

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Food for Thought Festival

Event Organizer/Sponsor REAP Food Group

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

If Yes, provide State of Wisconsin Tax Exempt Number 046 897

Address 306 E. Wilson St

City/State/Zip Madison, WI, 53703

Primary Contact Jessica Wetzel FAX _____

Work Phone (608) 324-1655 Phone During Event (608) 324-1655

E-mail jessicaw@reapfoodgroup.org

Website _____

Secondary Contact Miriam Gimnes Phone During Event (608) 669-0662

Work Phone 310-7631

E-mail Miriamg@reapfoodgroup.org

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 5,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 8:00am to 1:30pm Yes No

EVENT CATEGORY

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

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 block of MKK Jr. Blvd.

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) _____ Rain Date(s) _____
Event Start Date(s)/Time(s) 9/15/2012 8:00am Set-Up Date(s)/Time for Event 9/15/12 5:30am
Event End Date(s)/Time(s) 9/15/2012 1:30pm Take-Down Time 9/15/12 3:00pm
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, statutes and laws.

Signature Jessica Wetzel Date 7/6/12

2012 Food for Thought Festival

LEGEND

- [Obstruction symbol] = Obstruction
- [Trash Can symbol] = Trash Can
- [Recycle symbol] = Recycle
- [Light Pole symbol] = Light Pole
- [Tree symbol] = Tree
- [Meter Pay Station symbol] = Meter Pay Station
- [Light Pole w/ Electric symbol] = Light Pole w/ Electric
- [Festival Supplied recycle/trash (temporary) symbol] = Festival Supplied recycle/trash (temporary)
- [Building symbol] = Building
- [Bike Rack symbol] = Bike Rack
- [Wash Stand symbol] = Wash Stand
- [Vendor Table symbol] = Vendor Table
- [Vendor Space W/ or W/O Tent symbol] = Vendor Space W/ or W/O Tent

One block to Pickney St. "Government East" Parking Ramp (on right - you can't miss it)

