

953 Jenifer Street • Madison, WI 53703 • (608) 257-4576 • Fax (608) 257-1052 • wil-mar@wil-mar.org  
Serving the Williamson-Marquette Neighborhood Since 1968

After School Program

Clothing & Produce Distribution

March 21, 2014

Community Assistance

**LA FETE DE MARQUETTE PERMIT APPLICATION OVERVIEW—request for a resolution to close La Fete de Marquette at 11 pm, Thursday through Saturday, July 10—12, 2014**

Community Resource Room

Enclosed with this application is a detailed history and business model rationale supporting our request for an 11:00 pm Fete de Marquette closing. **For some, we hope this rationale results in their support of the resolution.**

Facility Use Rentals

We have also attached signatures from immediately impacted neighbors supporting our application. Over 90 percent of the households we could reach signed on in support; including a clear majority of owner-occupied households. **For some we hope this endorsement results in their support of the resolution.**

Food Pantry

And finally, in meetings with area residents it became clear that the move of La Fete de Marquette from last year's site (*and the previous 5 years prior to that*) of E. Wash and S. Dickinson over to Central Park (E. Wash and S. Ingersoll) **is a mere 2 blocks away** and the **Fete has always ended at 11:00 pm**. In other words, support for an 11:00 pm closing has been in place since inception and very few area residents have not been supportive and fewer still, if any, logged formal complaints. **For all, we hope they share the same understanding as area residents and support the resolution.**

Information & Referral Service

Sincerely,

Gary Kallas  
Executive Director  
Wil-Mar Neighborhood Center

Saturday Community Meals

Senior Nutrition & Recreation

Students Organized Around Responsibility (S.O.A.R.)

Summer Camp

Teen Employment Program

Volunteer Opportunities

Partially Funded By



# PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event LA FEJE DE MARQUETTE

Event Organizer/Sponsor WIL-MAR NEIGHBORHOOD CENTER

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

If Yes, provide State of Wisconsin Tax Exempt Number ES 41148

Address 953 JENIFER ST

City/State/Zip MADISON, WI 53703

Primary Contact GARY KALLAS FAX 608-257-1052

Work Phone 257-4576 (608) Phone During Event SAME 608-235-2925

E-mail garyk@wil-mar.org

Website www.wil-mar.org

Secondary Contact BRUCE WOODS

Work Phone 608-628-2793 Phone During Event SAME

E-mail bruce\_woods@att.net

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: WIL-MAR NEIGHBORHOOD CENTER

Estimated Attendance 18,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours \_\_\_\_\_ to \_\_\_\_\_ see schedule  Yes  No

Park Requested CENTRAL  Yes  No

Shelter Reserved by Event Organizer looking to access restrooms privately  Yes  No

## EVENT DATE(S)/SCHEDULE see schedule

Date(s) of Event (including set-up and take-down) \_\_\_\_\_ Rain Date(s) \_\_\_\_\_

Event Start Date(s)/Time(s) \_\_\_\_\_ Set-Up Date(s)/Time for Event \_\_\_\_\_

Event End Date(s)/Time(s) \_\_\_\_\_ Take-Down Time \_\_\_\_\_

Does this require time in the park the day before your event?  Yes  No

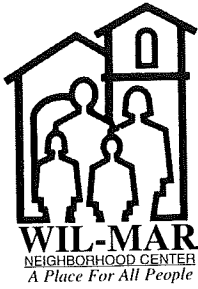
## APPLICATION SIGNATURE

The person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved park area. This permit is subject to all Municipal Ordinances as defined by the City of Madison, in addition to all rules and regulations governing the City's Parks Division. The applicant agrees that during the use of the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, creed, national origin or handicap.

The applicant has read the Park Events Application packet. 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.

Signature [Signature] Date 3-18-14



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- Community Assistance
- Community Resource Room
- Facility Use Rentals
- Food Pantry
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- Saturday Community Meals
- Senior Nutrition & Recreation
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- Summer Camp
- Teen Employment Program
- Volunteer Opportunities

**ADDENDUM TO COVER PAGE:**

**EVENT DATES AND TIMES (INCLUDING SET-UP AND STRIKE)**

Date	Activity	Hours
Tuesday, July 8,	Set-up Begins	9 am to ????
Wednesday, July 9	Set-Up Continues	9 am to ????
Thursday, July 10	Event's First Day	4 pm to 11 pm
Friday, July 11	2 <sup>nd</sup> Day	4 pm to 11 pm
Saturday, July 12	3 <sup>rd</sup> Day	Noon to 11 pm
Sunday, July 13	Final Day	9 am to 10 pm
Monday, July 14	Clean-up	10 am to ?????
Tuesday, July 15	Clean-up	10 am to ?????

