

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Homecoming Parade, Special Guest Viewing Area

Event Organizer/Sponsor University of Wisconsin Foundation

(Wisconsin Alumni Association)

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

If Yes, provide State of Wisconsin Tax Exempt Number ES 5954

Address 1040 UNIVERSITY AVENUE

City/State/Zip MADISON WI 53705

Primary Contact Kate Preme

Work Phone (608) 263-4508

E-mail kpreme@waastaff.com

Website uwalumni.com/homecoming

Secondary Contact Tom Kayome

Work Phone (608) 263-4508

E-mail tkayome@waastaff.com

FAX (608) 262-3332

Phone During Event (608) 301-6414

Phone During Event (715) 697-8499

Annual Event? 2014 is 1st year, would like to make it annual! Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance _____ (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 5:30 pm to 7:30 pm Yes No

EVENT CATEGORY

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

Other MUSIC, PARADE VIEWING AREA

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: PEACE PARK, 229 W. GILMAN STREET

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 10/24/14

Event Start Date(s)/Time(s) 5:00 p.m.

Event End Date(s)/Time(s) 7:30 p.m.

Rain Date(s) no rain date

Set-Up Date(s)/Time for Event 10/24/14, 2:00 p.m.

Take-Down Time 8:00 p.m.

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 Kate Preme

Date 8/11/14

Event Schedule

Homecoming Parade
Special Guest Viewing Area
Peace Park, Madison, WI
October 24, 2014

The intent of the University of Wisconsin Homecoming Parade viewing area is for the Wisconsin Alumni Association (a division of the University of Wisconsin Foundation) to create a private viewing area for a select group of UW alumni who are in town for Homecoming. This event is not open to the general public, we will be sending out invitations to UW alumni and will have a list of names of registrants, there will not be a charge for them to attend.

Event schedule:

2:00 p.m. A to Z sets up tents and chairs on sidewalk between Gilman St. and the park, there will be a walk way that is clear and accessible for non-event attendees at all times.

3:00 p.m. Park area set-up begins, WAA table, WAA Red Shirt merchandise table (proceeds of the Red Shirt go to UW's Great People Scholarship), sponsor tables, possible food and beverage vendors, Happy Homecoming! Signs and banners.

