

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Michelle Morrison  
Madison's Central Business Improvement  
District  
122 W Washington Ave  
Suite #250  
Madison, WI 53703  
Email:  
Programs@visitdowntownmadison.Com  
Phone: (608) 512-1342

### Contact During Event

Michelle Morrison  
Madison's Central Business Improvement  
District  
122 W Washington Ave  
Suite #250  
Madison, WI 53703  
Email:  
Programs@visitdowntownmadison.Com  
Phone: (608) 512-1342

### Event Information

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Name of Event: Shine On Madison - Seasonal  
Lighting Ceremony

Event Type: One Day

Estimated Attendance: 2000

Is this a new event:

### Event Additional Information

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Run/Walk:

Music/Concert:

Festival:

Rally:

Parade:

Posting no parking signs or bagging meters?

Other:

If other, please describe:

### Site Map

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Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

A helpful online resource for route mapping is: [Map My Run](#)

I understand I must attach site map and route map with this application, if applicable:

## Location Information

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Capitol Square:

State Street Mall (700/900):

30 on the Square:

Other:

Street Names and Block Numbers: 

400 block of State Street  
200 block of Gilman Street  
Lisa Link Peace Park

## Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
11/24/2023	2:00pm	11/24/2023	4:00pm	11/24/2023	6:00pm	11/24/2023	8:00pm	

## Temporary (Picnic/Beer) Licenses

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Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$):

Will beer/wine be served (Free of charge)?:

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: \*

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event:

If the Temporary (Picnic/Beer) License is denied will the event occur?: **No**

## Street Use Event Vending License

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If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required:

Will food and/or merchandise be sold?(\$):

Estimate number of vendors:

## Public Amplification Permit

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If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

Start Date	Start Time	End Date	End Time	Rain Date
11/24/2023	4:00pm	11/24/2023	6:00pm	

### SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

### RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan:

### Equipment Rental - Downtown events only.

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Will you need equipment rental from the City of Madison?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

### Marketing

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

Do you want this included in the Madison Parks calendar of events?:

Event Website: <https://visitdowntownmadison.com/shine-on-madison>

**Notes:** Head downtown for a seasonal lighting ceremony at Lisa Link Peace Park on November 24! This fun event is the perfect post Thanksgiving activity for the whole family. Join us as we turn on on all our lighting décor on State St and the Capitol Square. Event runs 4-6pm with our lighting ceremony taking place at 5pm.

## Acknowledgement

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If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement:

## Indemnification

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THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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.

I have read the Acknowledgement:

## Signature

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By initialing, I/we  
waive the 21-day  
decision  
requirement :

