

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Madison Moves

Event Organizer/Sponsor: American Cancer Society/Cyclebar

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

MANDATORY: State Sales Tax Exemption Number: ES#: 1393

OPTIONAL: Federal Tax Exempt Number: 13-1788491

Address: 725 Heartland Trl Suite 301

City/State/Zip: Madison, WI 53717

Primary Contact: Jessica Lemke Work Phone: 608 772 4254

Email: jessica.lemke@cancer.org Phone During Event: 920 422 4254

Website: www.crowdrise.com/Madison-Moves FAX: _____

Secondary Contact: Erica Borowski Work Phone: 608.662.7549

Email: erica.borowski@cancer.org Phone During Event: 262.613.9695

Annual Event? ☒ Yes ☐ No

Charitable Event? ☒ Yes ☐ No

If Yes, Name of charity to receive donations: American Cancer Society

Estimated Attendance: 100 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.): ☒ Yes ☐ No

Hours: 7AM to 12PM

EVENT CATEGORY

- ☐ Run/Walk ☐ Music/Concert ☐ Festival ☐ Rally ☐ Parking (i.e., bagging meters)
- ☒ Other: Stationary Cycle Event

LOCATION REQUESTED

- ☐ Capitol Square (note specific blocks below) ☐ State St. Mall/800 State Street
- ☐ 30 on the Square (aka top of 100 block of State Street) ☐ Other (specific blocks/streets requested below)
- Street Names and Block Numbers: 100 Block of Martin Luther King Jr Blvd

EVENT DATE(S)/SCHEDULE

Date(s) of Event: September 14th, 2019 Event Start and End Times: 8AM-11AM

Rain Date (if any): _____ Set-Up Start Time: 5AM

Take-Down Start Time and End Times: 11:15 AM

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event? ☐ Yes ☒ No

If class B license is denied, will the event(s) occur? ☐ Yes ☐ No

_____ By initialing, I/we waive the 21-day decision requirement.

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.

STREET EVENT SCHEDULE

- The schedule begins when event setup starts, including setup on sidewalks, terraces or parking, and ends when the street is re-opened for normal use.
- The schedule should encompass all activities planned for the event, such as:
 - » Vending: food, beverages and/or merchandise
 - » Music/Performances
 - » Displays, Exhibits, Demonstrations
 - » A moving event such as a rally, parade, etc.

Provide Detailed Event Schedule:

5:00AM – Set up begins

Transfer of stationary bikes onto the street

Set up sound equipment for music/instructors

6:00AM – Set up Vendor area

All tables/chairs/booths will be set up for vendors.