Note: There is some uncertainty on clean-up as much will depend on the weather conditions i.e. if it's hot and humid or rainy, clean-up efficiency is compromised.

*Partially Funded By*



**THE RETURN OF WIL-MAR NEIGHBORHOOD CENTER'S  
LA FETE DE MARQUETTE TO CENTRAL PARK IS THIS SUMMER!!!  
July 10 through the 13th**

**HISTORY:**

Nine years ago, one of our community's most dedicated volunteers (Bob Queen) contacted the Center and asked if we might be interested in launching a 4<sup>th</sup> Isthmus-Based Festival at the then privately owned land where the City of Madison's proposed Central Park sits.

Appreciating that a Central Park-based Festival could be an effective way for a Center to:  
raise funds to support its programs and services;  
raise awareness of the Center;  
provide opportunities for area residents to engage in community life through volunteering at the event and  
while all this is happening, raise awareness of the possibilities for the Park;  
our interest was tweaked and we went to work on researching whether it was feasible for us.

**FEASIBILITY DISCUSSIONS:**

Feasibility discussions centered on three critical and other lessor aspects.  
The three critical aspects are discussed here which are:

Could we offer an event that would be **DISTINCT** from other area events?  
Are there **INDUSTRY-WIDE RULES** for success that we should be aware of?  
Would adequate **FINANCIAL AND/OR VOLUNTEER SUPPORT** be available?

**DISTINCT:**

Regarding the establishing of a new Isthmus-Based Festival, it quickly becomes clear that the area already offers an event in June (Waterfront Festival) an event in August (Orton Park Festival) and an event in September, (Willy Street Fair) So naturally our attention turned to the open summer month of July.

Due to the open month, as well as the French namesake of our neighborhood i.e. Marquette and that Bastille Day is in July, it was not difficult to settle on a July event.

Okay so then:

we have our own distinct month;  
we have our own distinct theme to build festive and community-building fun around;  
and we have a distinct location.

Combining all three we have the basic building blocks from which to develop our event. Our attention then turned to appreciating Industry-Wide "Rules" to ensure success.

**INDUSTRY WIDE RULES FOR SUCCESS**

**Achieving success with an outdoor mid-summer event like Fete de Marquette absent going well into the evening is an extremely challenging endeavor. Reason for: it is simply too warm and more often than not, quite humid as well.**

A critical element in understanding how to successfully stage an event like La Fete de Marquette is to appreciate the nature of how folks view and consider attending such events. With few exceptions, events like the Fete are understood by planners as "date events." As such,

and in other words, planners consider that the vast majority of attending folks will allot themselves a minimum of four hours for their “date.”

Why? We don’t know why but think of your own dating patterns. Let us help, a dinner and a show is 4 hours. Now, in early July the sun does not go down until 8:45, which means on a hot or even warm/humid day a reasonable outdoor comfort level does not take place until a couple of hours prior to sundown or 7 pm and four hours from 7 pm is 11 pm.

In the past eight years of staging the Fete including the first two on the uneven grounds of the then proposed park, we have witnessed this attendance pattern many, many times and so have our vendors who much like the Wil-Mar Center itself, depend on the event’s retail sales to turn any sort of reasonable profit. **Here’s how that works:**

The most critical hours for retail sales are the four hours prior to the end of an event with a peak taking place in the 2<sup>nd</sup> and 3<sup>rd</sup> hour and in particular between the set breaks of the last two bands or approximately 9 pm. For illustration: think of the 4 hour date night and then consider three date night waves occurring of 5 to 9; 6 to 10 and 7 to 11. 9 pm will, all other things being equal, be the busiest time as the 5 to 9 pm date folks are getting set to leave and the other two are settled in. Today, all of our data, points clearly to this dynamic. Subsequently, it’s clearer to us now than 8 years ago; the event needs an 11 pm close to be financially successful.

### **FINANCIAL AND/OR VOLUNTEER SUPPORT**

Of all the events staged on the Isthmus none require more volunteer support than La Fete. Yet, due to the success of the event, and the dedication of Wil-Mar’s all volunteer board, the Wil-Mar enjoys ample volunteer support to both plan and implement the Fete.

Also, due to a unique partnership with the Willy Street Co-op, the Center enjoys a solid base of financial support working to ensure a successful production.