MAM

Signature: Michelle Morrison

Date: 10/16/2023

# 23- MAP - Shine On

Lighting Ceremony



Buckeye Barricades



BUCKEYE NO PARKING



BUCKEYE NO PARKING



BUCKEYE NO PARKING



BUCKEYE NO PARKING



BARRICADES



BARRICADE



BARRICADE



BARRICADE



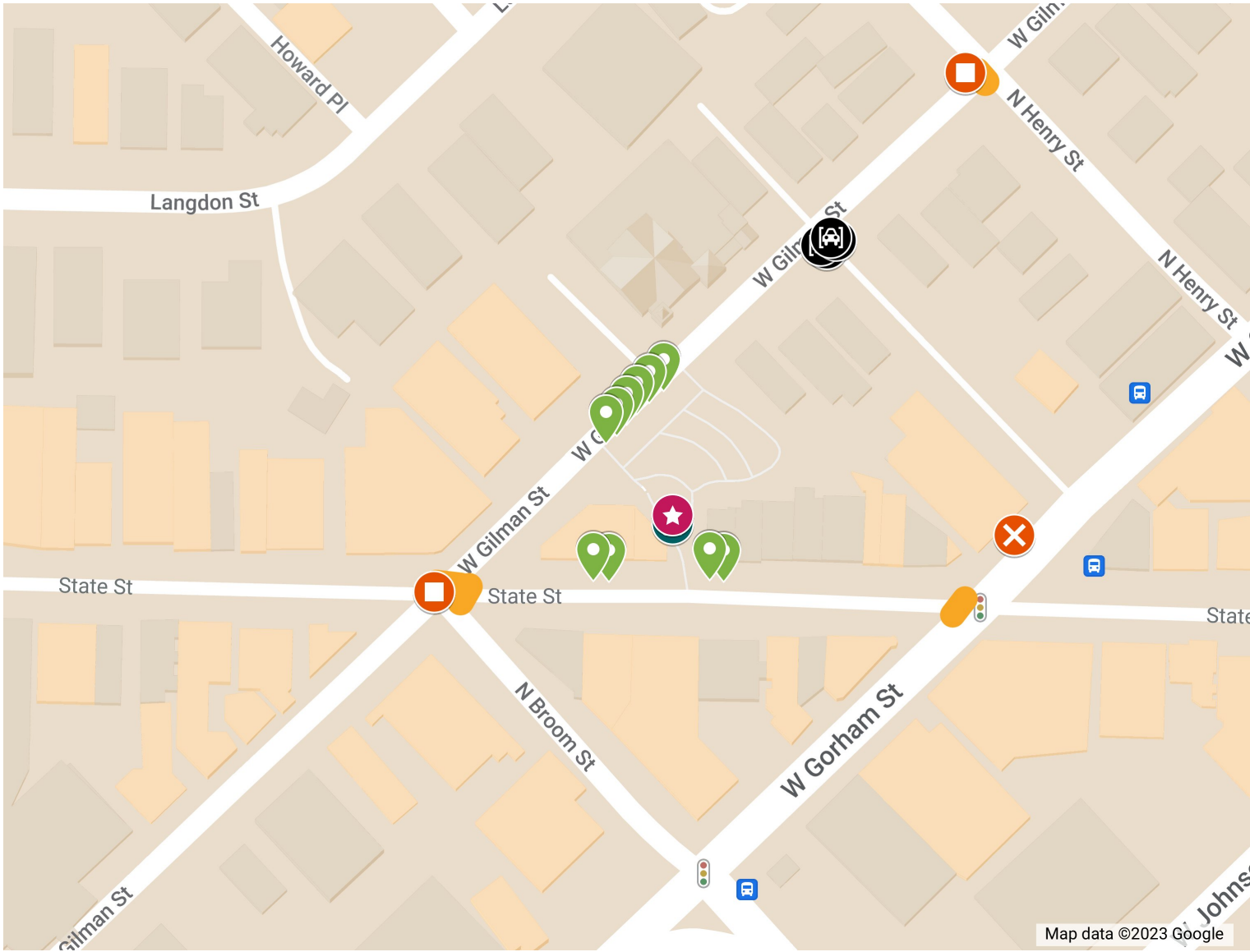
NO LEFT TURN SIGN



NO RIGHT TURN SIGN



ROAD CLOSED AHEAD



All the info is at [ShineOnMadison.com](http://ShineOnMadison.com)



ROAD CLOSED AHEAD



LIGHTING CEREMONY -  
SPEAKERS & PERFORMERS



VENDOR



VENDOR



VENDOR



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# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "SHINE ON MADISON - SEASONAL LIGHTING CEREMONY" will be held NOVEMBER 24, 2023 in DOWNTOWN MADISON in ON THE 400 BLOCK OF STATE ST AND 200 BLOCK OF GILMAN ST.

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "SHINE ON MADISON SEASONAL LIGHTING CEREMONY" (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: MICHELLE MORRISON.

### 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 / X will not have on-site EMS (ENTER CONTACT NAME & CELL PHONE NUMBER)
3. We  will / X 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 MICHELE MORRISON 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 MICHELLE MORRISON 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: NA
6. Parking for vendor and staff vehicles will be: CITY PARKING.
7. Parking for attendee vehicles will be: CITY PARKING.

**V. CONTACT INFORMATION**

Primary Contact	MICHELLE MORRISON	608-207-6347
Secondary Contact	TIM JENQUIN	608-207-7954
Tertiary Contact	MATT TRAMEL	608-207-7880
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345