



# STREET USE PERMIT APPLICATION

**MADISON  
PARKS**

## CONTACT INFORMATION

Name of Event: All White Affair In Honor of Vel Phillips  
Event Organizer / Sponsor: Boys and Girls Club of Dane County  
Organization / Sponsor Address: 5215 Verona Rd, Fitchburg, WI 53711  
Organization / Sponsor website: www.bgcdc.org  
Day-of contact info:  
Primary Contact: Latonya Jackson Email: LJackson@bgcdc.org  
Work Phone: 608-770-7781 Phone During Event: Anytime time  
Secondary Contact: 513-226-6942 Email: LJackson@bgcdc.org  
Work Phone: \_\_\_\_\_ Phone During Event: 608-770-7781

## EVENT INFORMATION

Annual Event? ☒ Yes ☐ No Public Amplification? ☒ Yes ☐ No  
Vending? ☒ Yes ☐ No Selling or serving beer/wine? ☒ Yes ☐ No  
Will sponsor apply for [temporary class B license](#) to serve or sell beer/wine for this event? ☒ Yes ☐ No  
If the class B is denied, will the event(s) occur? ☒ Yes ☐ No

## OCCURRENCE:

☒ One-Day Event  
☐ Multi-Day Event (consecutive days)  
☐ Recurring Event (weekly, monthly)

## TYPE OF EVENT (select all that apply):

☐ Run/Walk  
☐ Music/Concert  
☐ Festival  
☐ Rally  
☒ Other: All White Affair in honor of Vel Phillips Unveiling of s

## EVENT SCHEDULE (see page 2 for detailed schedule form)

Set Up - Date(s): 07/27/2024 Time(s): ~~7:00 AM~~ 3:45 pm City right-of-way  
Street Closure - Date(s): 07/27/2024 Time(s): ~~7:00 AM~~ 3:45 pm streets closed  
Event Start - Date(s): 07/27/2024 Time(s): 3:30 PM inside Capitol 5:30pm activities in the street  
Event End - Date(s): 07/27/2024 Time(s): 10:00 PM  
Street Reopen - Date(s): 07/27/2024 Time(s): 11:00 PM  
Clean Up - Date(s): 07/27/2024 Time(s): 10:00 PM

## LOCATION INFORMATION

(Select all that apply)

☒ Requesting sidewalk space  
☒ Requesting parking stalls (meter or on-street)  
☒ Requesting closure of a parking lane  
☒ Requesting closure of a traffic lane  
☒ Requesting full street closure

## List street name(s), block number(s), and/or meter number(s)

S Carrol St, Madison, WI & W Main St Madison, WI  
S Carrol St, Madison, WI & W Main St Madison, WI  
S Carrol St, Madison, WI & W Main St Madison, WI  
S Carrol St, Madison, WI & W Main St Madison, WI  
~~S Carrol St, Madison, WI & W Main St Madison, WI~~

**APPLICATION SIGNATURE:** BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, 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.

Applicant Signature: *Latonya Jackson* Date: 5-14-2024  
LS By initialing, I/we waive the 21-day decision requirement.



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## ATTENDANCE AND SCHEDULE FORM

### ESTIMATED ATTENDANCE

Estimated average daily attendance for event: 1000 Estimated total attendance for event: 1000

### DAILY ATTENDANCE INFO:

Date: <u>07/27/2024</u>	Estimated attendance (total): <u>1000</u>	Peak time / attendance: <u>3:30 UNTIL 10:00</u>
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____

### EVENT SCHEDULE (include all information below, as applicable)

- **SETUP DATE(S)/TIMES** – provide date(s) and time(s) for when setup will **begin** in the public space.
- **STREET CLOSURE(S)** – provide detailed timing for when the street(s) will be closed & re-opened.
- **PARKING METER/STALL(S)** – provide detailed timing for when the parking request(s) will begin and end.
- **OTHER SCHEDULE DETAILS SHOULD INCLUDE** – vendor setup/take down, concert setup/set times/take down, run/walk start & end times (last runner), parade/march start time, specific advertised activities that will draw a crowd, etc.
- **EVENT DATE(S)/TIMES** – provide date(s)/times for when the event is open and closed to the public, each day.
- **CLEANUP DATE(S)/TIMES** – provide date(s) and time(s) for cleanup, indicate when everything will be out of the public space.