### **IN CONCLUSION, (HOW SUCCESSFUL IS) (HOW IMPORTANT IS) LA FETE TO THE WIL-MAR CENTER?**

In consideration of how successful La Fete has been and how important is has become to the Center we considered our original objectives:

#### ***Raise funds to support its programs and services;***

The importance of La Fete de Marquette to the Center’s current operating model cannot be understated. The graph below lists the growth of La Fete’s net profit in dollars and as a percent in relation to the Center’s overall fundraising and agency budget. What becomes clear is save for a one year, La Fete’s percentage of our fundraising steadily climbs (FETE NET / % of FUNDRAISING in direct conjunction with the Center’s need to raise more of its own funds (FUNDRAISING / % of BUDGET) to keep the Center’s doors open.

YEAR	FETE NET / % of FUNDRAISING	FUNDRAISING / % of BUDGET	AGENCY BUDGET	NOTES
2006	\$9,020 / 11.5%	\$78,546 / 20.8%	\$376,556	
2007	\$12,629 / 14.8%	\$85,265 / 22.1%	\$385,029	
2008	\$26,280 / 26.3%	\$99,728 / 24.2%	\$412,077	
2009	\$35,437 / 32.2%	\$109,820 / 26.4%	\$415,484	
2010	\$46,585 / 37.5%	\$124,081 / 29.9%	\$413,746	
2011	\$42,901 / 34.3%	\$124,954 / 31.3%	\$398,388	First year in 10 center lost money
2012	\$73,188 / 48.8%	\$149,979 / 36.8%	\$407,553	
2013	\$75,515 / 46.5%	\$162,241 / 40.0%	\$404,938	

**Raise awareness of the Center;**

While we have not engaged in formal ways to measure our impact here, we anecdotally recognize that Wil-Mar Neighborhood Center activities are promoted through staging La Fete.

**Provide opportunities for area residents to engage in community life through volunteering at the event**

As previously mentioned more volunteers are needed to stage La Fete than any of the other Isthmus-based events. As the Festival has grown, so too has the number of volunteers needed where last year, over 200 were involved.

and

**While all this is happening, raise awareness of the possibilities for the Park;**

Not much to add here.

**ADDENDUM—RETAIL SALES AND MORE**

La Fete’s Net Profit is generated from maximizing various revenue streams and they primarily include: Sponsorships, Raffle Ticket Sales and Retail Sales of Beer, Wine, Soft Drinks, Ferris Wheel Rides, Merchandise and our Donation Gate.

Listed below are 2013 Daily Fete de Marquette Revenues, what revenues translate to hourly and hourly revenues after adjustment for weather/time of day considerations.

	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>ALL RETAIL/RAFFLE</b>	\$17,000	\$60,000	\$68,000	\$17,000 (1)
<b>HOURS OPEN</b>	3	6	11	9
<b>HOURLY AVERAGE</b>	\$5,700	\$10,000	\$6,200	\$1,900
<b>ADJUSTMENT (2)</b>	N/A	80 / 20	70 / 30	55 / 45
<b>7 PM TO 11 PM</b>	N/A	\$48K / \$12K	\$48K / \$20K	\$9K / \$8K
<b>7 TO 11 AVERAGE</b>	\$5,700	\$12,000	\$12,000	\$1,900

**Meaning:**

Every hour shortened on Friday/Saturday by rain or otherwise means \$12,000 less in revenue.

- (1) Sunday 2013 revenues were down 20 percent due to excessive heat throughout the day and into the evening. Compounding the decrease, Fete de Marquette closes earlier on Sunday than the other three days.
- (2) Due to previously detailed challenges with early July summer heat and humidity, adjustments based on multi-year observations were made to each Fete day. For example, Friday’s 80 / 20 adjustment means our records show that 80% of all retail sales occur from 7 to 11 pm with the peak being from 8 pm to 10 pm.

# PARK EVENT VENDING PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_ Vending Permit Type: \_\_\_\_\_ Site: \_\_\_\_\_

## EVENT ORGANIZER INFORMATION

Name of Group WILMAR NEIGHBORHOOD CENTER

Contact Person GARY KALLAS

Address 953 JENIFER ST

Work Phone 608-257-4576 Home Phone 608-235-2925

Today's Date 3-18-14

A Parks Vending Permit is required for anyone who sells anything in a City Park. (MGO 8.17)

## PRODUCT OR SERVICE SOLD

Please list every item sold or service provided. Attach an additional list, if necessary.

Food Item \_\_\_\_\_  
If selling food, please indicate your Temporary Restaurant License # \_\_\_\_\_

Non-Food Item SEE ATTACHMENTS

Services ADDENDUM

Lessons \_\_\_\_\_

## DETAIL OF VENDOR SET-UP

Please include what your vending site will contain (tables, tents, electricity, etc.)

