

PARK EVENT PERMIT APPLICATION

EVENT INFORMATION

Name of Event: MadCity Bazaar
Park Requested: Burr Jones Field Date Requested: 1st and 3rd Weekend of the month May-Sept 2015
Estimated Attendance: _____

EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: MadCity Bazaar, LLC
Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No
MANDATORY: State Sales Tax Exemption Number: ES#: _____
OPTIONAL: Federal Tax Exempt Number: _____
Primary Contact: Meghan Blake-Horst Work Phone: 608-347-0267
Address: 609 S. Few St. Phone During Event: 608-347-0267
Email: madcitybazaarllc@gmail.com FAX: _____
Organization or Event Website: https://www.facebook.com/MadCityBazaar?ref=hl

EVENT SCHEDULE

Date(s) of Event: 1st and 3rd Weekends May-Sept Event Start and End Times: 10a-4p
Rain Date (if any): _____ Set-Up Start Time: 8a
Take-Down Start Time and End Times: 8a & 5p

Does this require time in the park the day before your event? Yes No
If Yes, provide details of times and area requested: _____
Are you requesting use of the park shelter? Yes No

PERMITS

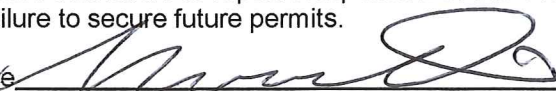
Will you have amplified sound at this event? Yes No
(If Yes, please fill out an Amplification Permit Application.)
Will you sell anything in the park? Yes No
(If Yes, please fill out a Park Event Vending Permit Application.)
Will you serve any food or beverage? Yes No
If Yes, what: Local food carts orgaized by Lets Eat Out
Will you sell beer/wine? Yes No
(If Yes, please fill out a Beer/Wine Sales Permit Application.)
Will you put up any temporary structures, such as tents, stages, inflatables, dunk tanks? Yes No
(If Yes, please fill out a Park Event Temporary Structure Permit Application.
Note that permits are not required for 10' x 10' pop-up tents.)

APPLICATION SIGNATURE

The applicant for a Park Event Permit shall agree 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.

The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Applicant Signature 

Date 12/8/14

PARK EVENT NARRATIVE

Are you applying for a new community event?
If Yes, please continue. If No, skip this form.

Yes

If the application is for a new event, approval by the Board of Park Commissioners may be required. Please include a one page narrative with the application and materials submitted for the event. The application and narrative will be reviewed by Parks staff and presented to the Board. The Board of Park Commissioners meet on the second Wednesday of the month and agenda items must be submitted by the last Friday of the previous month. Proposals submitted less than six months prior to an event will not be considered.

MadCity Bazaar will be MadCity Bazaar (MCB) is an up-scale, pop-up flea market which will operate in the Madison Market District on Madison's near Eastside. Modeled after the wildly successful Brooklyn Flea, MCB features vendors selling locally made art, crafts, value-added food products, high-quality vintage collectibles and other goods. This year, MCB will be located in the parking lot of the Fiore Shopping Center on East Washington Avenue. We are requesting use of the Burr Jones Field parking lot for food carts organized by Let's Eat Out to complement our other vendors.

MCB will operate Saturday and Sunday, the first and third weekends of the month, May through September in 2015. A schedule of all 20 specific dates is attached for your review. MCB will operate from 10:00 am - 4:00 pm on each date and we are planning for food cart vendors during that entire time. Allowing for set up and clean up, we need to reserve space from 9:00 am until 6:00 pm each date.

We are requesting use of the first 100 feet of the parking area facing the park. We intend to have no more than 7 food cart vendors in this space at all of our events. We are planning to have the food carts face the park to encourage customers to eat in the park and increase visitors' safety.

In addition to our regularly scheduled dates, we will also be organizing mini-markets at Fiore to complement LEO's proposed Burr Jones Field concert series. LEO has filed a separate application regarding their specific event series. We're just mentioning these other events for the sake of clarity.

PROPOSED 2015 SITE PLAN FOR MADCITY BAZAAR

Sat/Sun on 1st and 3rd Weekends of the Month from May through September



About MadCity Bazaar

MadCity Bazaar (MCB) is a new local business that organizes urban pop-up markets featuring locally-made arts/crafts and locally-produced artisan foods. MCB is working with "Lets Eat Out" (a coalition of Madison food cart operators) to host a series of market events in 2015. MCB is a private local business but they are working in close partnership with the City of Madison to help "set the stage" for the Madison Public Market District slated to open in 2016.