(PROVIDE A SEPARATE ATTACHMENT IF YOU NEED MORE SPACE OR IF YOU HAVE A DETAILED SCHEDULE DOCUMENT ALREADY AVAILABLE)

DATE/TIME	ACTIVITY DETAILS FOR EACH DAY (SETUP, EVENT AND TAKE-DOWN) *INCLUDE AS MUCH DETAIL AS POSSIBLE FOR YOUR EVENT SCHEDULE*
7:00 AM - 2:00 PM	Setup will take place on 07/27/2024 between 7:00 am and 2:00pm on Capitol Grounds
3:30 PM - 4:45 PM	VIP guest will have access to the Rotunda for honoring speeches and celebrity meet and greet.
5:30 PM - 6:30 PM	All guest will be on the N wing of the capital outdoors. On S Carroll and W Main St.
6:30 PM - 7:00 PM	MC, LIVE BAND ENTERTAINMENT
7:00 PM - 8:30 PM	MC, LIVE BAND ENTERTAINMENT
8:30 PM - 10:00 PM	CELEBRATION, NETWORKING, CLOSING REMARKS
10:00 - 11:00	Tear down and clean up
3:45pm	Street closure begins 10 W Main & portion of 10 S Carroll
5:30pm - 10:00pm	Activities, food vendors, beer/wine sales - on 10 W Main & 10 S Carroll
11:00 pm	Streets cleaned and reopened by 11:00 pm



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## SITE MAP

A site map is required for all Street Use permit requests. The information you should include on your site map depends on the details of the event request (location, setup, etc.).

**Please submit your site map as a separate attachment.**

### Site Map Requirements

- Location/address – street name(s) & block number(s)
- Event perimeter
  - Indication if putting up fencing
  - Indication of each entry and exit point
- Indicate the 20 foot emergency access lane through all streets within the event perimeter
- Temporary Structures (stages, tents, portable toilets, inflatables, dumpsters)
  - **must include dimensions of each structure**
- ADA accessible pathways within the event perimeter
- Signage, banner placement
- Vendor area(s)
- Beer/wine tent(s), garden(s), etc.
- Parking area(s) including accessible parking area(s)

### Traveling Event Requirements (run/walk, parade, march)

- Site map (all the above applicable items)
- Route map(s)
  - Indication of where parking will be removed along the route
  - **Indication of any street closures or intersection closures along the route**
  - Indication of any bike path usage along the route
  - Water station or portable toilet locations along the route
- Turn-by-turn document with first and last runner timing
- Indication of where parking will be removed along the route
- Indication of any street closures or intersection closures along the route
- Water station locations along the route
- Portable toilet locations along the route
- A helpful online resource for route mapping is [Map My Run](#)

**You must contact [Traffic Engineering](#), [Madison Police Department](#) and [Madison Metro](#) prior to submitting your application if you are hosting a traveling event. Share your tentative route map(s) to get feedback on any planned construction, bus detours or MPD staffing that may be required. These initial communications can help you create a route that has minimal impact to City residents, requires as little MPD staffing as possible, and makes the most sense for your event. Discussing the route before coming to a Street Use Staff Commission meeting with these City agencies will create a smoother approval process.**



