

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Cassi Miller
Cows On The Concourse
1003 Hwy Pb
Belleville, WI 53508
Email: Cmiller@wdexpo.Com
Phone: (608) 669-5925

Contact During Event

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Event Information

Name of Event: Cows on the Concourse	Event Type: One Day
Estimated Attendance: 20000	Is this a new event: No

Event Additional Information

Run/Walk:	<input type="checkbox"/>	Music/Concert:	<input type="checkbox"/>
Festival:	<input checked="" type="checkbox"/>	Rally:	<input type="checkbox"/>
Parade:	<input type="checkbox"/>	Posting no parking signs or bagging meters?	<input type="checkbox"/>
Other:	<input type="checkbox"/>		

If other, please describe:

Site Map

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

Capitol Square:

State Street Mall (700/900):

30 on the Square:

Other:

Street Names and Block Numbers:

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
06/03/2023	5 AM	06/03/2023	8 AM	06/03/2023	1 PM	06/03/2023	2 PM	

Temporary (Picnic/Beer) Licenses

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?:

Street Use Event Vending License

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

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
06/03/2023	8 AM	06/03/2023	1 PM	

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.

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

 Yes

Trash Barrels:

 8

Recycling Barrels:

 8

Dumpsters:

 1

Electrical Adaptors:

 0

Marketing

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?:

 Yes

Event Website: <https://www.facebook.com/danecountydairy>

Notes: Cows on the Concourse is a FREE, annual and family-friendly event that kicks off June Dairy Month in Dane County. Hosted on the Capitol Square, kids and adults can meet and greet cows from local dairy farms.

Acknowledgement

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

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

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

Signature: Cassi Miller

Date: 05/13/2022



2023 Cows on the Concourse

June 3, 2023 – Stage Schedule

8:00 – 8:05 am	Welcome – Sydney Endres, Committee Chair
8:05 – 9:00 am	<i>Soggy Prairie Boys</i>
9:00 – 9:15 am	Thank a Farmer Campaign – Culver's
9:15 – 9:30 am	Wisconsin Fairest of the Fair – Sharlene Swedlund with Dane County Fairest of the Fair – Aubrey Schlimgen
9:30 – 10:30 am	<i>Soggy Prairie Boys</i>
10:30 – 10:45 am	Q&A with 2022 Breakfast on the Farm Host – <i>Haag Dairy, LLC, Dane, WI</i>
10:45 – 11:00 am	WI FFA Officer Team
11:00 – 11:45 am	4 x 1 Dairy Relay
11:45 am – 12:00 pm	Wisconsin Holstein Association Royalty – Princess: Ava Booth and Princess Attendant: Aubrey Behling
12:00 – 12:55 pm	<i>Soggy Prairie Boys</i>
12:55 – 1:00 pm	Closing Remarks – Sydney Endres, Committee Chair

Contact for Stage & Entertainment: Chair

Cory Brown – (608) 669-0852

*Schedule Subject to Change



Cows on the Concourse 2023

Revised 5/10/2023



= Vendor/Booth Space

- All booth spaces are 10'x10'
- 5' between vendors

Vendor Key

- A** = Volunteer Check-in
- B** = Stage
- C** = Sassy Cow Creamery
- D** = Curt's Gourmet Popcorn
- E** = Scavengar Hunt Station
- F** = Dane County Fair
- G** = Waunakee Vet Truck
- H** = Education Zone
- I** = Q106
- J** = Milk Tent
- K** = Cheesestand Zone

Main St.



sidewalk

City Porta
Potties

PP
PP

ADA PP

B
10' x 20'

C

D
10' x 15'

E

F

G
15' x 60'

H
15' x 40'

I

J

K
15' x 60'

MLK Jr. Blvd

Food line

Refrigerated
Trailer

sidewalk

Starbucks

Belair Cantina Madison

sidewalk

DLUX

sidewalk

Dairy Tent
(Live Animal Area)
30' x 20'

Doty St.

