

## STREET USE PERMIT APPLICATION

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

**EVENT INFORMATION**

Name of Event Taste of Madison

Event Organizer/Sponsor Madison Festivals, Inc.

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

If Yes, provide State of Wisconsin Tax Exempt Number, 022952 Certificate #, FIN 39-1366837

Address 2981 Cahill Main, Suite 2

City/State/Zip Madison, WI 53711

Primary Contact Keith Peterson FAX 608-276-9780

Work Phone 608-310-7292 Phone During Event 608-692-4188

E-mail keith@madisonfestivals.com

Website www.madisonfestivals.com

Secondary Contact Jody Stoldorf

Work Phone 608-310-7291 Phone During Event 608-628-2958

E-mail jody@madisonfestivals.com

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: United Cerebral Palsy

Estimated Attendance 250,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 2pm to 8:30pm  Yes  No  
11am 7pm

**EVENT CATEGORY**

Run/Walk  Muslc/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: Capitol Square and surrounding 100 block, 200 block of MLK Jr. Blvd.

**EVENT DATE(S)/SCHEDULE**

Date(s) of Event (including set-up and take-down) 9/3-9/4 Rain Date(s) None  
 Event Start Date(s)/Time(s) 9/3 2pm; 9/4 11am Set-Up Date(s)/Time for Event 9/2 6-11p; 9/3 8a-2p  
 Event End Date(s)/Time(s) 9/3 8:30pm; 9/4 7pm Take-Down Time 9/4 7pm-11pm  
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  Date 11-10-10

### **2011 Taste of Madison Recycling plan**

Taste of Madison will utilize receptacles from Budweiser and Pepsi for recycling during the event, September 3-4, 2011. Receptacles will be placed on all four sides of Capitol Square down the center of each street along with regular trash cans. Taste of Madison volunteers will be responsible to change out the bags as they fill and carry full bags to recycling dumpsters set around Capitol Square. These dumpsters will be clearly labeled as recycling dumpsters and will be serviced by Pellitteri Waste Systems if necessary on Saturday night (Sept. 3).

Taste of Madison expects over 200,000 patrons over the course of the two-day event. We would like to use City of Madison trash receptacles again this year.

### **Safety and Security Plan**

The Taste of Madison will be staffed by officers from the Madison Police Dept., Capitol Police, and by private security from Original RTM.

A first-aid booth staffed by volunteers with radios will be located on the Square during both days of the event.