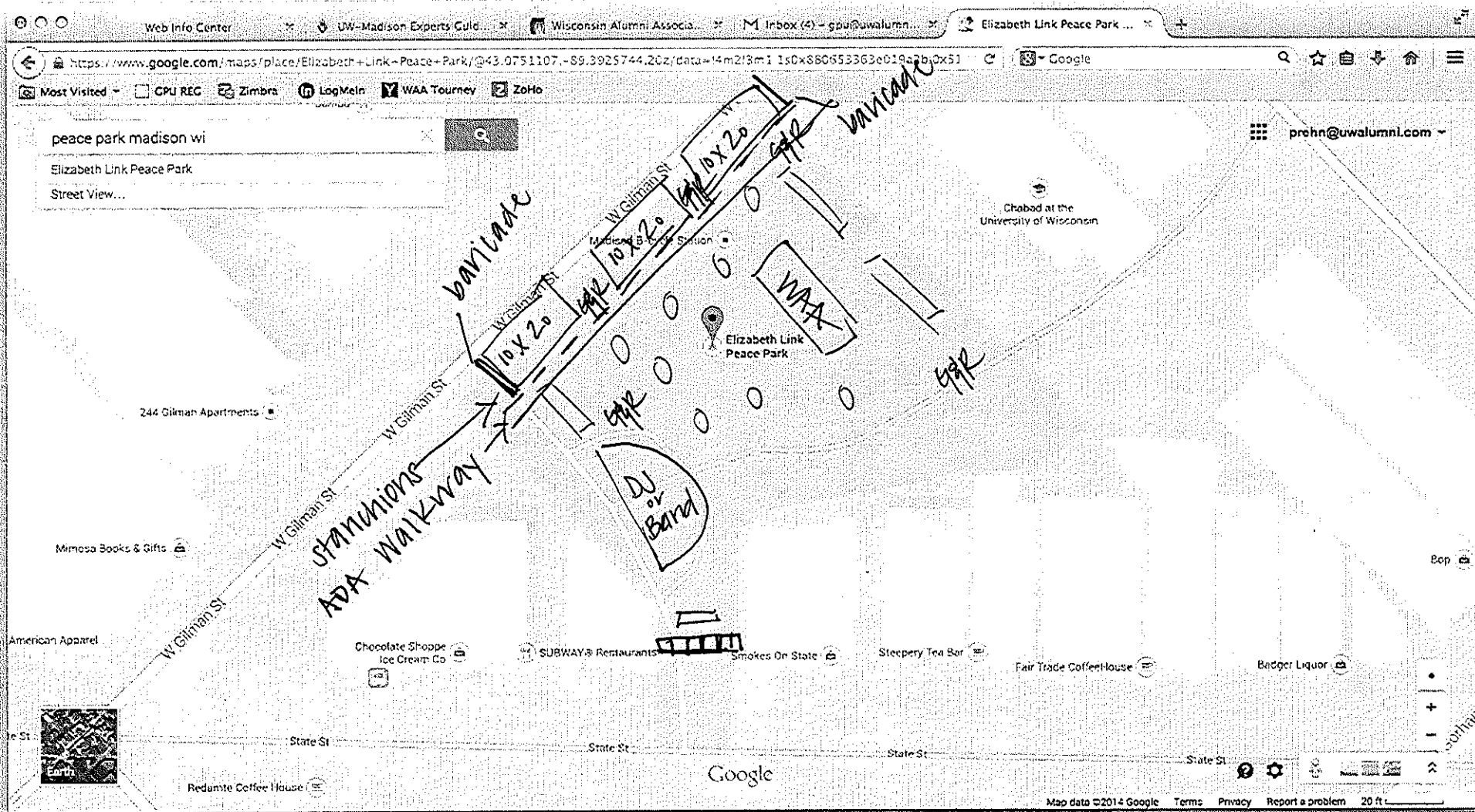
5:00 p.m. Event begins, DJ or band plays background music

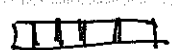
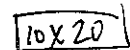

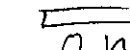


6:00 p.m. Parade starts, music ends

~7:00 – 7:30 p.m. Parade ends, event clean up begins

10:00 p.m. post parade/event clean up deadline

There will be sound amplification from 5:00-6:00 p.m.



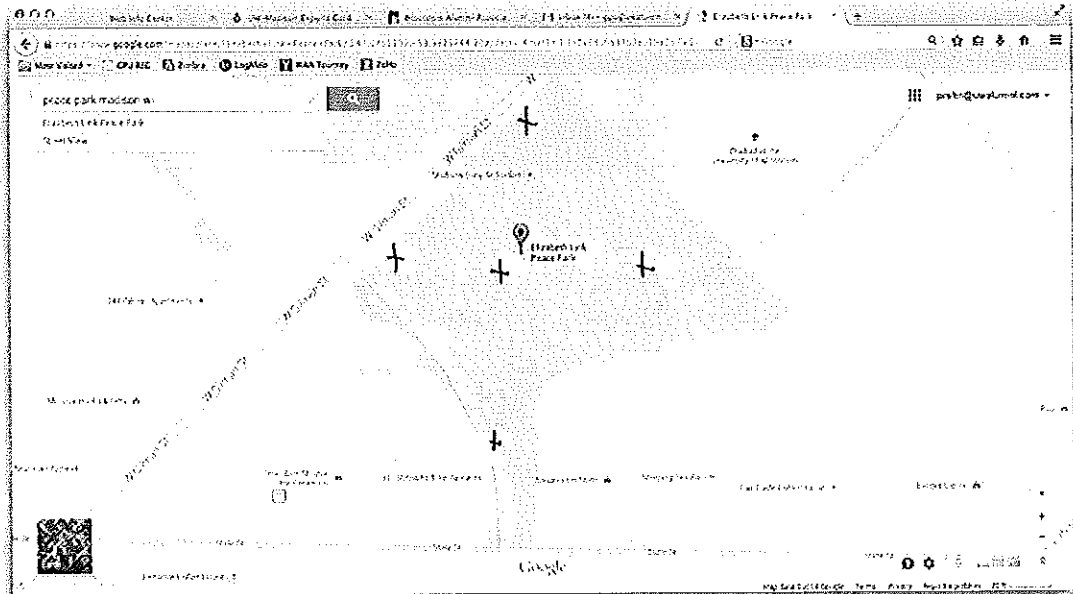
-  fence w/ 8 ft. table behind it, opening will be entrance to the park for our guests
 -  two or three 10x20 tents to cover sidewalk area, couple rows of chairs along street w/ room.
 -  give aways: pom poms, homecoming buttons
 -  sponsor/vendor tables
 -  high top tables
-  = garbage & recycling