Dumper

DOTY ST

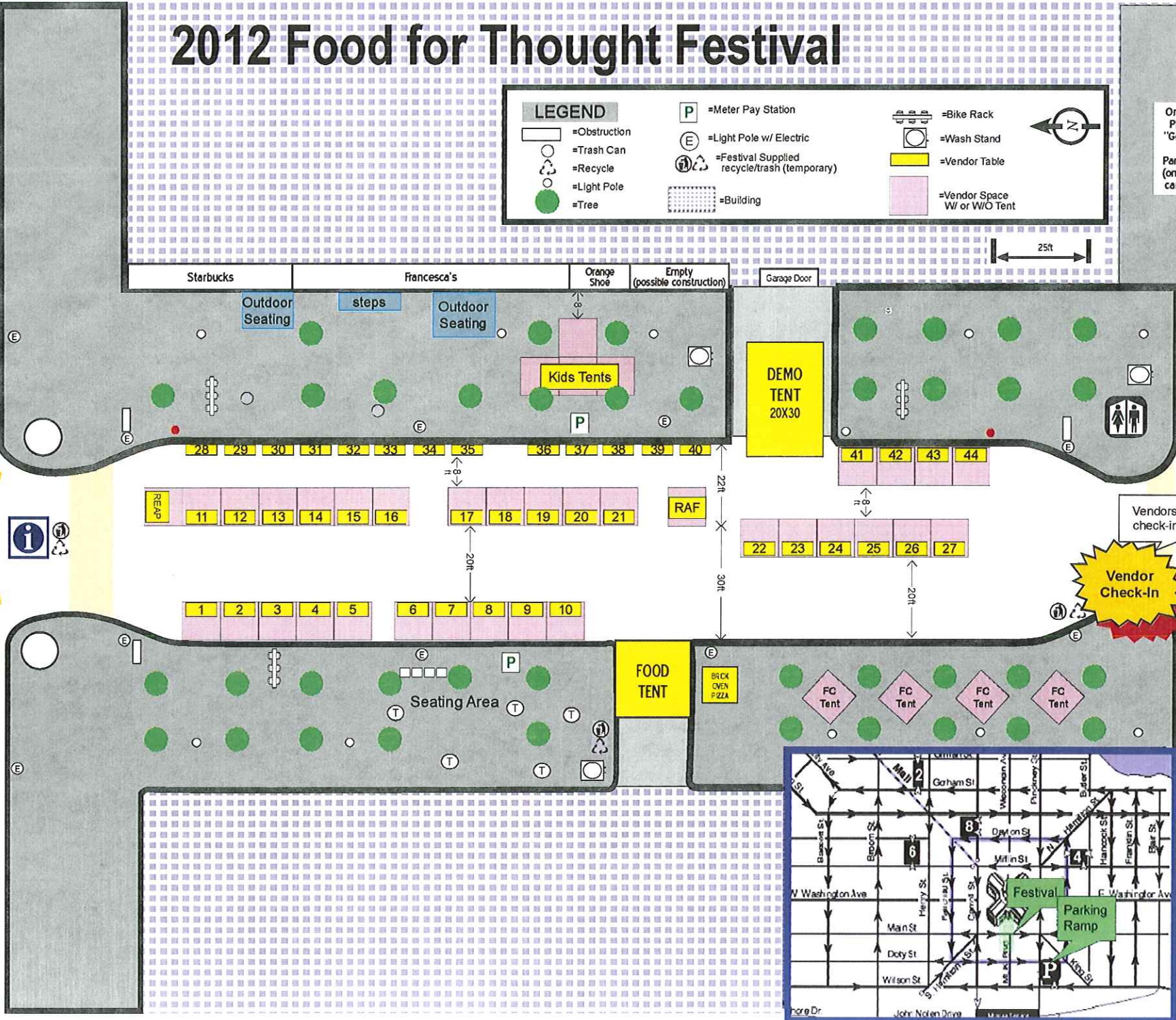
ONE WAY

Vendors must check-in here

Vendor Check-In

MAIN ST

ONE WAY



Complete Event Schedule

Food for Thought Festival September 15, 2012

All street-use activities occur on the 100 block of Martin Luther King Jr Blvd.
Parking will be reserved on the 200 block of MLK.

Parking meter/marker bags will be placed on the 100 and 200 block of MLK Friday, Sept 14

Festival set-up and street closure begins 5:30am on September 15th

Exhibitors arrive largely between 7:00am and 8:00am

Festival activities take place between 8:00am and 1:30pm, including:

- 40 to 50 exhibitors
- Demo Tent
- 4 Food Camp tents with ½ hour demos/attendee participation from 10am-1:30pm
- Kids Tent area with activities
- Food Tent/Brick Oven Pizza area/Concessions

Clean-up: 1:30pm to 3:00pm

Traffic restored by 3:00pm

Safety & Security Plan

Food for Thought Festival September 15, 2012

A 20ft fire lane will be maintained between tents/structures through 100 block of MLK Jr Blvd.

M&I Bank will close their drive-through window on 100 block of MLK Jr. Blvd to restrict avoid customers driving through heavily crowded pedestrian area.

Fire extinguishers will be placed near any open flames.

Cooking demos in the demo tent will use electric heat rather than open-flame.

Exhibitors will drop off and collect any materials at the corner of MLK Jr. Blvd to avoid driving into festival area.

There will be "point" people identified for various areas of the festival including: demo tent, food tent, kids tent, etc.

Event organizers and volunteers will be readily identifiable by Food for Thought Festival t-shirts.

Event organizers will have cell phones and be in ready contact to each other and emergency services.

The Kids' Tent will be the designated Lost Child Area.

Clean-up & Recycling Plan

Food for Thought Festival September 15, 2012

Food for Thought organizers will rent five trash receptacles and five recycling receptacles to be placed in the 100 block of MLK Jr. Blvd.

At least one volunteer will be designated to continuously empty the trash/recycle containers.

A dumpster will be rented from the city and placed nearby.

After the festival: grounds will be policed and swept by a host of volunteers and organizers.

Notification Plan

Food for Thought Festival September 15, 2012

The festival is limited to the 100 block of Martin Luther King Jr. Blvd and will only impact that block from 5:30am to 3:00pm on September 15th. There are three businesses that will be impacted during this time: M&I Bank, Starbucks and Francesca's al Lago restaurant.

M&I Bank has a drive-through window that exits onto the 100 block of MLK Jr. Blvd. They have agreed to close their drive-through to avoid customers driving through heavily crowded festival area.

Starbucks will be notified upon issuance of the Street Permit. The festival brings several thousand pedestrians past their store, bringing more business their way.

Francesca's al Lago manager and general manager have been contacted with a request to close their outdoor patio located on 100 MLK Jr. Blvd during festival hours to allow more space to be used for the Kids Tent and related activities.

The Farmers' Market coordinator had been notified. The festival works closely with them and the Dane County Farmers Market.

Alder Marsha Rummel has been notified via City of Madison Common Council contact form.