\_\_\_\_\_  
SEE ADDENDUM

## INSURANCE

All vendors must supply a certificate of insurance for product and premises insurance in the amount of \$1,000,000 in the aggregate naming the City of Madison as 'additional insured.'

Insurance Company WEST BEND MUTUAL Insurance Policy No. attached

## SIGNATURES

Vendor Signature [Signature] Date 3-18-14

Park Division Authorization \_\_\_\_\_ Date \_\_\_\_\_

## PARKS VENDING PERMIT TYPE

- Daily \$275.00 (NT)
- Annual \$900.00 (NT)
- Special Event Vending Permit (up to 7 vendors) \$840.00 (NT)

\*An Umbrella Permit for a community event may be purchased by the Event Organizer and will cover up to 7 (seven) vendors. The Event Organizer must all cover these 7 vendors under the Event Organization's/Sponsor's insurance.

Date of Event JULY 10-13, 2014 Park CENTRAL

# PARK EVENT TEMPORARY STRUCTURE PERMIT APPLICATION

## EVENT ORGANIZER INFORMATION

Name of Group WIL-MAR NEIGHBORHOOD CENTER  
Contact Person CARY KALLAS  
Address 953 JENNIFER ST  
Work Phone 608-257-4576 Home Phone 608-235-2925

## EVENT INFORMATION

Event Name LA FESTE DE MARQUETTE  
Park Requested CENTRAL Event Date JULY 10-13, 2014  
Number of People 18,000

## TEMPORARY STRUCTURE INFORMATION

➤ What type of temporary structure do you plan to have? How many?

Tent  Dunk Tank  3 Staging  
 Inflatable  Trailer  Other (please specify)

➤ Size and/or Dimension SEE ADDENDUM

➤ Time duration this structure will be in the park \_\_\_\_\_

➤ Diggers Hotline Ticket Number \_\_\_\_\_  
(Please note: Diggers Hotline phone number is 1-800-242-8511. The ticket number must be received in the Park Office at least 5 days prior to the event. You may call (608) 266-4711 or fax (608) 267-1162 the ticket number to the Parks Office.)

➤ Location of the structure in the park. You must attach a park map. Park maps can be downloaded from Parks website [www.cityofmadison.com/parks](http://www.cityofmadison.com/parks) or obtained in the Parks Office.

➤ Company installing the structure MATHEWS TENT

➤ Do you or the tent installer have insurance to cover the placement of this structure for your event?  Yes  No

Temporary structures, such as tents, staging, trailers, dunk tanks, inflatables, or promotional equipment will only be allowed in a park by obtaining a permit.

This application must be returned to the Park Office no later than 5 days prior to the event.

Today's Date 3-18-14



# PARK EVENT AMPLIFICATION PERMIT APPLICATION

By Ordinance, public amplification is not allowed in City Parks except by permission from the Parks Division. Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of park neighbors and other park users. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

## EVENT INFORMATION

Name of Event LA FETE DE MARQUETTE  
Contact Person GARY KALLAS Phone # During Event 608-235-2925  
Park CENTRAL PARK Date 3-18-14

## TYPE OF AMPLIFIED SOUND

Band  DJ  Sound System  Speeches/Announcements  Karaoke  
 Other (please specify) \_\_\_\_\_

Times of Sound PLEASE SEE APPENDUM to \_\_\_\_\_ (4-hour maximum)

## EXCERPTS FROM APPLICABLE CITY ORDINANCES

### 8.29 PUBLIC ADDRESS SYSTEMS IN PARKS.

- (1) No public address systems or sound amplification devices shall be used in any public park within the City of Madison except as permitted by this section. The Parks Superintendent may issue permits in accordance with this section. A permit shall not exempt the holder from the provisions of Sec. 24.08.
- (3) The Superintendent may limit the hours of operation and the location within the park of any such system or equipment so as to insure the benefit of such system or equipment to the group seeking its use and to minimize any unreasonable interference with the peace and enjoyment of other users of the park and those adjacent to such park.
- (5) The Police Department is authorized to require the discontinuance of any such system or equipment operating outside the prescribed hours or location.