Trash and Recycling Plan

Homecoming Parade
Special Guest Viewing Area
Peace Park, Madison, WI
October 24, 2014

The Wisconsin Alumni Association (WAA) will get City trash and recycling bins, a total of 5 each to be placed throughout Peace Park. (Locations on map below)

WAA staff members will be responsible for making sure that all trash and recycling is properly disposed of during, and after the event. All staff members will be responsible for clean up after the event.



Homecoming Parade Special Guest Viewing Area EMERGENCY ACTION PLAN

I. GENERAL

The Homecoming Parade Special Guest Viewing Event will be held October 24, 2014 at Peace Park, located at 229 West Gilman Street, and 452 State Street.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the Homecoming Parade Special Guest Viewing Event (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. Organizers, management, personnel, and attendees will take these actions. 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 Kate Prehn.

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 not have on-site EMS (however, the Homecoming Parade

committee will have on-site EMS, details are being finalized by Mark Silbernagel, (608) 265-3189)

3. We will not have on-site Police or Security (however, the Homecoming Parade committee will have on-site policy in the area, details are being finalized by Mark Silbernagel, (608) 265-3189)

C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast web site at <http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>
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 Kate Prehn 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 Kate Prehn 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 (Kate Prehn) 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
- 4. A basic first aid kit will be on site at the event, Kate Prehn and all WAA staff volunteers will have access to the first aid kit at any time during set-up, the event, and during event clean up.

F. Law Enforcement

- 1. The need for constant Law Enforcement presence at this event 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. Kate Prehn and WAA staff working the event will manage crowd control.
6. Parking for vendor and staff vehicles will be located at the State Street Campus Parking Ramp
7. Parking for attendee vehicles will be at UW Transportation lots 46 and 83.

H. Crowd Control

1. WAA staff will be used as greeters and "people barricades" at the event entrance on State Street, as well as the two areas on each side of the park on Gilman Street. The area behind the tents will have stanchions to designate the area as a "private" event. These measures will be in effect from 5:00 p.m. until ~7:30 p.m. when the event concludes.

I. Alcohol Containment

1. WAA staff and those providing any alcoholic beverages will be responsible to making sure that no event attendees take beverages outside of the park area.

J. Suspicious Package or Person

1. If a suspicious package or person is found inside or near the event area, WAA staff will be instructed to call 911. Staff will wait for further instruction from law enforcement and will follow their direction.

K. Lost or Missing Person

1. If a child is lost, a WAA staff member or Homecoming Committee member is to stay with the lost child and call the Wisconsin Alumni Association. Five UW-Alumni student volunteers will be stationed at the WAA with a golf cart accessible to pick up the child, if necessary. The child will then stay with a WAA staff member at the event location.

2. Police will be notified.

L. Communication Plan

1. WAA staff will be throughout the event. When information needs to be communicated, the event manager, Kate Prehn will notify via text or phone call the appropriate message to staff members acting as a "lead" throughout the event area.
2. The safety and security plan for the event will be shared with all staff members working the event. Each staff member will receive a packet of information that will include contact phone numbers for all staff members, event site map, parade route map (including street closures), as well as their assigned duties during the event.
3. Any additional information learned day of the event, will be shared with all staff members upon their arrival at the event.

V. Contact Information

Primary Contact	Kate Prehn	(608) 301-6414
Secondary Contact	Teri Rayome	(715) 697-8499
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

VI. Event Area Map (attached next page)