### **Event Schedule**

#### **Friday, September 2**

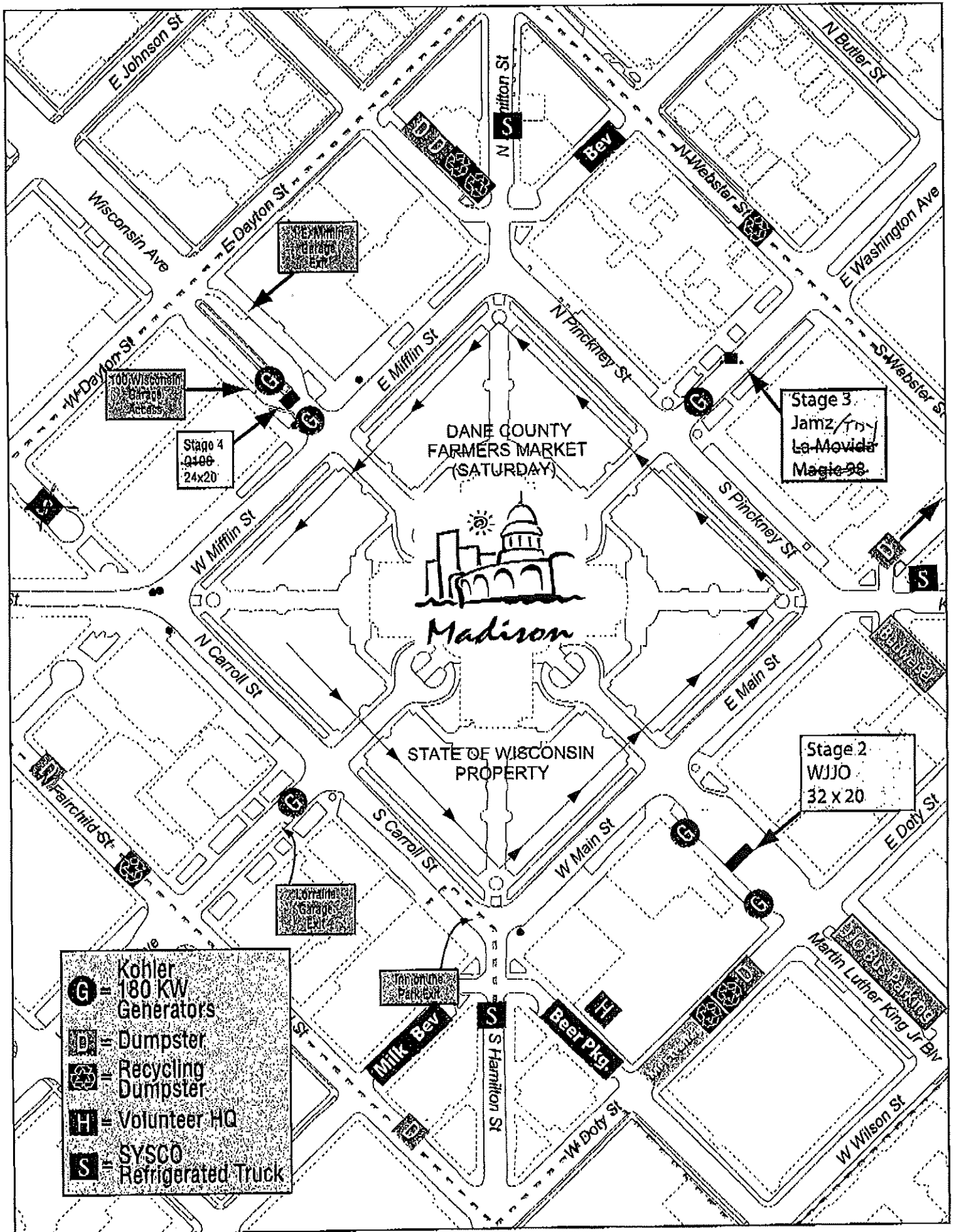
3:00 p.m. Volunteers begin bagging parking meters on the Square  
6:00 p.m. Barricades set up on the Square  
Vendor tents are assembled

#### **Saturday, September 3**

6:00 a.m. Farmers' Market begins  
8:00 a.m. Taste vendors begin set up  
1:00 p.m. Farmers' Market ends  
2:00 p.m. Taste of Madison begins  
8:30 p.m. Taste of Madison ends

#### **Sunday, September 4**

11:00 a.m. Taste of Madison begins  
7:00 p.m. Taste of Madison ends  
7:00 p.m.-11:00 p.m. Striking tents/equipment  
11:00 p.m. Barricades are removed from the Square



**G** = Kohler 180 KW Generators  
**D** = Dumpster  
**R** = Recycling Dumpster  
**H** = Volunteer HQ  
**S** = SYSCO Refrigerated Truck

DANE COUNTY FARMERS MARKET (SATURDAY)