TENT – Orange

Large tent: 36" L x 30" W

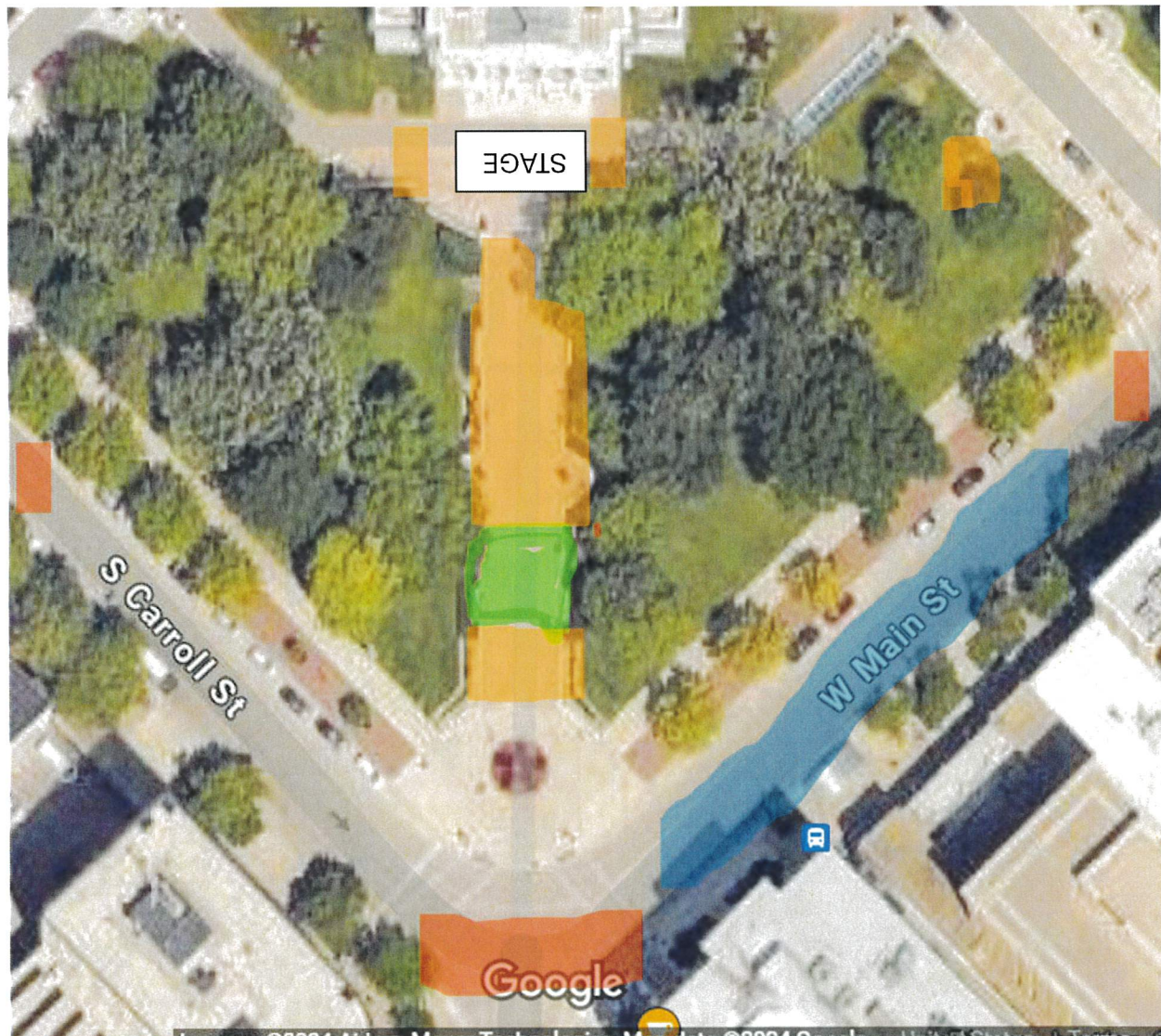
Two small tents: 20x40

DANCE FLOOR – GREEN

Dance floor: 24' x 24'

STAGE - 12' x 16'

- BLUE - Food, Ice cream, and beverage trucks down W Main St
- RED - Block area's





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## PUBLIC AMPLIFICATION FORM

Will you be using public amplification at your event?

☐ Yes ☐ No

If No, you can skip this form.

If Yes, you must complete this form.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. 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.

### AMPLIFICATION INFORMATION

Name of Event: All White Affair in Honor of Vel Phillips

Type of Amplified Sound:

All Amplified sound will be on Capitol Grounds

☒ Sound System

No Amplified sound on City property

☒ Speeches/Announcements

☐ Karaoke

☒ Band(s) (names): UNKNOWN

☒ DJ (names): UNKNOWN

☐ Other (please specify): \_\_\_\_\_

Hours of Amplification:

- Amplification is not allowed past 11pm
- You must include any sound checks or equipment testing, in the amplification schedule.

