

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Elizabeth Ganser  
Greater State Street Business Association  
(Gssba)  
Po Box 1001  
Madison, WI 53701  
Email: Elizabeth@fontanasports.Com  
Phone: (608) 239-4133

### Contact During Event

Elizabeth Ganser  
2813 Snowmist Trail  
Madison, WI 53719  
Email Elizabeth@fontanasports.Com  
Phone: (608) 239-4133

### Event Information

Name of Event: Maxwell Street Days

Event Type: Multi-Day

Estimated Attendance: 50000

Is this a new event:

### Event Additional Information

Run/Walk: ☐

Music/Concert: ☐

Festival: ☐

Rally: ☐

Parade: ☐

Posting no parking signs or bagging meters? ☒

Other: ☒

If other, please describe:

Sidewalk sale and restaurant cafes

### Site Map

Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

A helpful online resource for route mapping is: [Map My Run](#)

I understand I must attach site map and route map with this application, if applicable: ☐

## Location Information

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Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

100-800 block of State Street and 200 block of North Henry Street

## Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
07/14/2022	6:00 am	07/14/2022	9:00 am	07/17/2022	6:00 pm	07/14/2022	7:00 pm	
07/15/2022	6:00 am	07/15/2022	9:00 am	07/17/2022	6:00 pm	07/15/2022	7:00 pm	
07/16/2022	6:00 am	07/16/2022	9:00 am	07/16/2022	6:00 pm	07/16/2022	7:00 pm	
07/17/2022	8:00 am	07/17/2022	10:00 am	07/17/2022	5:00 pm	07/17/2022	7:00 pm	

## Temporary (Picnic/Beer) Licenses

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Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$):

Will beer/wine be served (Free of charge)?:

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: \* ☐

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event: ☐

If the Temporary (Picnic/Beer) License is denied will the event occur?: No

## Street Use Event Vending License

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If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required: ☒

Will food and/or merchandise be sold?(\$):

Estimate number of vendors:

## Public Amplification Permit

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If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

☐

Start Date	Start Time	End Date	End Time	Rain Date
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### SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

### RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan:

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### Equipment Rental - Downtown events only.

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Will you need equipment rental from the City of Madison?(\$):

Yes

Trash Barrels:	<input type="text" value="22"/>
Recycling Barrels:	<input type="text" value="20"/>
Dumpsters:	<input type="text" value="2"/>
Electrical Adaptors:	<input type="text" value="0"/>

### Marketing

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

Do you want this included in the Madison Parks calendar of events?:

Yes

Event Website: <https://visitdowntownmadison.com/maxwell-street-days>

**Notes:** State Street's summer sidewalk sale! More than 40 years of great bargains on clothing, jewelry, gifts, artwork, sporting goods, books and more, plus fabulous food from State Street and Capitol Square shops and restaurants!

## Acknowledgement

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If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement: ☒

## Indemnification

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THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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.

I have read the Acknowledgement: ☒

## Signature

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

ekg

Signature: Elizabeth Ganser

Date: 04/26/2022

# **MAXWELL STREET DAYS JULY 14-17, 2022**

## **EVENT AND NOTIFICATION SCHEDULE**

### **EVENT SCHEDULE**

#### **JULY 14-16 (Thursday - Saturday)**

**Setup: 6:00 - 9:00 AM**

**Event Hours: 9:00 AM - 6:00 PM**

**Cleanup: 6:00 - 7:00 PM**

#### **JULY 17 (Sunday)**

**Setup: 8:00 - 10:00 AM**

**Event Hours: 10:00 AM - 5:00 PM**

**Cleanup: 5:00 - 7:00 PM**

## **MAXWELL STREET DAYS 2022 NOTIFICATION SCHEDULE**

I have notified Alder Mike Verveer (District 4, [district4@cityofmadison.com](mailto:district4@cityofmadison.com)), Alder Patrick Heck (District 2, [district2@cityofmadison.com](mailto:district2@cityofmadison.com)) and Alder Juliana Bennett (District 8, [district8@cityofmadison.com](mailto:district8@cityofmadison.com)) via email on 4/25/2022.

They are also welcome to attend GSSBA board meetings and have been notified of them.