### 24.08 NOISE REGULATION

(2) In the following zoning districts established under Chapter 28 of the Madison General Ordinances, the noise emitted from any source and measured at any point within any distance beyond fifty (50) feet of the property or public right-of-way where the noise is produced or beyond fifty (50) feet from the noise source when such exists on public property shall not exceed the amounts indicated in the following table:

SOUND PRESSURE LEVEL  
R1, R2, R3, R4, R4A, R4L, Agriculture  
Conservancy, Office Residence  
7:00 p.m. to 7:00 a.m.—70 dBA  
7:00 a.m. to 7:00 p.m.—75 dBA  
R5, R6  
All times—75 dBA

## PARK EVENT MARKETING INFORMATION

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

How will this event be marketed, promoted, or advertised? VARIOUS MEANS INCLUDING RADIO,  
PRINT AND SOCIAL MEDIUMS

Will there be live media coverage during the event and where will the media vehicles be parked? we certainly hope so and hope that we (the Fete) and you (parks) use the first day of the FETE as a grand opening!!

### 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 60 days in advance (for printed form of calendar) and 30 days in advance (for internet calendar) 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 La Fete de Marquette

Park Location Central Park

Public Contact Phone 608-257-4576 Website www.wit-mar.org

Admission Cost NONE

Date of Event JULY 10-13, 2014 Beginning/End Time of Event see addendum

Two sentence description of event (for internet calendar) a grand celebration of all things French while also celebrating community on Madison's Isthmus.

### EQUIPMENT RENTAL

To assist with your Community event, the Madison Parks Division rents some equipment for use by the Event Organization. The Event Organizer must have the ability to pick up and return all equipment from Park Maintenance Facilities.

#### **Rented from Parks Division, but picked up by Event Organizer**

- Trash Barrels # \_\_\_\_\_ barrels  
 Key to Shelter and Gates - Refundable deposit required - see addendum

#### **Rented from Parks Division, dropped off and picked up by Parks Division**

- Dumpsters # \_\_\_\_\_

#### **Rented from Private Vendors**

- Portable toilets see addendum

Vendor Name \_\_\_\_\_  
Date or Drop Off \_\_\_\_\_

How Many? \_\_\_\_\_  
Date of Removal \_\_\_\_\_

(Dates must be pre-approved by Parks Maintenance Supervisor.)

**ADDENDUM TO VENDING PERMIT APPLICATION PAGE:**

Fete de Marquette will have 10 Food Vendors all who will be housed in tents and use electricity. In the event the existing grid at Central Park cannot adequately supply convenient access to power, some vendors may bring along super quiet small Honda generators.

In addition it is anticipated 6 to 10 small arts and craft vendors will also be at the Fete. And finally, the Wil-Mar Neighborhood Center will offer soft drinks, beer and wine at the event.

**ADDENDUM TO TEMPORARY STRUCTURE APPLICATION PAGE:**

In total three stages and a host of tents will be on-site during the event.

The number of tents may change but as of this writing, the Wil-Mar Neighborhood Center will employ Mathews Tent to erect the tents listed below. Note: all tents go up on **Tuesday, July 8 and come down on Monday, July 14, 2014.**

Finally, a distinctive aspect of the past 6 Fete de Marquette's has been having one carnival ride—that being a vintage era Ferris Wheel. For the past 6 years, the Wheel has been located on a City of Madison Street just outside of the Fete and no fee has been required by the city to do so. Given that it costs a small fortune (just shy of \$9,000) to rent the Wheel and we make no real attempt to charge a fee to ride it other than to pay our \$9,000 rental fee, it would be our hope City Parks recognizes this dynamic and waives any applicable fees.

**ADDENDUM TO AMPLIFICATION PERMIT APPLICATION PAGE:**

Listed below are dates and hours amplification will occur.

<b>Date</b>	<b>Activity</b>	<b>Hours</b>
Thursday, July 10	Event's First Day	4 pm to 11 pm
Friday, July 11	2 <sup>nd</sup> Day	4 pm to 11 pm
Saturday, July 12	3 <sup>rd</sup> Day	Noon to 11 pm
Sunday, July 13	Final Day	9 am to 10 pm

**ADDENDUM TO PARK EVENT MARKETING INFORMATION PAGE:**

La Fete de Marquette rents an appropriate number of portable toilets from Country Plumber and plans to continue doing so. That said, we do have a request to have access to the key for the Park's restrooms. We would use this key sparingly and mostly for artists and backstage personnel. We would clean-up after ourselves.

