Street, 700 block State

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) _____ Rain Date(s) NONE
Event Start Date(s)/Time(s) July 20, 21, 22 - 8:00a Set-Up Date(s)/Time for Event July 20, 21, 22 - 7:00a
Event End Date(s)/Time(s) July 20, 21, 22 - 6:00p Take-Down Time July 20, 21, 22 - 6:00-8:00p
Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

I/We waive the 21-day decision requirement.

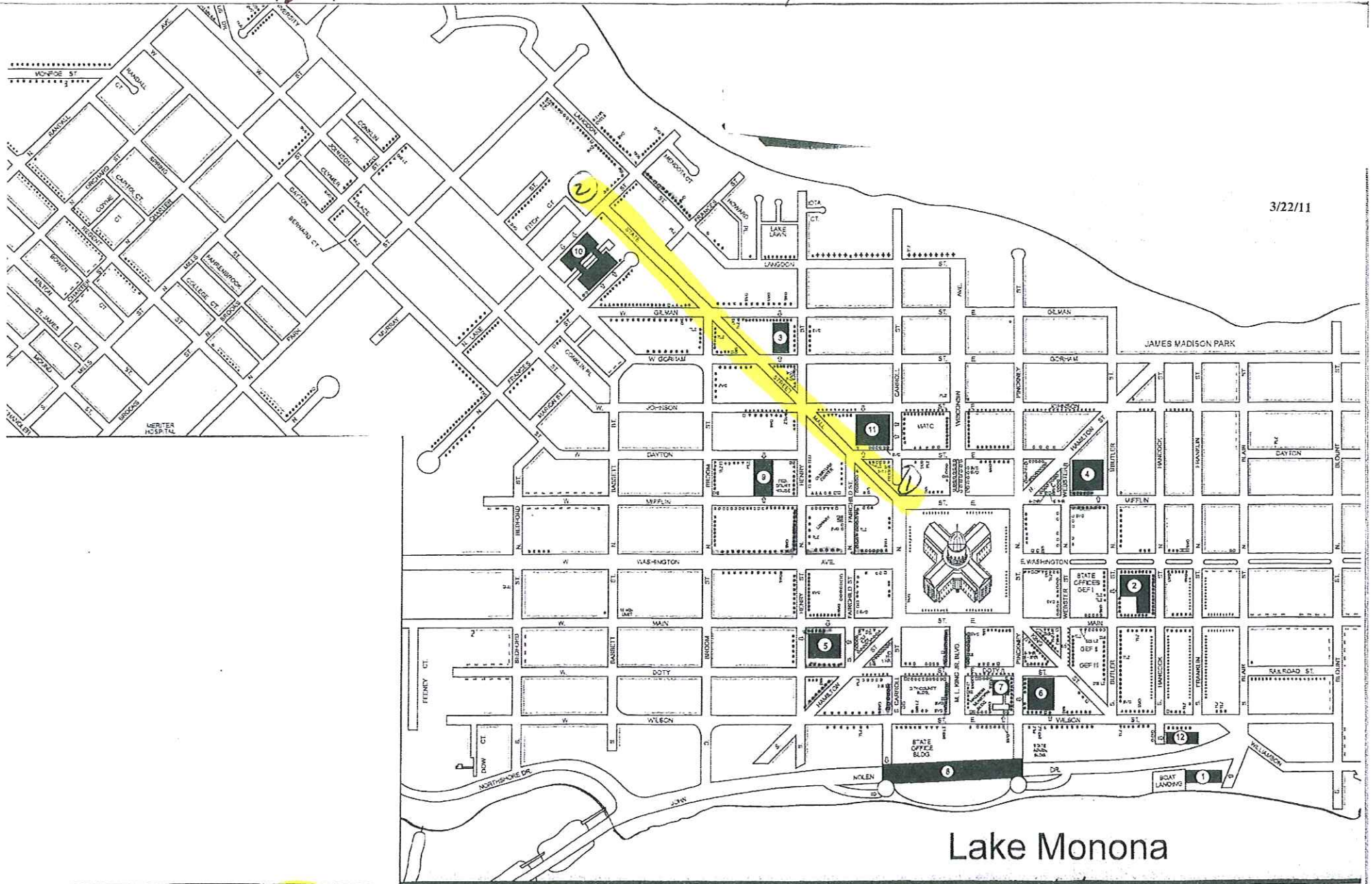
 (PLEASE INITIAL)

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  Date 3/26/2012

2012 Maxwell Street Days Map



3/22/11

Lake Monona

- ① Starts AT crosswalk on top of 100 block of State -
- ② Extends TO space in 700 block in front of University Parkstone

**Greater State Street Business Association
P.O. Box 1001
Madison, WI 53701-1001**

Maxwell Street Days 2012 Safety and Security Plan

We plan on using the City of Madison Police, Fire and EMT for any emergencies that arise by using the 911 telephone number.