Businesses will be notified before *May 9, 2022* by hand delivery of applications to the businesses via the BID Ambassadors and the event coordinator. Notices will also be sent via the BID weekly newsletter and the GSSBA bimonthly meeting notices.

Information is also available on our website: [www.maxwellstreetdays.org](http://www.maxwellstreetdays.org)



# Maxwell Street Days Map

3/22/11

## Provide Detailed Event Site Map:

Event runs from the crosswalk at the top of the 100 block of State Street to the front of the University Book Store in the 700 block of State Street. It includes the entire 100 block to the 600 block of State Street. It also includes the 200 block of North Henry Street.

There will be a 20 foot wide emergency vehicle lane throughout the entire length of State Street and 200 block of North Henry Street.

Vendors will leave a 4 foot wide lane between the store front and the sidewalk set up of there vending.

There will be 2 dumpsters:

**1 on 300 Block N. Henry Street**

**1 On 400 block of N. Frances Street**

- ① Starts AT Crosswalk on top of 100 block of state -
- ② Extends TO space in 700 Block in front of University Bookstore

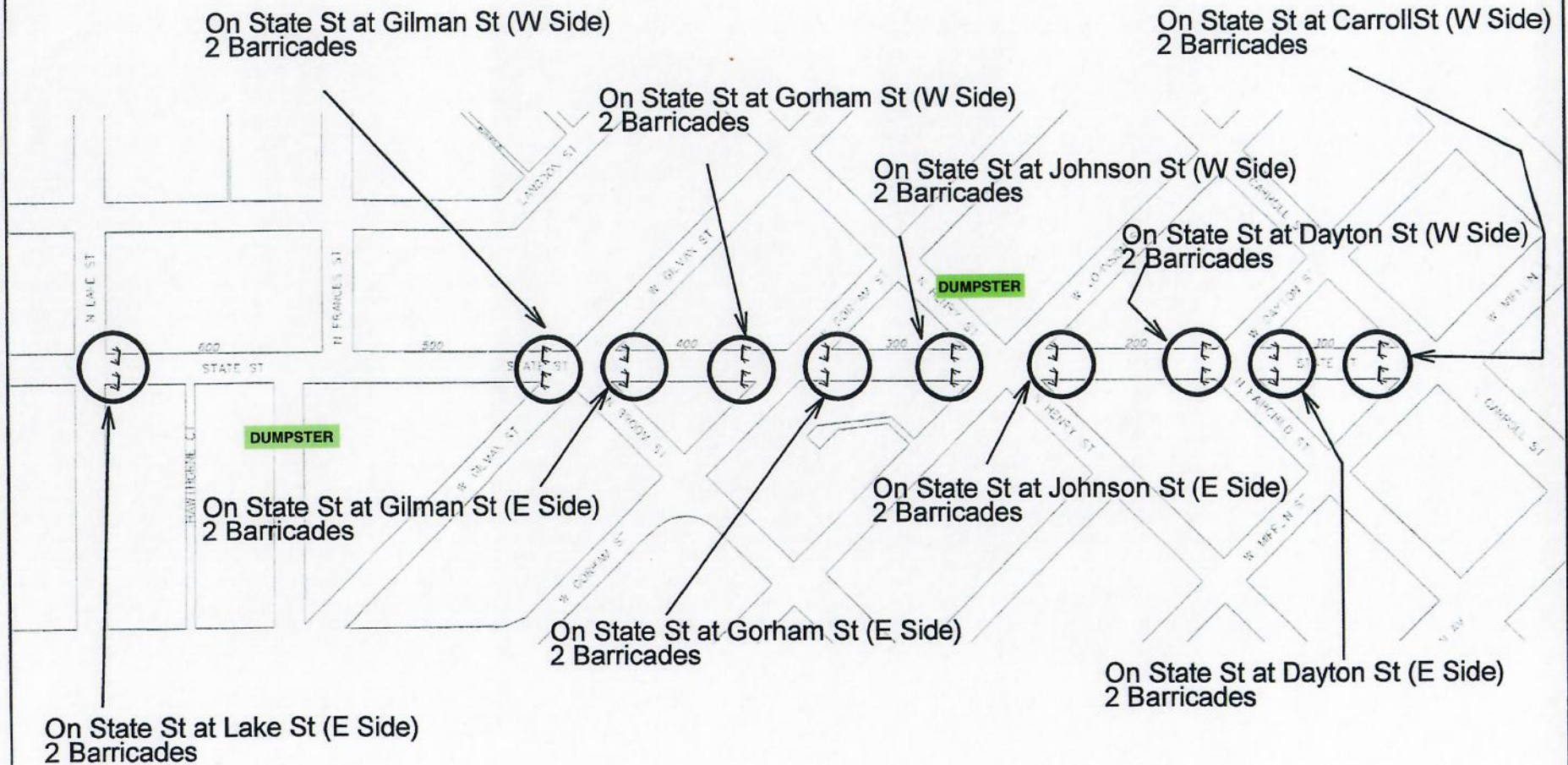
Lake Monona



# Maxwell St Days - Barricade Plan

↑ North

Totals  
20 Barricades



Drip Off Set Up Barricades 7AM Thursday  
Pick Up Monday



# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "Maxwell Street Days" will be held **July 14, 15, 16, 17, 2022** at 100 through 800 blocks of State Street and 200 block North Henry Street.

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Maxwell Street Days" (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 PRIMARY CONTACT: **Elizabeth Ganser**.

### 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 **Elizabeth Ganser** 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 Amy Moore 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: **Elizabeth Ganser.**
- 6. Parking for vendor and staff vehicles will be: City Parking Ramps.
- 7. Parking for attendee vehicles will be: City Parking Ramps.

#### **V. CONTACT INFORMATION**

Primary Contact	Elizabeth Ganser	608-239-4133
Secondary Contact	Amy Moore	608-255-7372
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 261-9694



# **GSSBA Maxwell Street Days Street Pick Up Procedures**

## **JULY 14 - 17, 2022 VOLUNTEERS**

Meet FONTANA SPORTS 216 N. HENRY ST. each day. There will be a place to store supplies for the event and your personal belongings while you are working.