Date: <u>07/27/2024</u>	Start Time: <u>5:30X</u>	End Time: <u>XX:XX</u>	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____
Date: _____	Start Time: _____	End Time: _____	Type: _____

## CONFLUENCE AT LIBRARY MALL (800 STATE STREET) AMPLIFICATION ADDITIONAL REQUIREMENTS

The Confluence at Library Mall, 800 block of State Street, has additional requirements if an event in this location is requesting amplification on a weekday between the hours of 8:00 a.m. - 6:00 p.m. Events, requesting sound between these hours, are required to notify the agencies surrounding the area of their activities.

A Confluence at Library Mall contact list can be obtained from the Parks Division.  
Contact [Madisonevents@cityofmadison.com](mailto:Madisonevents@cityofmadison.com) or (608) 264-9289 for more information.





# STREET USE PERMIT APPLICATION



## ACCESSIBILITY PLAN

Events permitted in the City of Madison are required to have an accessibility plan. The scope and details of the accessibility plan depend on the scope and details of the event. The accessibility plan could include the following:

- Accessible parking spots which include temporary access aisles where needed (indicated on event site map).
- Accessible path of travel from parking or drop-off areas, as well as throughout event to any area accessible to the public.
  - o An accessible path of travel connects all elements and is at least 36" wide.
- Accessible communication plan (may need to include opportunity for request of interpreters, multiple ways to access festival information)
  - o For some events interpreters must be booked but can be cancelled if organizers do not receive RSVPs from the deaf community 72 hours prior to the event.
  - o At a minimum, schedules should be in print and accessible to screen readers electronically.
- Accessibility features included in advertising materials (websites and fliers) at least 2 weeks in advance of event.  
Possible information to include:
  - o Accessible parking locations
  - o Accessible seating locations
  - o Accessible restrooms
  - o Available interpretation services
  - o Available quiet areas
- Cluster portable toilets in groups of no more than 6 and ensure at least one accessible portable toilet per cluster of portable toilets.
- Provide an ADA seating area to ensure access for people who need it.
- Maintain accessible path to, and within, all temporary structures.
- Contacting parking enforcement regarding vehicles illegally parked in temporary accessible stalls.

**Describe your event's accessibility plan. Include any accessibility setup in your site map.**

Location: Intersection of S Carroll St and W Main St

Objective: Enhance accessibility in downtown Madison, prioritizing ease of access for individuals with disabilities.

### 1. Accessible Parking:

Designate specific parking spots for individuals with disabilities near the intersection. These spots will be clearly marked and situated close to accessible entry points.

### 2. Clear Signage and Entry Areas:

Install clear signage indicating designated entry points for wheelchair access. These signs will be prominently displayed to guide individuals to accessible entry areas.

### 3. Sidewalk Accessibility:

Ensure sidewalks are wide enough to accommodate wheelchairs and mobility aids.

For more information contact the City of Madison Disability Rights and Services Specialist, Rebecca Hoyt at [rhoyt@cityofmadison.com](mailto:rhoyt@cityofmadison.com) or (608) 266-6511.



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## STREET USE EVENT VENDING LICENSE FORM

Will you be having vending at your event?

☒ Yes ☐ No

If No, you can skip this form.

If Yes, you must complete this form.

Name of Event: All White Affair In Honor of Vel Phillips

Event Organizer / Sponsor: Boys and Girls Club of Dane County

Contact Person: Latonya Jackson Phone: 608-770-7781 Email: LJACKSON@BG CDC.ORG

Event organizers/sponsors are responsible for submitting a list of event vendors at least two weeks prior to the event to the City of Madison.

\*NEW EVENTS\* requesting to have vending in the Mall Concourse, may need to get a Special Event Resolution. If your event needs a Special Event Resolution, you must submit this form and your full application at least 60 days in advance. Contact [madisonevents@cityofmadison.com](mailto:madisonevents@cityofmadison.com) to see if you need to go through this process.

Events on City of Madison property are also required to submit event and food vendor information to [Public Health of Madison and Dane County](#). Food vendors are required to have a [Transient Food Stand License](#) or [Mobile Food Establishment License](#) from PHMDC, contact [leadadmin@publichealthmdc.org](mailto:leadadmin@publichealthmdc.org) for requirements or questions.

Events with vendors, in the State of Wisconsin, are also required to submit a [S-240](#) form to the [WI Department of Revenue](#).