STATE OF WISCONSIN PROPERTY

Stage 4  
Q100  
24x20

Stage 3  
Jamz/TNY  
La-Movida  
Magic 98

Stage 2  
WJJO  
32 x 20

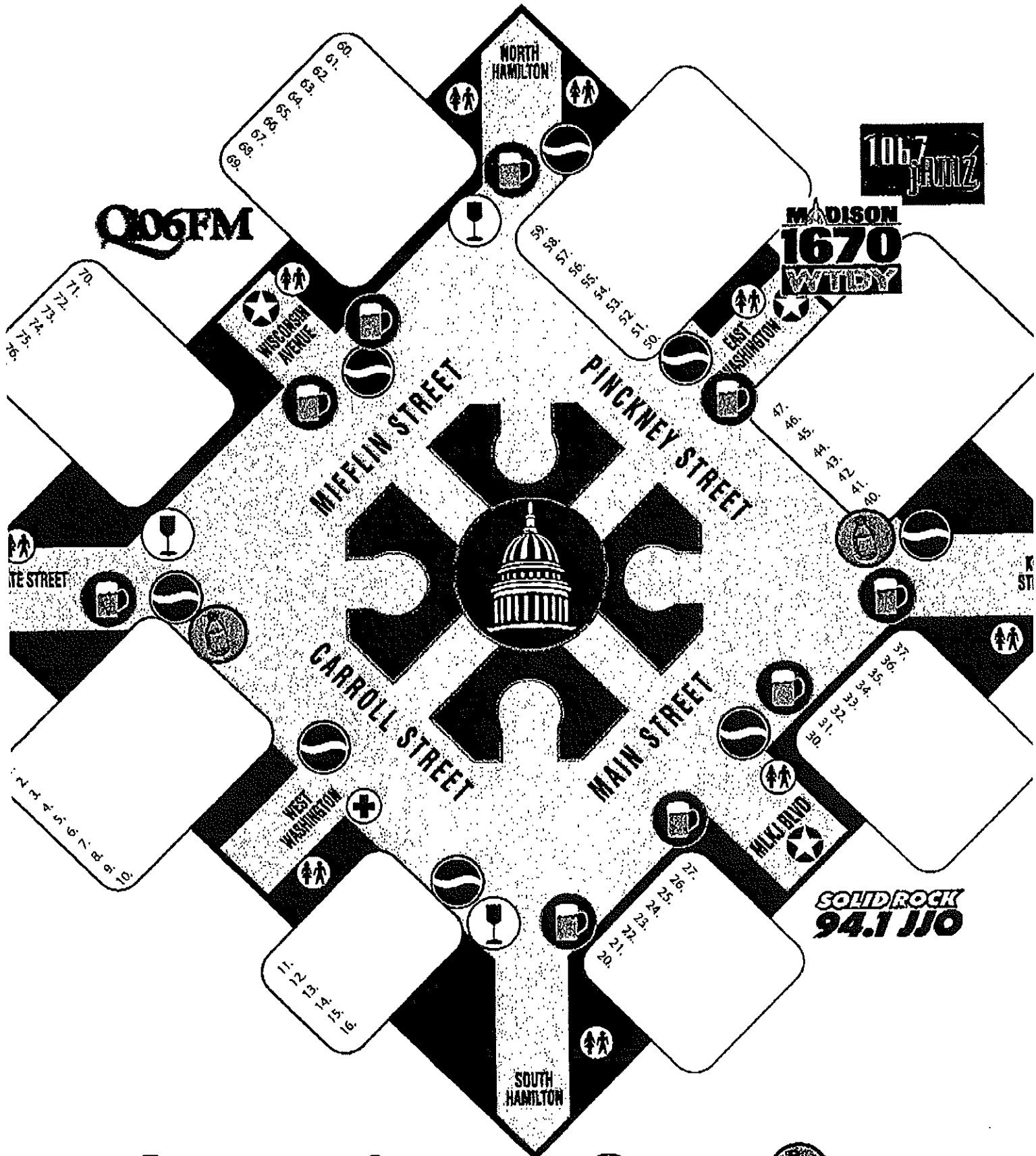
Milk Bev

Beer Pkg

Lorraine's  
Garage  
Exit

Tandem  
Park

100 Wisconsin  
Garage  
Access



Wine



Restrooms



Music Stage



Milk



First Aid & Lost Child



Beer



Soft Drinks