4 people per needed per time slot all day. Sunday could get away with 3 people.

**THURSDAY:** 8:30-10:00 AM set up garbage and recycle cans. Need to get them from the corner, put in trash bags and spread them out on the street. Set up barricades on street corners and hang Maxwell Street Days signs. Note: event starts at the 100 block crosswalk.

10 am – 6 pm empty all trash cans, including city cans as they begin to fill and replace the garbage bags. Take trash bags to dumpster.

6-7 pm Turn over all non-city trash and recycle containers so they don't fill up overnight. Pick up any trash that is spilled over the containers. Move barricades to corner of streets for placement next morning.

**FRI/SAT:** 8:30 AM - 6:00 PM – Same as Friday. First group turns the cans and containers over, put in new trash bags if needed. Replace barricades and signs.

6-7 pm Turn over all non-city trash and recycle containers so they don't fill up overnight. Pick up any trash that is spilled over the containers. Move barricades to corner of streets for placement next morning.

**SUNDAY:** 10:00 AM - 5:00 PM – First group turns the cans and containers over, put in new trash bags if needed. Replace barricades and signs. After that they check the containers and replace bags when needed. Otherwise it is the same as Friday.

5 - 6 pm - Pick up any trash that is spilled over the containers. Take all bags out of containers and move all containers to the corner. Keep them together. Do not move the city containers. Move barricades to corners and bring signs back to Fontana Sports.

Questions: **ELIZABETH GANSER, FONTANA: 608-239-4133**

# **Maxwell Street Days 2022**

## **City of Madison support and supplies needed**

**Event Date: JULY 14-17, 2022**

**Event Title: Maxwell Street Days**

**Event Location: 100 – 800 blocks State Street, 200 Block North Henry St**

**Phone ELIZABETH GANSER, FONTANA: 608-239-4133**

**Email: elizabeth@fontanasports.com**

**Collection Service and containers to be provided by City of Madison**

**22 additional trash barrels: to be located on each block:**

**100 Block – 2    200 to 600 blocks – 4 on each block.**

**20 Additional Recycling containers - Placed same as the trash barrels on  
200 – 600 blocks.**

**2 Garbage Dumpsters:**

**1 on 300 Block N. Henry Street**

**1 On 400 block of N. Frances Street**

**20 Barricades as shown on attached plan**

**Bus Route Disruption for 3 days**