

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Cows on the Concourse

Event Organizer/Sponsor Dane County Dairy Promotion Committee

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 1003 Highway PB

City/State/Zip Belleville, WI 53508

Primary Contact Karen Lee

Work Phone 608-576-2580

E-mail ryankarenlee@gmail.com

Website www.cows-on-the-concourse.org

Secondary Contact Andrea Bloom

Work Phone 608-250-4257

E-mail abloom@vitaplus.com

FAX _____

Phone During Event 608-576-2580

Phone During Event 715-937-2068

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 20,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 8am to 1pm Yes No

EVENT CATEGORY

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

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: 10 Blocks of N+S Main + 100+200 Blocks of MLK Jr Blvd

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 6/1/13 Rain Date(s) None

Event Start Date(s)/Time(s) 6/1/13 8am Set-Up Date(s)/Time for Event 6/1/13 1pm

Event End Date(s)/Time(s) 6/1/13 1pm Take-Down Time 2pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____/I/We waive the 21-day decision requirement.

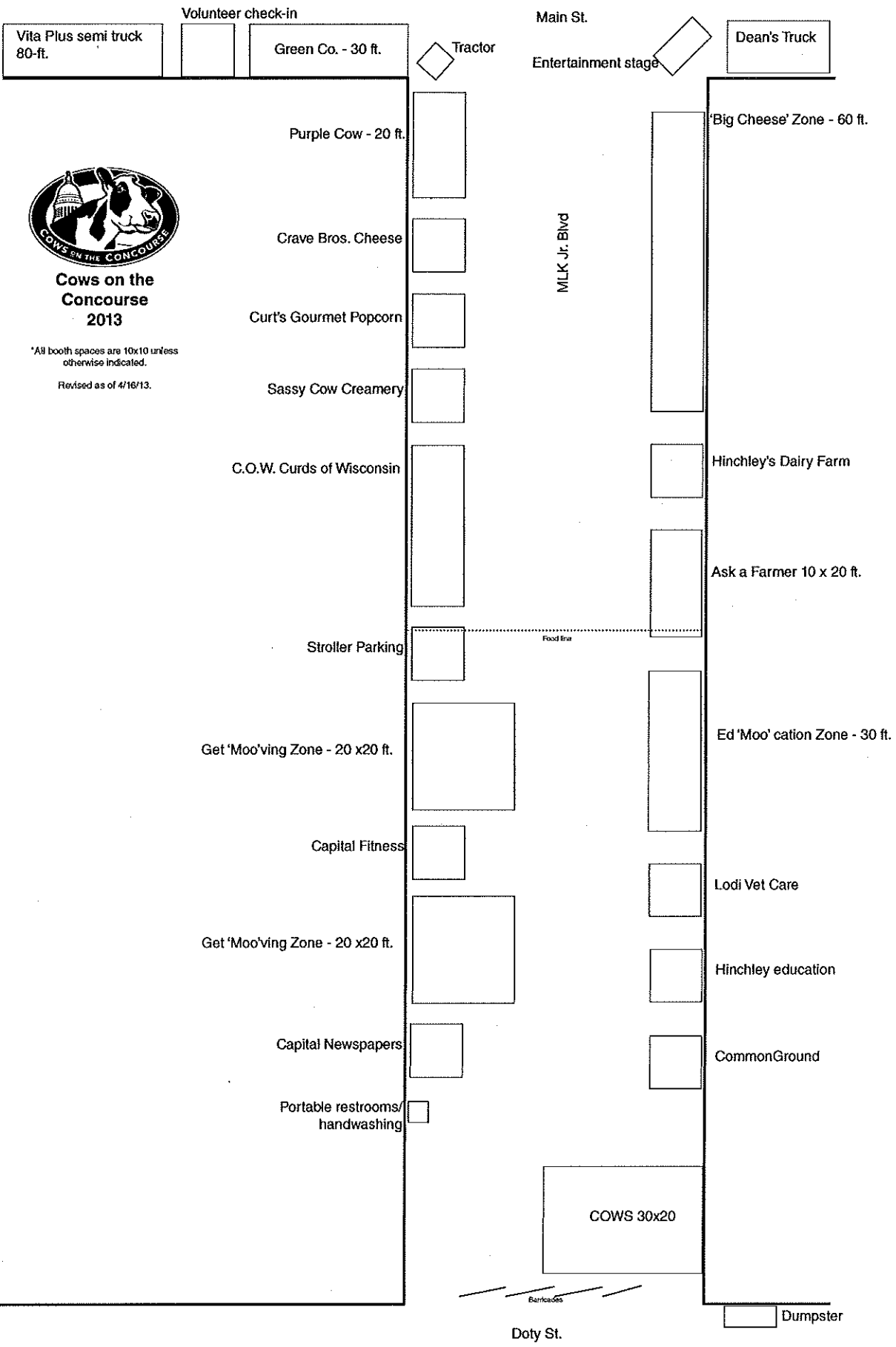
_____(PLEASE INITIAL)