### VENDOR LIST

(Submit separate list as needed – include all info below for each vendor)

Legal Business Name	Address	Contact (name)	Email	WI sellers permit #	Food OR Merchandise	Nonprofit
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
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					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Food <input type="checkbox"/> Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No

### SELECT THE APPROPRIATE # OF VENDORS

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



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## STREET EVENT BEER/WINE SALES PERMIT FORM

Will you be serving or selling beer/wine at your event?

☒ Yes ☐ No

If No, you can skip this form.

If Yes, there is important information on this form about City of Madison licensing requirements, continue reading.

### Temporary B Picnic License – APPLICATION DUE AT LEAST 60 DAYS BEFORE EVENT

A Temporary B Picnic License is required if you plan on serving or selling beer/wine at your event.

**Any Temporary Class “B” Retailers License application that is in conjunction with a Street Use Permit, must be submitted at least 60 days before the event date and be approved by the Alcohol License Review Committee and the Common Council. See [Madison General Ordinance Sec. 38.05\(9\)\(e\)2](#).**

**A Certificate of Insurance with liquor liability is also due with the Temporary B Picnic License at least 60 days before the event.**

[Temporary B Picnic License](#)

[Temporary B Picnic License FAQ](#)

Submit to:

City of Madison Clerk's Office

210 MLK Jr Blvd, Room 103

Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

608-266-4601

Will you be selling beer/wine at your event?

☒ Yes ☐ No

If No, you can skip this rest of this form.

If Yes, you must complete this form.

### Street Use Event Beer/Wine Selling Permit

Permit fee is \$700.00.

Name of Event: All White Affair In Honor of Vel Phillips

Event Organizer / Sponsor: Boys and Girls Club of Dane County

Contact Person: Latonya Jackson Phone: 608-770-7781 Email: LJACKSON@BGCDC.ORG

I understand I must obtain a Temporary B Picnic License in order to sell beer/wine at my event.

(initial) LJ

I understand I must submit a Certificate of Insurance with Liquor Liability along with the Temporary B Picnic License application at least 60 days before the event date to the Clerk's Office.

(initial) LJ

If the Temp B Picnic License is denied, the event will be:

☐ Canceled

☒ Not Canceled





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## STREET USE EVENT CLEANUP AND RECYCLING PLAN

Events are required to submit a clean-up and recycling plan with their application. Plans should include number and location(s) for garbage/recycling containers and dumpsters, collection during event, disposal after the event and any other relevant information.

Events located in the [Mall Concourse](#) can request City trash barrels.

City of Madison has 4, 20-yard dumpsters available for events. We cannot guarantee availability. Please confirm with [madisonevents@cityofmadison.com](mailto:madisonevents@cityofmadison.com) if the number you are requesting are available.

Will you be renting City of Madison receptacles?

☒ Yes ☐ No

***Trash & recycling barrels and dumpsters are only available from the City of Madison for **downtown events**.***

Event/Name of Group: All White Affair In Honor of Vel Phillips

Location: S Carrol & W Main St Madison, WI

Please indicate quantity of trash barrels: 8

8 barrel minimum: Each increment of up to 8 barrels \$150  
(\$142.18 no tax)

Please indicate quantity of dumpsters: 2

per dumpster, and per tip: \$375  
(\$355.45 no tax)

If you are not requesting City equipment, please provide the name and contact information of the collection agency providing equipment or services 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 clean-up by City crews will be charged the full cost of clean-up.

If you need assistance with your clean-up and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

Provide detailed trash/recycling/clean-up information (please submit as a separate document if needed):

### Boys & Girls Club Staff and Volunteers:

We will work closely with the Boys & Girls Club to enlist the help of their staff and volunteers for regular clean-up activities in the downtown area. These individuals are passionate about serving the community and will contribute their time and effort to maintain cleanliness.

### Assistance with Clean-Up:

Boys & Girls Club staff and volunteers will assist in picking up litter, removing debris, and maintaining cleanliness in designated areas around the intersection of S Carroll St and W Main St. Their presence will ensure that the area remains inviting and accessible to all individuals, including those with disabilities.

### Accessible Trash Cans and Dumpsters:

In addition to manpower, we will provide accessible trash cans and dumpsters strategically placed throughout the downtown area. These containers will be designed to accommodate individuals with disabilities, featuring easy-to-reach openings and appropriate signage for disposal.

