

# STREET USE PERMIT APPLICATION

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

## EVENT INFORMATION

Name of Event UW Homecoming Parade

Event Organizer/Sponsor UW Homecoming Committee

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

If Yes, provide State of Wisconsin Tax Exempt Number 237125279

Address 650 N. Lake Street

City/State/Zip Madison, WI 53706

Primary Contact Jamie Hewler FAX 608-262-3332

Work Phone 608-265-2731 Phone During Event 262-442-4456

E-mail parade@uwalumni.com

Website www.uwalumni.com/homecoming

Secondary Contact Stacy Day Phone During Event 608-778-7622

Work Phone 608-265-2731 E-mail homecoming@uwalumni.com

Annual Event?  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 \_\_\_\_\_ to \_\_\_\_\_  Yes  No

## EVENT CATEGORY

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

Other Parade

## 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: Langdon St. (Park-Wisconsin) → Wisconsin Ave →

W. Gilman - State St. → Lake St.

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 10/26/12 Rain Date(s) N/A

Event Start Date(s)/Time(s) 6:00 pm Set-Up Date(s)/Time for Event 3:00 pm

Event End Date(s)/Time(s) 7:30 pm Take-Down Time 7:30-9:30 pm

Take-Down Time: start to streets reopened

## APPLICATION SIGNATURE

\_\_\_\_\_/We waive the 21-day decision requirement. \_\_\_\_\_ (PLEASE INITIAL)

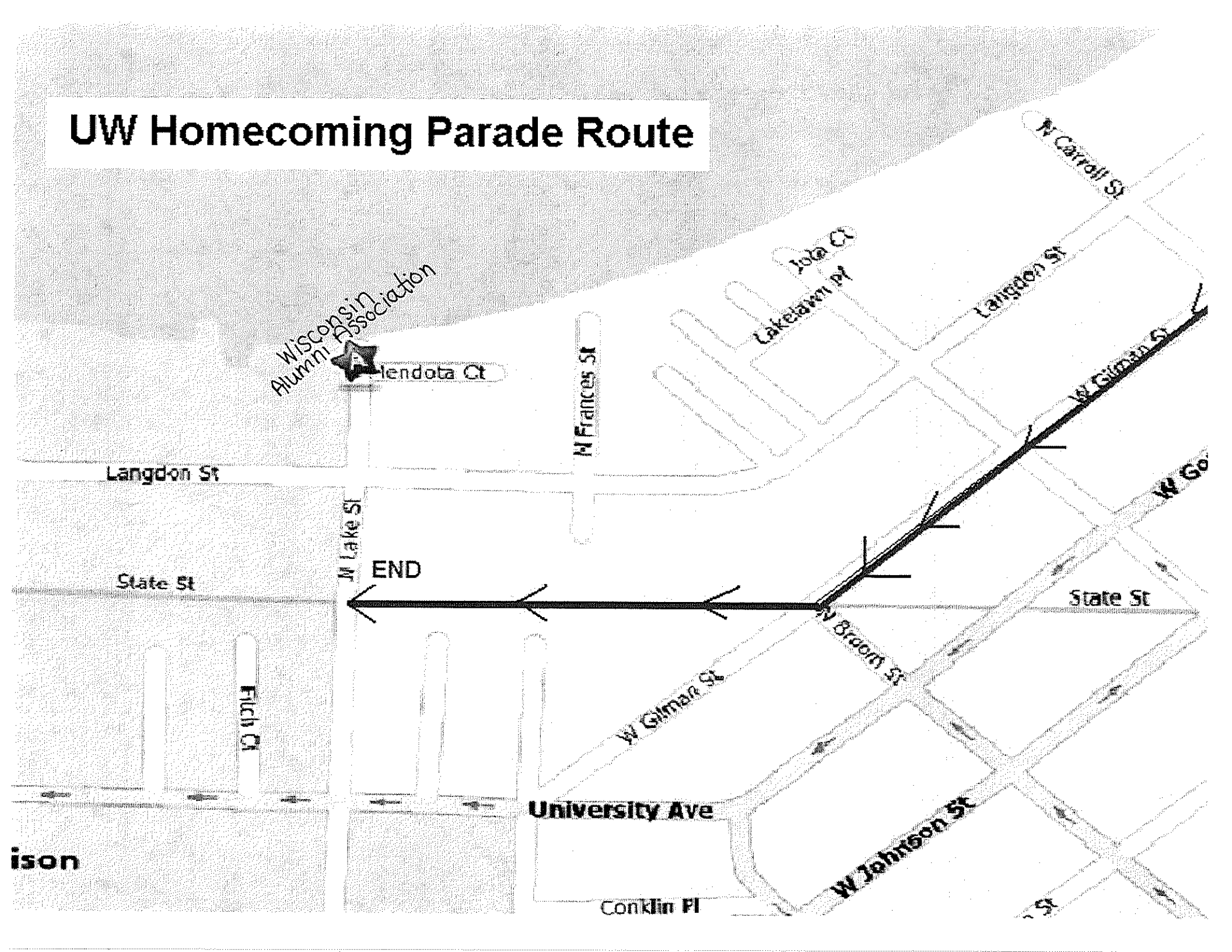
Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the 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 Jamie Hewler Date \_\_\_\_\_