## 2014 LA FETE DE MARQUETTE SCHEDULE

### Thursday, July 10<sup>th</sup>

5:00 Grounds-- Mama Dig Down's Brass Band  
6:00- 7:15 Le Bistro Tent -- Willy St. Co-op Membership Meeting  
7:15 Soul Rebels Brass Band (NOLA)  
9:30-11:00 Honey Island Swamp Band (NOLA)

### Friday, July 11<sup>th</sup>

4:30 -5:30 Le Bistro Tent --Johnny Chimes  
6:00—11:00 the BIG Tent Musique Electronique  
5:30 Le Vent du Nord (Quebec)  
7:30 Dengue Fever (Cambodia)  
9:30- 11:00 Raw Oyster Cult (NOLA)

### Saturday, July 12<sup>th</sup>

12:30 Le Bistro Tent -Robin Plier with Mrs. Fun (Milwaukee)  
1:30 Le BistroTent – Robin Plier with Mrs. Fun  
1:00—4:00 the BIG Tent, Kids Masquerade Ball  
2:15 Tent and/or Grounds-- Mama Digdowns Brass Band  
3:15 Nathan & The Zydeco Cha Chas  
6:00—11:00 the BIG Tent, Masquerade Ball  
5:15 The Shannon McNally Band w/ Cindy Cashdollar  
7:15 Steve Riley and the Mamou Playboys  
9:30 - 11:00 Anders Osborne

### Sunday, July 13<sup>th</sup>

10- 12-45 Le Bistro Tent-- Acoustic Café  
Shannon McNally/ Cindy Cashdollar Duo  
11:30 Steve Riley/ Naila ( Trinidad)  
  
2:00 Saltimbanks (France)  
4:15 Calima (Barcelona)  
6:15 Emiline Michel (Haiti)  
8:30- 10:00 Marcia Ball

## BEER / ALCOHOL SALES PERMIT APPLICATION

### EVENT ORGANIZER INFORMATION

Name of Group Friends of Wil-Mar Inc (legal name) a.k.a. Wil-Mar Neighborhood Center  
Contact Person GARY KALLAS  
Address 953 Jennifer St Madison, WI 53703  
Work Phone 608-257-4576 Home Phone 608-235-2925  
Today's Date 3-18-14

### BEER SELLING PERMIT INFORMATION

Name of the Licensed Bartender CRYSTAL CORNER BAR - VARIOUS  
Security Company PER MAR - PRIVATE / WE ALSO RETAIN CITY OF MADISON POLICE OFFICERS  
Have you applied for the Temporary Class "B" Retailers License from the City Clerk's Office?  Yes  No  
Indicate Application Date: SOON, VERY SOON  
Have you submitted the Certificate of Insurance with a liquor liability naming the City of Madison additionally insured?  Yes  No  
Indicate Application Date: JANUARY 1, 2014

### PERMIT COSTS

Beer/Alcohol Sales Permit..... \$450 per Event

## Grosdidier, Dawn

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**From:** Lamberty, Kelli  
**Sent:** Wednesday, March 26, 2014 9:47 AM  
**To:** Padorr, Kathryn  
**Cc:** Grosdidier, Dawn  
**Subject:** FW: Plan for La Fete layout in Central Park for 2014  
**Attachments:** Central Park-La Fete-2014 - layout-city.pdf