Barricades

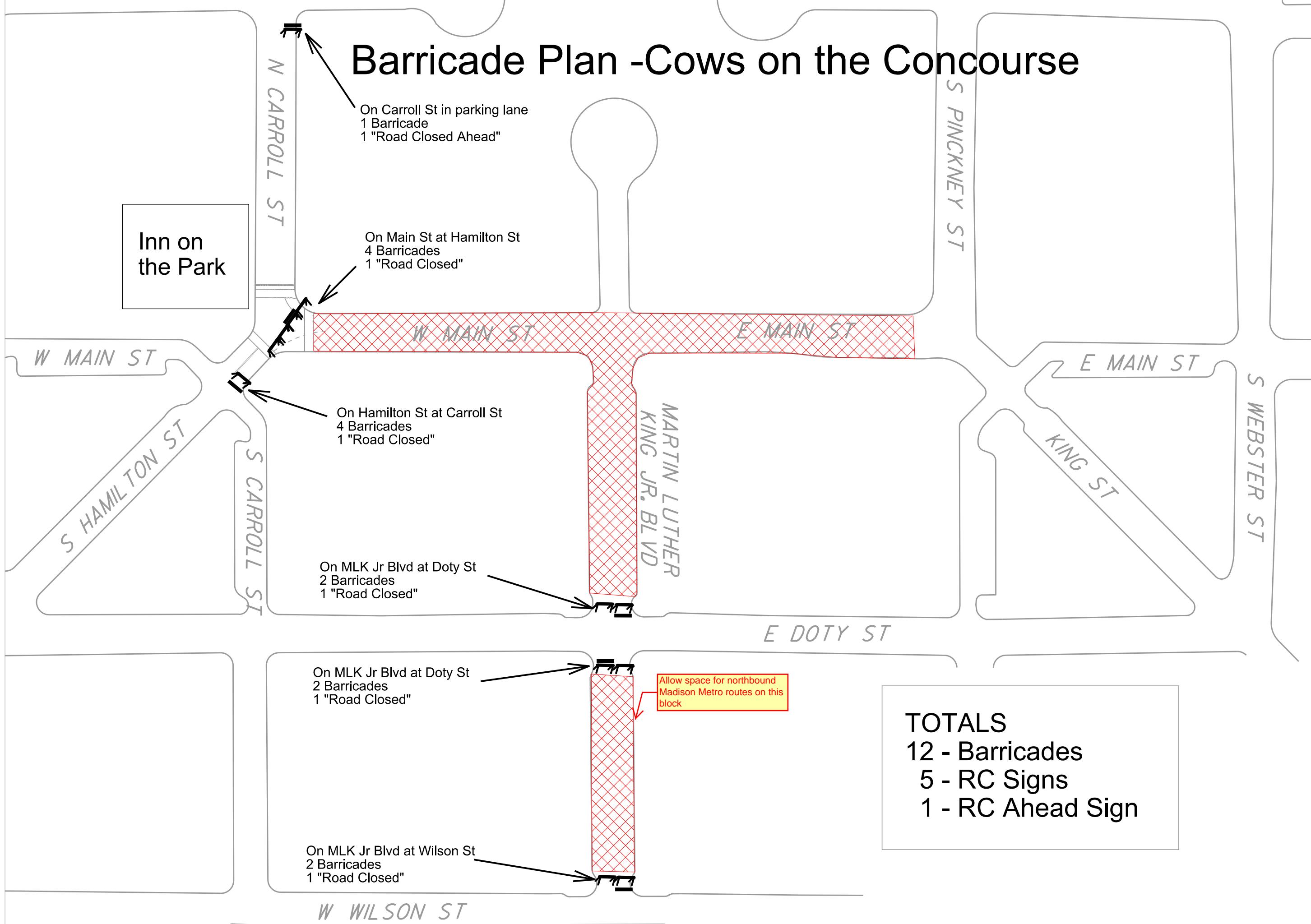
Madison Metro
thru lane

Dumpster

Barricades

Madison Metro
thru lane

Barricade Plan -Cows on the Concourse



EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "Cows on the Concourse" will be held June 3, 2023 at the Capitol Square (10 blocks of Main Street and 100-200 blocks of Martin Luther King Jr Blvd).

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Cows on the Concourse" (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 Sydney Endres.

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 ()
3. We will / will not have on-site Police or Security ()

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 Sydney Endres 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 Sydney Endres 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.

CI. 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 throughways.
- 5. Crowd control will be managed by: Sydney Endres.
- 6. Parking for vendor and staff vehicles will be: on the E block of Wilson St. and in nearby public parking areas.
- 7. Parking for attendee vehicles will be: nearby public parking locations.

V. CONTACT INFORMATION

Primary Contact	Sydney Endres	(608) 333-7599
Secondary Contact	Cassi Miller	(608) 669-5925
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

STREET EVENT CLEANUP AND RECYCLING PLAN

- Include plans for collection and disposal of materials during and after event - number and location of garbage/recycling containers and dumpsters; number/schedule of volunteers/staff assigned to collection and cleanup.
- If City containers are not used, please provide the name and contact information of the collection agency providing equipment and service for the event.
- Event organizers are responsible for emptying City garbage/recycling containers within the event perimeter.
- Any group that leaves an area in a condition that requires special cleanup by City crews will be charged the full cost of cleanup.
- If you need assistance with your cleanup and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

Provide Detailed Trash/Recycling/Cleanup Plans:

COWS ON THE CONCOURSE

Clean up and Recycling Plan

We will have garbage and recycling containers placed around our event for collection of materials.

We will need 8 trash barrels provided by the city.

We will also need 8 recycling containers provided by the city.

We would like for a dumpster to be placed on the corner of Doty St. and MLK.

Garbage and recycling will be collected by two to three volunteers throughout the event. Garbage will be placed in the city dumpster placed on Doty Street at the MLK corner. Recycling bags will be placed on the curb next to the dumpster.

Post-event clean-up will be handled by 30 to 40 volunteers with all trash and recycling placed as noted above.

STREET EVENT VENDING LICENSE APPLICATION

1-25 Vendors\$400.00
 26-100 Vendors\$675.00
 101-300 Vendors\$975.00
 301 or more Vendors\$1,700.00

EVENT INFORMATION

Name of Event: Cows on the Concourse

Event Organizer/Sponsor: Dane County Dairy Promotion

Address: 1003 Hwy PB

City/State/Zip: Belleville, WI 53508

Date(s) of Event: June 3, 2023

Rain Date(s): n/a

Primary Contact: Cassi Miller

E-mail: cmiller@wdxpo.com

Work Phone: (608) 224-6455

Phone During Event: (608) 669-5925

Vendor Name	WI State Seller's Permit #
1. Dane County Dairy Promotion	Exempt
2. Dane County Fair	Exempt
3. Q106	Exempt
4. Waunakee Vet Truck	Exempt
8.	
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