Emergency contacts for the event are:

John B. Hutchinson, Coordinator – 608-239-2093 (cell), 257-5043 (work)

Sandra Torklidson – 608-257-7888

Lost Child area will be Fontana Sports, 216 North Henry Street; 608-257-5043.

All volunteers and staff will be notified of this plan by the Maxwell Street Days Coordinator a week before the event via email and meetings the day of the event. We will also be using the Mad Rollin Dolls to inform us of any problems as they do trash pickup.

Notification Schedule

I have notified Alder Mike Verveer, District 4 and Alder Scott Resnick, District 8 via email 3/23/2012 on the City of Madison system. They are also welcome to attend GSSBA board meetings and will be notified of them.

Businesses will be notified before April 6th by hand delivery of applications to the businesses via the BID Ambassadors and the event coordinator. Notices will also be sent via the BID weekly newsletter and the GSSBA monthly meeting notices.

Information is also available on our website: maxwellstreetdays.org

3/23/2012

Greater State Street Business Association
PO box 1001
Madison, WI 53710-1001

March 26, 2012
Attn: Kelli Lamberty,
Madison Parks Dept. Events Coordinator
210 Martin Luther King Jr. Blvd. Suite 104
Madison, WI 53703

Dear Kelli,

Here is our equipment and required needs for Maxwell Street Days, July 20,
21, 22, 2012.

Three dumpsters:

- One on the 400 block of North Frances street (near State Street Brats)
- One on the 400 block of North Broom Street (near Francis Street)
- One on the 300 block of N. Henry Street next to Triangle Market

22 additional trash barrels:

100 block – 2	200 block – 4	300 block – 4	400 block - 4
500 block – 4	600 block – 4		

Recycle materials per attached list: 22 recycle barrels and same placement as trash barrels.

7 meter bags

20 Traffic Barricades:

Corner of Mifflin & State – 2	
Corner of Fairchild and State – (Mary's Tailor side)	– 2
Corner of Fairchild and State – (Jack's Shoes side)	- 2
Corner of N. Henry, Johnson and State – (Fontana side)	– 4
Corner of State & Johnson (Triangle Market side)	– 2
Corner of State & Gorham (Schannel Optical side)	- 2
Corner of State & Gorham (Badger Liquor side)	– 2
Corner of State and Gilman (Chocolate Shoppe)	– 4
Corner of State and Lake (Walgreen's) -	<u>- 2</u>
Total barricades:	20

Do we need to do anything with the bus route closures?

Sincerely,

John B. Hutchinson

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Madison, WI 53710-1001

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John B. Hutchinson

**City of Madison
Community Event Recycling Plan**

Event Date: July 20, 21, 22, 2012

Event Title: Maxwell Street Days

Event Location: 100 – 600 blocks State Street and 700 block University Book Store

Event Sponsor/Contact information:

Name Greater State Street Business Assn., John Hutchinson; coordinator

Phone 608-239-2093 (cell), 257-5043 Fontana Sports

Email: jhutch@fontanasports.com

Recyclables Generated at the Event (Check all that apply.)

6

- Aluminum Cans
- Cardboard
- Glass Bottles/Jars
- Paper (Does not include napkins, towels or tissues)
- Plastic Bottles
- Steel/Tin Cans

Collection Service

- City
- Private Hauler

If using a private hauler which hauler will provide service? _____

Will you need City supplied recycling containers? yes

If yes, how many? 12

~~20~~ 22

See the container use agreement for information on the container loan program or call 267-2626 for more information.

It is your responsibility to provide notification of the recycling requirements to any outside vendors who will be attending the event. A copy of your letter/notification must be submitted with this form.

This form and any required attachments must be submitted with your Street Use Permit application materials and to the Streets Division, 1501 W. Badger Rd., Madison, WI, 53713 or FAX to 608-267-1120.