

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Paddle + Portage

Event Organizer/Sponsor Wis Sports Development Corp

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

If Yes, provide State of Wisconsin Tax Exempt Number ES28523

Address 313 W. Belt Road Hwy #161

City/State/Zip Madison, WI 53713

Primary Contact Jackie Jensen

FAX 608 226-9550

Work Phone 608 226-4780 x222

Phone During Event 608 334-4510

E-mail jjensen@sportsinwisconsin.com

Website sportsinwisconsin.com

Secondary Contact Julie Holberg

Phone During Event 608 335-9795

Work Phone 608 226 4780 x 238

E-mail jholberg@sportsinwisconsin.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: Wis. Sports Development Corp

Estimated Attendance 900 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 8am to 1:30 pm Yes No

EVENT CATEGORY

- Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)
 Other paddle + portage

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: _____

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 7/16/11

Event Start Date(s)/Time(s) 9 am

Event End Date(s)/Time(s) 12 pm

Rain Date(s) _____

Set-Up Date(s)/Time for Event _____

Take-Down Time _____

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 Jackie Jensen Date 5/6/11

STREET USE MARKETING INFORMATION

MARKETING OF EVENT

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

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

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

PARKS DIVISION CALENDAR OF EVENTS

The City of Madison Parks Division provides a calendar of events on the internet, in a number of publications and at kiosks located throughout downtown. The information from your permit application is considered public and is used in developing the calendars.

Your event will only be included on the calendars if all permits and applications are approved 60 days in advance (for printed form of calendar) and 30 days in advance (for internet calendar) and your event is open to the public. If this section is not filled out, we will assume you do not want to be included on the calendars.

Official Name of Event Paddle and Portage

Location Beginns at James Madison Park - Hamilton

Public Contact Phone 608 226 4780

Admission Cost _____

Date(s) of Event 7/16/11

Beginning/End Time of Event _____

Website _____

Two sentence description of event (for Internet calendar)

Participants canoe a course on Lake Mendota, portage across the Isthmus, canoe across Lake Monona and end at Olin Park

POSTERS FOR CAPITOL SQUARE/STATE STREET KIOSKS

Madison Parks Mall Staff maintains the various enclosed kiosks on the Capitol Square and State St. **Please be aware that this is NOT a high priority for staff.** The posters are changed approximately every 2-3 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, one month in advance of your event, at the Madison Parks Office, 210 MLK Jr. Blvd, Suite 104.

Paddle & Portage Traffic Plan

- Race Start:
 - 9:00 AM – First wave enters the water
 - Waves will be ordered fastest to slowest (based on previous years results)
 - In 2010 eight waves were used, similar plan for 2011
 - Waves will go off every five minutes as long as:
 - Beach clear from earlier wave
 - Safe to send the next wave off
 - A break will be built in following the 4th wave, or when approximately 50% of racers have gone through to allow for vehicle traffic opening on course

- City Street Intersections
 - Officers, Volunteers and Staff will be used to control vehicle and race traffic. Officers will stop vehicles where appropriate and P&P Staff will stop racers if appropriate.
 - Hamilton/Gorham/Hancock
 - 1 Officer & P&P Staff Member
 - Hamilton/Johnson/Butler
 - 1 Officer & P&P Staff Member
 - Hamilton/Dayton/Webster
 - 1 Officer & P&P Staff Member
 - Wilson/John Nolen/Blair
 - 1 Officer & P&P Staff Member

- Participants will leave James Madison Park and portage up Hamilton Street to Pinckney to King to Wilson to Blair and enter Lake Monona at Law Park.
- Volunteers will monitor participant progress. There will be two aid stations on the route with water; one at the top of North Hamilton and the other at Law Park at the entrance to the Lake Monona.