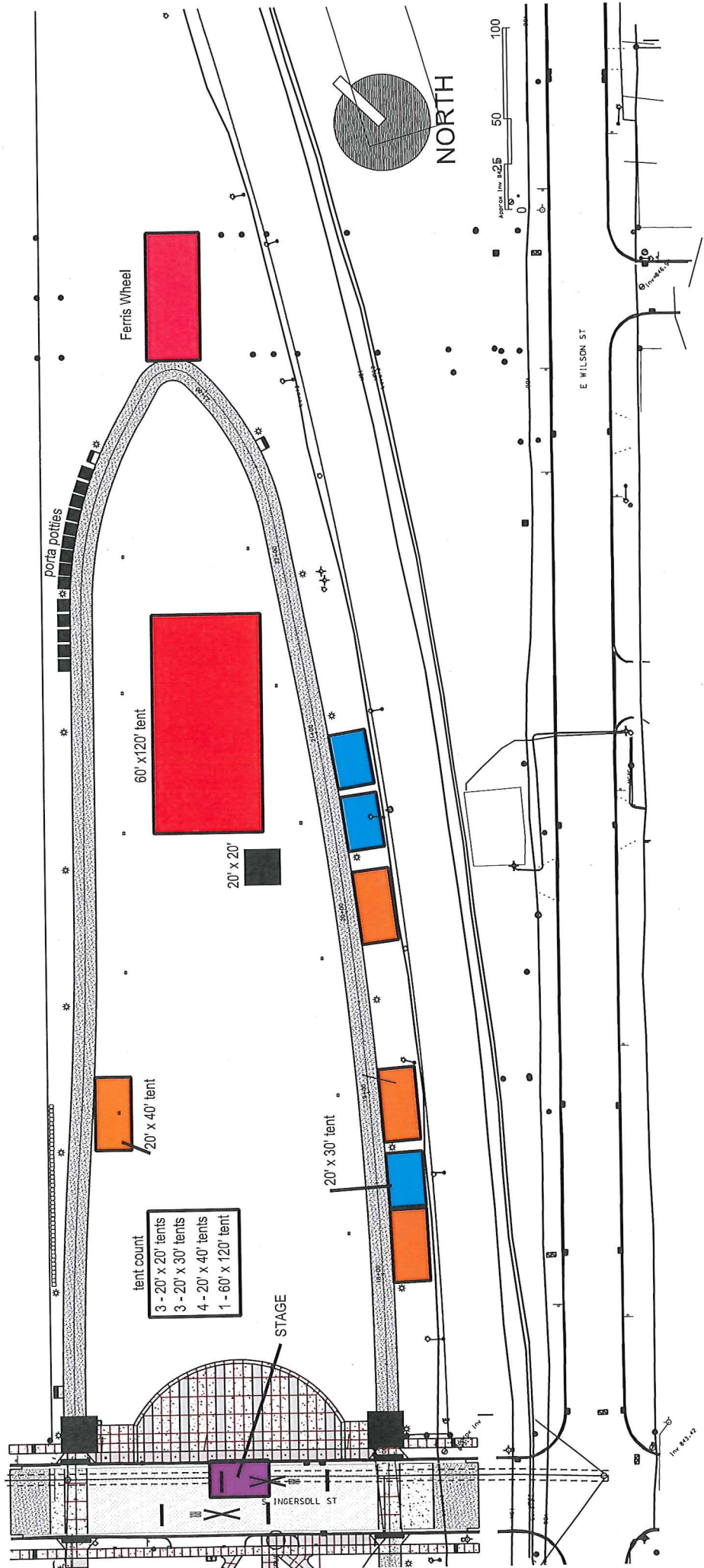
Here's the site map. They have big plans! A street use permit is required to close Ingersoll.

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**From:** Bruce Woods [[mailto:bruce\\_woods@att.net](mailto:bruce_woods@att.net)]  
**Sent:** Tuesday, March 25, 2014 8:58 PM  
**To:** Lamberty, Kelli  
**Cc:** Gary Kallas  
**Subject:** Plan for La Fete layout in Central Park for 2014

Kelly, I have attached a pdf of the plan for all the tents in Central Park for La Fete. We plan on putting the stage in the street since it will be closed off and it will approximately 3-4' behind the bollards. Let me know if you have any questions.

Bruce Woods  
President  
Wil-Mar Board of Directors



tent count  
 3 - 20' x 20' tents  
 3 - 20' x 30' tents  
 4 - 20' x 40' tents  
 1 - 60' x 120' tent

## **2014 LA FETE DE MARQUETTE—PERMIT ANCILLARY INFORMATION:**

### **Safety and Security Plan:**

We retain both public (off-duty officers) and private security staff. At all times a minimum combined 4 uniformed security staffs are on-site. In addition, our La Fete committee consists of over 50 community members and most are experienced with previous events. Most security matters are addressed by these community members. Finally, an ETM is on-site at all times.