### Hired Contractors :

Hired company will be assigned to tear down and clean up their portion.



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## STREET USE EVENT MARKETING INFORMATION

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

Do you want your event listed on the City of Madison Online Event Calendar?

☒ Yes ☐ No

If No, skip this form.

If Yes, please continue.

### CITY OF MADISON CALENDAR OF EVENTS

If you want your event to be listed on the City of Madison online event calendar, please complete the Marketing Information form. Your event will only be included on the calendar if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendar.

*\*required info*

\*Official Name of Event: All White Affair In Honor of Vel Phillips

\*Location: S Carrol St & W Main St Madison, WI

Public Contact Phone: 608-257-2606

\*Website: <https://www.bgcddc.org/>

\*Admission Cost: \_\_\_\_\_

\*Date of Event: 07/27/2024

\*Beginning Time of Event: 3:30pm

\*End Time of Event: 10:00pm

\*Two sentence description of event (short promotional description of the event):

Join us for an unforgettable All White Affair honoring Vel Phillips, a stylish soirée

commemorating her indelible mark on our community, where guests clad in,

white unite for an evening of fine dining, live music, and heartfelt tributes.

### **Poster Kiosks on the Capitol Square and State Street**

Madison Parks maintains the enclosed kiosks on the Capitol Square and State Street. The posters are placed in the kiosks approximately every 1-2 weeks - depending on staff availability and maintenance duties. It is your responsibility to ensure that you have taken care of other ways to promote your event. You may drop off 12 posters, max size 12"x17", up to one month in advance of your event. Drop off at the Parks Division, 330 E Lakeside St, Madison, WI 53715, Monday – Friday, 8:00am – 4:30pm.



## **Emergency Action Plan: Vel Phillips All White Affair**

### **Event Information:**

- Event Name: Vel Phillips All White Affair
- Date: July 27th, 2024
- Location: Wisconsin State Capitol, Madison
- Organizer: Boys and Girls Club of Dane County
- Key Personnel: Event organizers, Madison Police Department (Phone: 608-266-4482), Madison Fire Department (Contact Information for medical assistance)

### **1. Emergency Contact Information:**

- Emergency Services: 911
- Event Organizer Contact: Boys and Girls Club of Dane County
- Madison Police Department: 608-266-4482
- Madison Fire Department: [Madison FD Contact Information]

### **2. Emergency Response Team:**

- Madison Police Department: Designate officers on-site for crowd control and emergency response.
- Special Events and Traffic Officers: Manage traffic flow and assist with crowd control.
- Medical Staff: Provide first aid and medical assistance if needed.
- Security Personnel: Monitor entrances, exits, and crowd behavior.

### **3. Emergency Communication:**

- Establish a communication plan for all personnel involved in the event.
- Use radios or mobile phones for quick communication.
- Designate a central communication point for coordinating responses.

**4. Emergency Situations:** a. Medical Emergencies: - Locate nearest medical station or first aid kit. - Contact medical staff for assistance. - Clear pathways for emergency medical personnel. b. Fire: - Alert attendees to the nearest fire exits. - Evacuate attendees to a safe location outside the building. - Contact fire department immediately. c. Severe Weather: - Monitor weather forecasts leading up to the event. - Have a designated shelter area in case of severe weather. - Inform attendees of shelter locations if necessary. d. Suspicious Packages or Objects: - Instruct personnel to report any suspicious packages or objects immediately. - Evacuate the area and establish a safe perimeter. - Notify law enforcement and follow their instructions. e. Civil Disturbances: - Maintain communication with law enforcement. - If necessary, implement crowd control measures in coordination with police. - Ensure the safety of attendees and staff.

**5. Evacuation Procedures:**

- Determine primary and alternate evacuation routes.
- Instruct attendees to follow instructions from event staff and law enforcement.
- Establish a designated assembly area outside the event venue.
- Conduct evacuation drills prior to the event.

**6. Aftermath Procedures:**

- Establish procedures for post-incident debriefing and review.
- Provide support and resources for attendees and staff affected by the emergency.
- Coordinate with local authorities for any follow-up investigations or actions.

**7. Conclusion:**

- Emphasize the importance of safety and preparedness to all involved.