# UW Homecoming Parade Route



Wisconsin Alumni Association



Mendota Ct

M Frances St

Juba Ct  
Lakeland Pl

W Carroll St

Langdon St

Langdon St

State St

END

M Lake St

Fitch Ct

University Ave

Conklin Pl

W Johnson St

W Broom St

W Gilman St

State St

W Go...

St

ison

## Safety and Security Plan for the UW Homecoming Parade

### *First Aid and Emergency Response Procedures*

Approximately 40 UW-Homecoming Committee members and 50 Wisconsin Alumni Student Board members will be located at street closure areas and along the parade route to help with crowd control before, during and immediately following the event. These members will also monitor cars entering and leaving the closed streets. If an emergency occurs, members are to follow the communication plan organized by the parade committee that they have been informed of. Immediate contacts and cell phone numbers will be given to all members before the event. The person contacted, either Chris Ruska (Homecoming Director), Stacy Day (Homecoming President), or Jamie Heuler (Parade Chairperson) will then contact the appropriate parties. If the emergency is life threatening, Homecoming Committee members will be instructed to first call 911 and then contact Jamie. A first aid kit will be located in the Wisconsin Alumni Association, 650 N. Lake Street. If needed, a Homecoming Committee member located in the building will drive the kit in a vehicle to the appropriate member. A group of First Responders will also be present to be contacted in case of emergency.

### *Communication Plan*

Each UW-Alumni student volunteer will be assigned a designated "coordinator" in their area on the parade route to contact if they need assistance. Coordinators will be UW Homecoming Committee Members who hold leadership positions. Each coordinator will either report to Stacy Day or Chris Ruska if they need additional assistance. Jamie Heuler will be the primary contact for Stacy and Chris and the three will be communicating throughout the event about the happenings.

### *Designated "Lost Child" Area*

If a child is lost, a Homecoming Committee member is to stay with the lost child and call. Five UW-Alumni student volunteers will be stationed in the Wisconsin Alumni Association with a golf cart accessible to pick the child up in. The child will then be to the Wisconsin Alumni Association, 650 N. Lake Street for further action.

### *Plan to Communicate Information to Staff and Volunteers*

Safety and security plans for the parade will be communicated during a mandatory UW-Homecoming Committee and Wisconsin Alumni Student Board meeting. Members will receive a packet of information at this meeting with the parade route and street closures, as well as their duties for parade day and who they are to contact in case of emergency. On the day of the parade, Homecoming Committee members will check-in at the Wisconsin Alumni Association and receive any additional information they may from Jamie.

### *Plans for Crowd Control*

People barricades manned by Homecoming Committee members will be used in the major sections of State Street to keep people on the sidewalks and out of the streets. Traffic barricades will be set-up at intersections to block traffic beginning at 3:00PM for staging. These barricades will remain in effect until the end of the parade. This ensures the safety of the crowd and the parade participants.

### **Clean-up and Recycling Plan**

Participants are responsible for disposing of their floats properly and must have their floats dismantled by 9:30pm. Trash containers will be located on the corner of Langdon Street and Lake Street for participant use.

Homecoming Committee members will clean up any signs placed for parade use (including meter bags).

*Alcohol Containment*

UW-Police Officers will be available during the parade for any alcohol related incidences. Any UW Student Organization or parade participant found using alcohol before or during the parade will be disqualified from judging and removed from the parade. The Center for Leadership and Involvement will also be notified of the organization's behavior and they will not be allowed to participate in any future Homecoming parades.