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 [Signature]

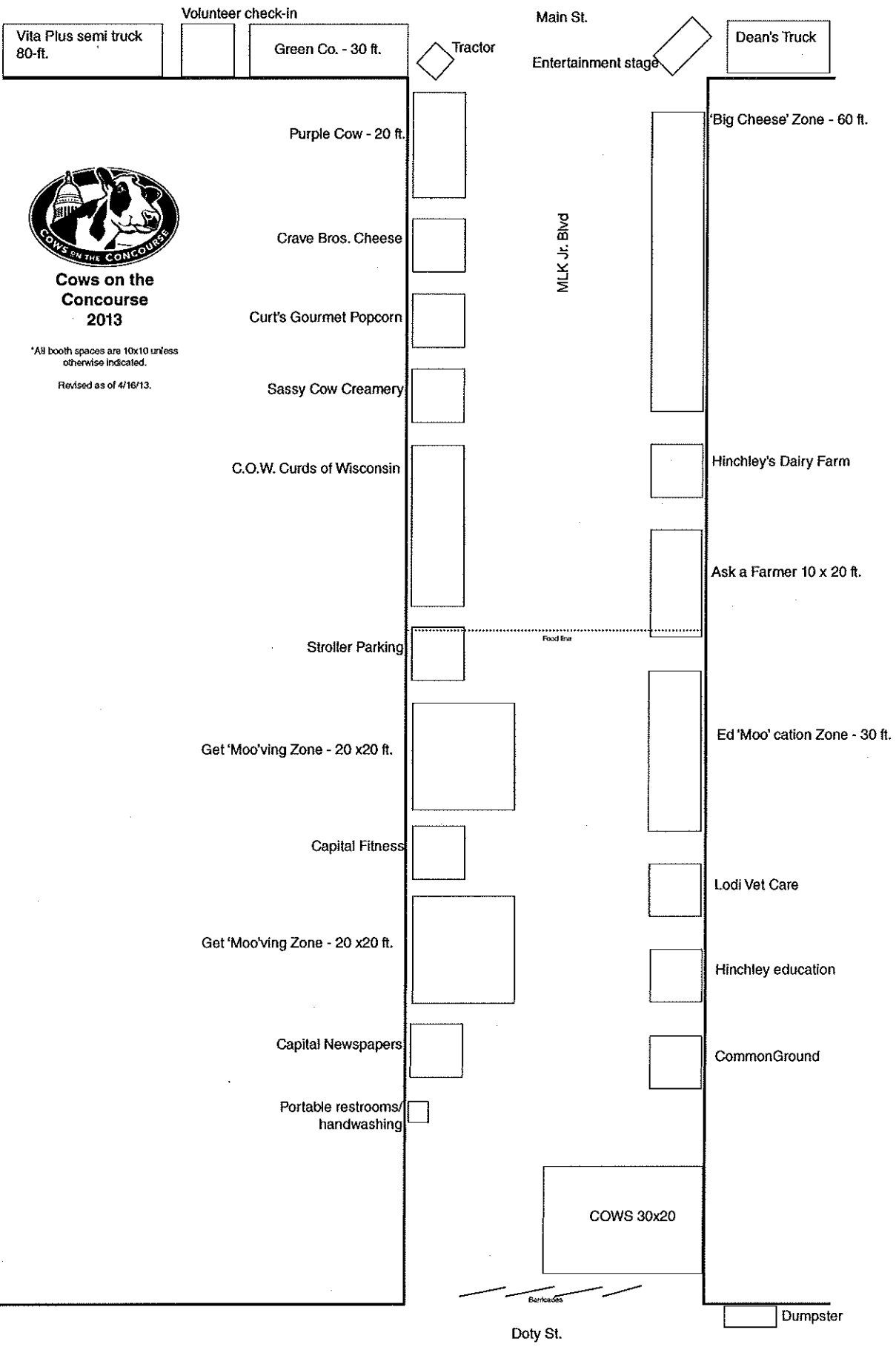
Date 4-23-13



Cows on the Concourse 2013

*All booth spaces are 10x10 unless otherwise indicated.

Revised as of 4/16/13.





2013 Cows on the Concourse Event Schedule

- 6 a.m. Volunteers arrive for set-up of barricades and event items
A-Z Rental delivers tents, tables, chairs, etc.
- 7 a.m. Vendors arrive to set-up booths; they include:
- Cows on the Concourse cheese sandwich stand (Food)
 - Capital Newspapers (Subscriptions)
 - Green County Ag Chest (Food)
 - Purple Cow Gift Shop (Merchandise)
 - Sassy Cow Creamery (Food)
 - Crave Brothers Farmstead Cheese (Food)
 - Curt's Gourmet Popcorn (Food)
 - C.O.W. Curds of Wisconsin (Food)
 - Hinchley's Dairy Farm Tours (Food & Education)
 - Lodi Veterinary Care (Education)
 - CommonGround (Education)
 - Ed 'Moo' Cation Zone (Education/ Activity)
 - Get 'Moo' ving Zone (Activity)
 - Thank a Farmer (Education)
- 7:45 a.m. Cows delivered to end of MLK and S. Hamilton Capitol walkway
- 8 a.m. Event starts
- Amplification from stage begins (see attached entertainment schedule)
 - Event-long activities begin at vendor areas
- 1 p.m. Event ends and clean-up begins
A-Z Rental arrives to dismantle tents
- 2 p.m. Streets open



2013 Cows on the Concourse

June 1, 2013 – Stage Schedule

- 8:00 – 8:15 am **Welcome** – Andrea Bloom, Committee Chair
- 8:15 – 9:00 am ----- *Soggy Prairie Boys*