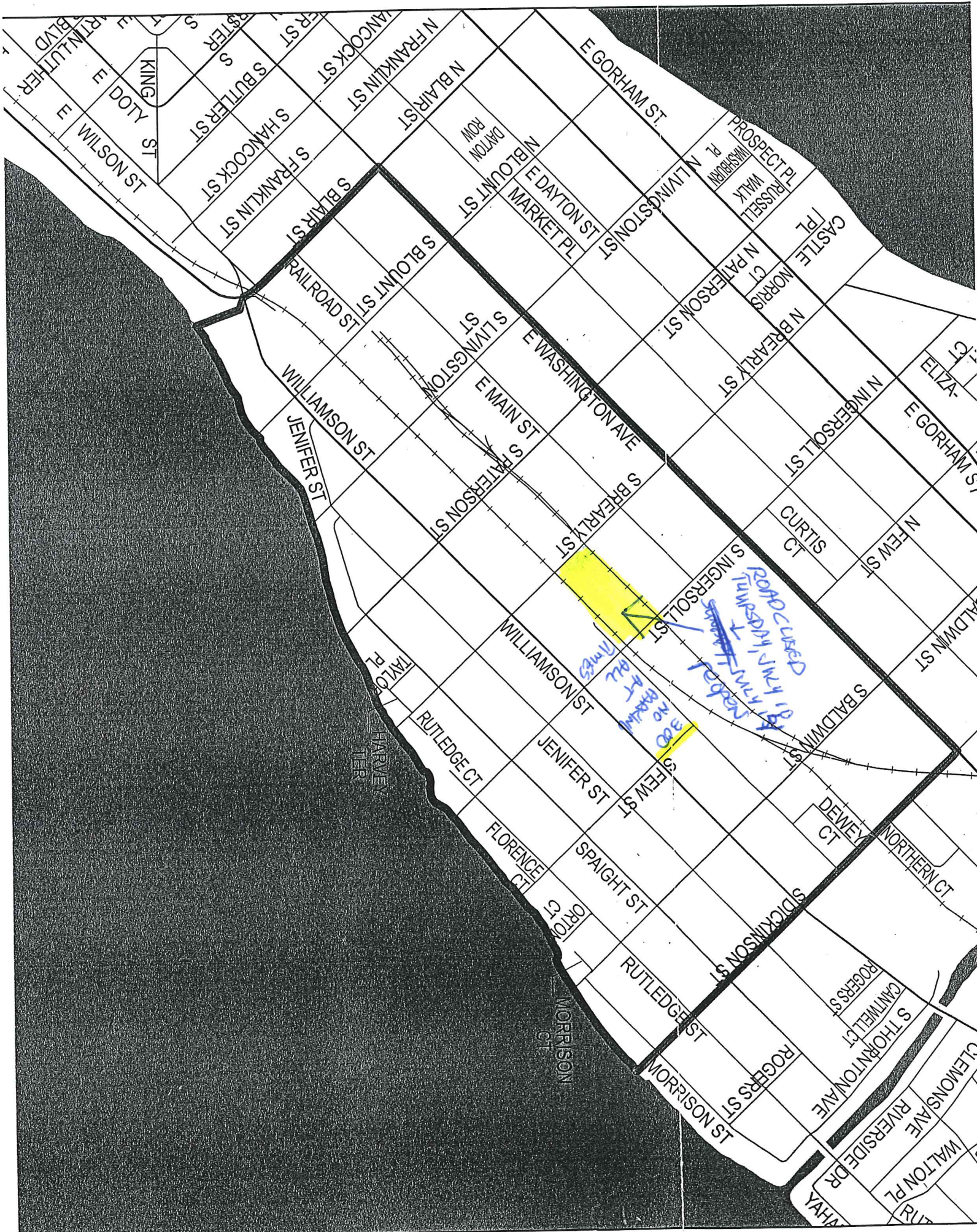
### **Notification Schedule:**

The area alder, businesses and the few residents in the immediate site of the event have been informed of the upcoming event. Indeed, we have convened two general meetings with area residents, Alderperson Marsha Rummel has convened her own meeting and we have ventured out door-to-door in the area on two separate occasions to gather application supporting signatures. Signatures and leaflets are attached.

### **Recycling Plan**

We have recycled at the Fete since inception in 2006. We maintain clearly labeled waste and recycling containers on the grounds. In addition, in 2013 and on the first night of the Fete, we implemented on a trial basis strategies for a zero-waste event. Our efforts were mostly successful and in 2014 we look to expand the effort to include all four days.





E GORHAM ST

PROSPECT PL  
RUSSELL WALK  
MORRISON PL

N LIVINGSTON ST

CASTLE PL

E DAYTON ST  
N BLOUNT ST  
MARKET PL

N PATTERSON ST  
NORRIS CT

RAILROAD ST

E WASHINGTON AVE  
E MAIN ST  
S LINCOLN ST

N BREARLY ST

N INGERSOLL ST  
CURTIS CT

WILLIAMSON ST  
JENIFER ST

S PATTERSON ST

S BREARLY ST

S INGERSOLL ST  
*ROAD CLOSED THURSDAY JULY 18 8:30 AM - 1:00 PM*

N FEW ST

WILLIAMSON ST

JENIFER ST  
*NO PARKING AT THIS LOCATION*

S BALDWIN ST

RUTLEDGE CT

JENIFER ST

DEWEY CT

FLORENCE CT

SPAIGHT ST

NORTHERN CT

ORTON CT

RUTLEDGE ST

SIDICKINSON ST

MORRISON CT

MORRISON ST

ROGERS ST

S THORNTON AVE  
CANTWELL CT

RIVERSIDE DR

CLEMONS AVE

WALTON PL

HARVEY TER