PARK EVENT SCHEDULE

- The schedule begins when event set-up starts and ends when clean-up of the event area is complete, all equipment is removed and the park is available for regular use.
- The schedule should encompass all activities planned for the event, such as:
 - » Vending: When will vendors set-up, hours of operation, tear-down, leave park
 - » Music/Performances: Stage set-up, performance schedule, tear-down
 - » Displays, Exhibits, Demonstrations: Set-up, open hours, tear-down, leave park
 - » Run/Walk/Parade, etc.: When does staging start, start time(s), end time(s)

Provide Detailed Event Schedule:

MadCity Bazaar will run from 10a-4p during the dates listed below except for June 21, 28, July 5 and Sept. 27 when our event will run 10a-6p. Set-up will be available starting at 8a. Take down will be complete by 6p. Lets Eat Out is submitting their own application for their concert series regarding Burr Jones Field. MCB will not be organizing any music performances in Burr Jones Field.

Saturday	May 2nd	MCB	
Sunday	May 3rd	MCB	
Saturday	May 16th	MCB	
Sunday	May 17th	MCB	
Saturday	June 6th	MCB	
Sunday	June 7th	MCB	
Saturday	June 20th	MCB	
Sunday	June 21st	MCB	Lets Eat Out Concert Series
Sunday	June 28th	MCB mini	Lets Eat Out Concert Series
Saturday	July 4th	MCB	
Sunday	July 5th	MCB	Lets Eat Out Concert Series
Saturday	July 18th	MCB	
Sunday	July 19th	MCB	
Saturday	August 1st	MCB	
Sunday	August 2nd	MCB	
Saturday	August 15th	MCB	
Sunday	August 16th	MCB	
Saturday	Sept 5th	MCB	
Sunday	Sept 6th	MCB	
Saturday	Sept 19th	MCB	
Sunday	Sept 20th	MCB	
Sunday	Sept 27th	MCB Mini	Fall Food Cart Fest

PARK EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you have marketing information?

If Yes, please continue. If No, skip this form.

Yes

No

How will this event be marketed, promoted, or advertised?

Our marketing efforts rely on three main activities. We distribute poster and flyers, get free publicity through traditional media and rely heavily on social media networks. We don't have the budget for extensive mass media advertising.

Will there be live media coverage during the event and where will the media vehicles be parked?

No.

PARKS DIVISION CALENDAR OF EVENTS

The City of Madison Parks Division provides a calendar of events on the internet, in a number of publications and at kiosks located throughout downtown. The information from your permit application is considered public and is used in developing the calendars.

Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this section is not filled out, we will assume you do not want to be included on the calendars.

Official Name of Event: MadCity Bazaar

Park Location: Burr Jones Field and Fiore Shopping Center parking lot

Public Contact Phone: 608-347-0267

Website: <https://www.facebook.com/MadCityBazaar?ref=hl>

Admission Cost: FREE

Date of Event: 1st and 3rd Weekends of the month May-Sept. 2015 (both Sat and Sun)

Beginning/End Time of Event: 10a-4p

Two sentence description of event (for internet calendar):

MadCity Bazaar is an up-scale, pop-up flea market kicking off their second season in 2015! Enjoy local shopping, Lets Eat Out Food Carts, placemaking events, kids activities and more. Something new every time you visit!

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "MadCity Bazaar" will be held The 1st and 3rd weekends of the month May-Sept 2015 at Burr Jones Field, East. Washignton Ave.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "MadCity Bazaar" (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 Meghan Blake-Horst.

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 Meghan Blake-Horst 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 Meghan Blake-Horst 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
 - b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
 - c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
 - d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

E. Medical Emergencies

1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

F. Law Enforcement

1. The need for constant Law Enforcement presence at this event has / has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

G. Emergency Vehicle Access

1. Access for Emergency Vehicles will be maintained at all times.
2. 20' Fire Lanes are required to be kept open at events.
3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
5. Crowd control will be managed by: Joe Mingle.
6. Parking for vendor and staff vehicles will be: Off site/neighborhood.
7. Parking for attendee vehicles will be: Fiore Shopping Center.

V. CONTACT INFORMATION

Primary Contact	Meghan Blake-Horst	608-347-0267
Secondary Contact	Joe Mingle	608-332-1493
Emergency	Dane County 911 Center	911

Madison Fire Department

Non-Emergency	Fire Inspector	Jerry McMullen	(608) 266-4420
	Division Chief	Ron Schwenn	(608) 266-4420

Madison Police Department

Non-Emergency	Field Lieutenant	David McCaw	(608) 261-9694
	Executive Captain	Carl Gloede	(608) 261-9694