- 9:00 – 9:15 am **Dane County Fairest of the Fair** – TBD
- 9:15 – 9:30 am Grilled Cheese Eating Contest
- 9:30 – 10:00 am ----- *Soggy Prairie Boys*
- 10:00 – 10:15 am **FFA Officers** – Jeff Hicken & Kayla Hack
- 10:15 – 10:45 am ----- *Soggy Prairie Boys*
- 10:45 – 11:00 am Ice Cream Eating Contest
- 11:00 – 11:15 am **Wisconsin Holstein Association Princess** – Morgan Behnke
Wisconsin Heldtein Association Princess Attendant
– Crystal Siemers-Peterman
- 11:15 – 11:45 am ----- *Soggy Prairie Boys*
- 11:45 – 12:00 pm Cream Puff Eating Contest
- 12:00 – 12:15 pm **Wisconsin Fairest of the Fairs** – Steffani Koch
- 12:15 – 12:55pm ----- *Soggy Prairie Boys*
- 12:55 – 1:00 pm **Closing Remarks** – Andrea Bloom, Committee Chair

Contact for Stage & Entertainment: Co-Chairs

Alison Kepner (608) 438-6632

Kari Annen (608) 445-6054



Cows on the Concourse

Safety & Security Plan

An emergency fire lane will remain open throughout the entire event to allow access for emergency vehicles.

Several key event organizers will be equipped with walkie talkies and cell phones to contact emergency personnel if needed.

All animals will be penned, tied and people trained to handle them will be stationed nearby.

Around 100 volunteers will be on hand to monitor and serve the crowd.

The designated "Lost Child" area will be located in our volunteer check-in area on Main Street. That location will also be equipped with a first aid kit.



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.