7:00AM – Vendors/Instructors Arrive

8:00AM – Registration Opens

8:30 AM – Opening Ceremony

9:00 AM - 1st Cycling session

9:45 AM - 1st Cycle session ends/1st session of yoga/stretch begins

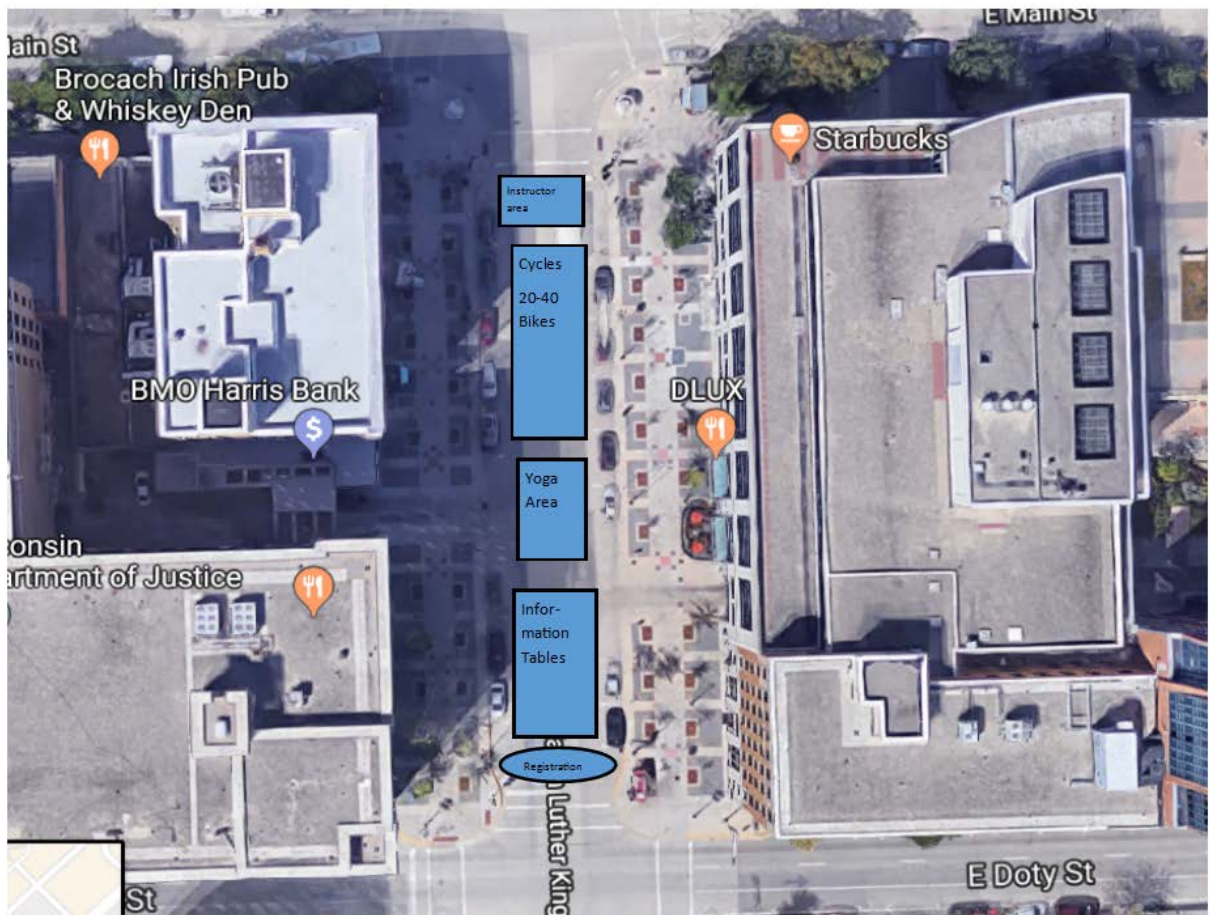
10:00AM - 2nd cycle session begins/1st session of yoga/stretch ends

10:45AM – 2nd cycle session ends/ 2nd session of yoga/stretch ends

11:00AM – Closing remarks

11:15 AM – Clean up

12:00 PM – After Cycle after party at different venue



Madison Moves

100 block of Martin Luther King Jr. Blvd

Site Map

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

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.

Do you have public amplification planned for your event?

☒ Yes ☐ No

If Yes, please continue. If No, skip this form.

EVENT INFORMATION

Name of Event: Madison Moves

Contact Person: Jessica Lemke

Location: 100 Block of MLKJ Blvd

Date: September 14th, 2019

Type of Amplified Sound:

☐ Band

☐ DJ

☒ Sound System

☒ Speeches/Announcements

☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: September 14th, 2019

Time: 7AM-Noon

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "Madison Moves" will be held September 14th, 2019 at the 100 block of Martin Luther King BLVD.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Madison Moves" (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 Jessica Lemke.

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 (ENTER CONTACT NAME & CELL PHONE NUMBER)
- 3. We ☐ will / ☒ will not have on-site Police or Security (ENTER CONTACT NAME & CELL PHONE NUMBER)

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 Jessica Lemke 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 Erica Borowski 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.

D. 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 thoroughways.
- 5. Crowd control will be managed by: NAME.
- 6. Parking for vendor and staff vehicles will be: Not located at the location/ Will be open to parking at CycleBar.
- 7. Parking for attendee vehicles will be: no the event responsibility.

V. CONTACT INFORMATION

Primary Contact	Jessica Lemke	9206192568
Secondary Contact	Erica Borowski	2626139695
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:

Working with City of Madison on clean up.

STREET EVENT MARKETING INFORMATION

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

Do you have marketing information?

If Yes, please continue. If No, skip this form.

☒ Yes ☐ No

How will this event be marketed, promoted, or advertised?

Social Media/Flyers

Will there be live media coverage during the event and where will the media vehicles be parked?

No

PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars 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 calendars.

Official Name of Event: Madison Moves

Location: 100 Block Of Martin Luther King Jr Blvd

Public Contact Phone: 920.422.7542

Website: <https://www.crowdrise.com/madison-moves>

Admission Cost: \$35.00

Date of Event: September 14th, 2019

Beginning/End Time of Event: 8AM – 11AM

Two sentence description of event (for internet calendar):

Get Madison Moving with the American Cancer Society! 2 Hour cycle event for raising money and awareness on our biggest rival, Cancer!