

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Elizabeth Ganser

2813 Snowmist Trail
Madison, WI 53719

Email: Elizabeth@fontanasports.Com

Phone: (608) 239-4133

Contact During Event

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Event Information

Name of Event: Maxwell Street Days

Event Type: Multi-Day

Estimated Attendance: 20000

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 sidewalk cafes. Bagging meters on N. Henry St.

Site Map

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

Capitol Square: ☐

State Street Mall (700/900): ☒

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

100-700 blocks of State Street and 200 block of North Henry Street, Madison

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
07/13/2023	7:30-9:00 am	07/13/2023	9:00 am	07/13/2023	6:00 pm	07/13/2023	7:00 pm	
07/14/2023	7:30-9:00 am	07/14/2023	9:00 am	07/14/2023	6:00 pm	07/14/2023	7:00 pm	
07/15/2023	7:30-9:00 am	07/15/2023	9:00 am	07/15/2023	6:00 pm	07/15/2023	7:00 pm	
07/16/2023	8:30-10:00 am	07/16/2023	10:00 am	07/16/2023	5:00 pm	07/16/2023	6:00 pm	

Temporary (Picnic/Beer) Licenses

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

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

No

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

No

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

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?(\$):

Yes

Estimate number of vendors:

60

Public Amplification Permit

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:

☒

Equipment Rental - Downtown events only.

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

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: Maxwell Street Days Summer Sidewalk Sale returns with the biggest and best shopping event of the year! More than 45 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

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

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

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

EKG

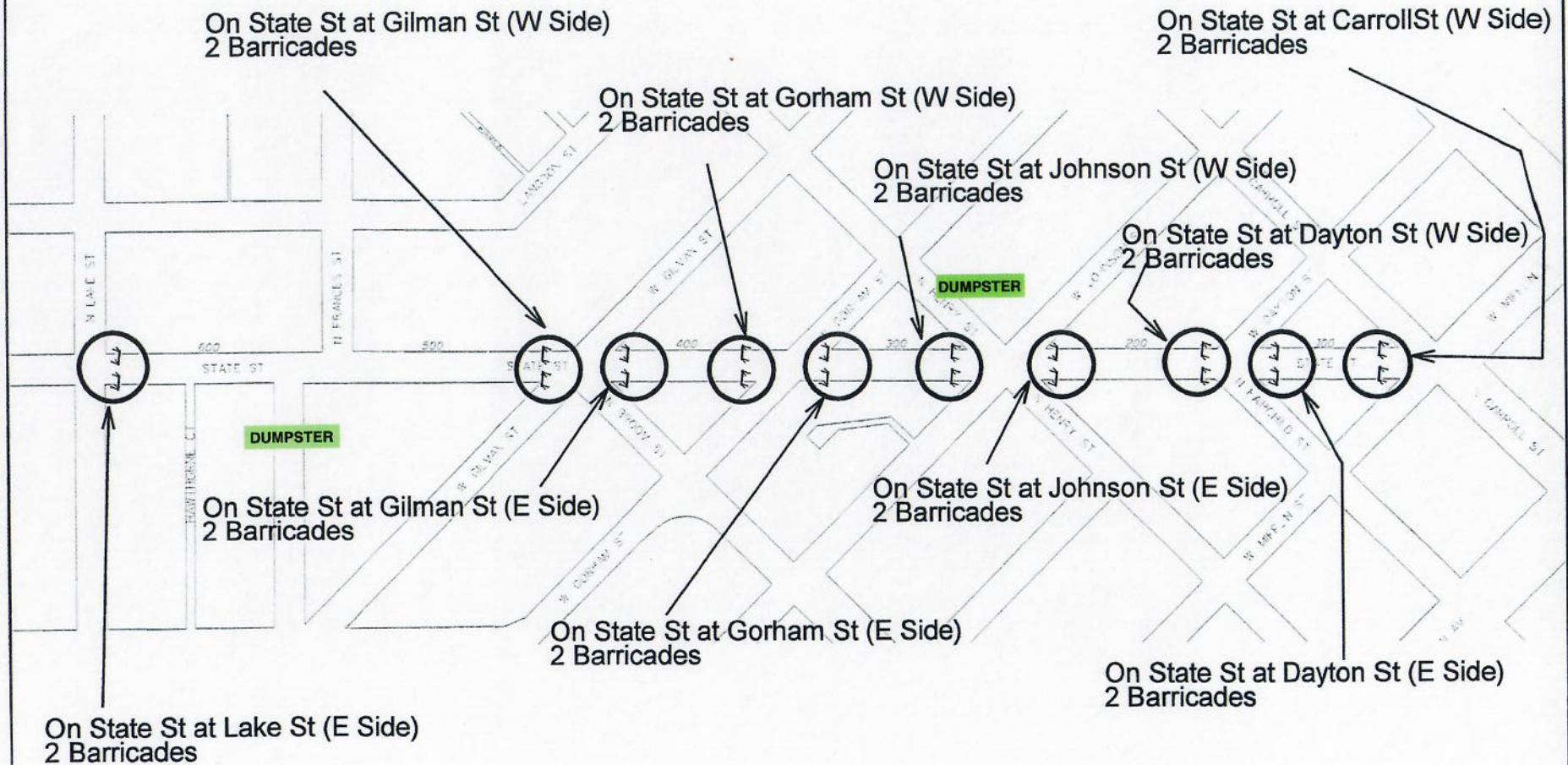
Signature: Elizabeth Ganser

Date: 05/11/2023

Maxwell St Days - Barricade Plan

↑ North

Totals
20 Barricades



Drip Off Set Up Barricades 7AM Thursday
Pick Up Monday

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.

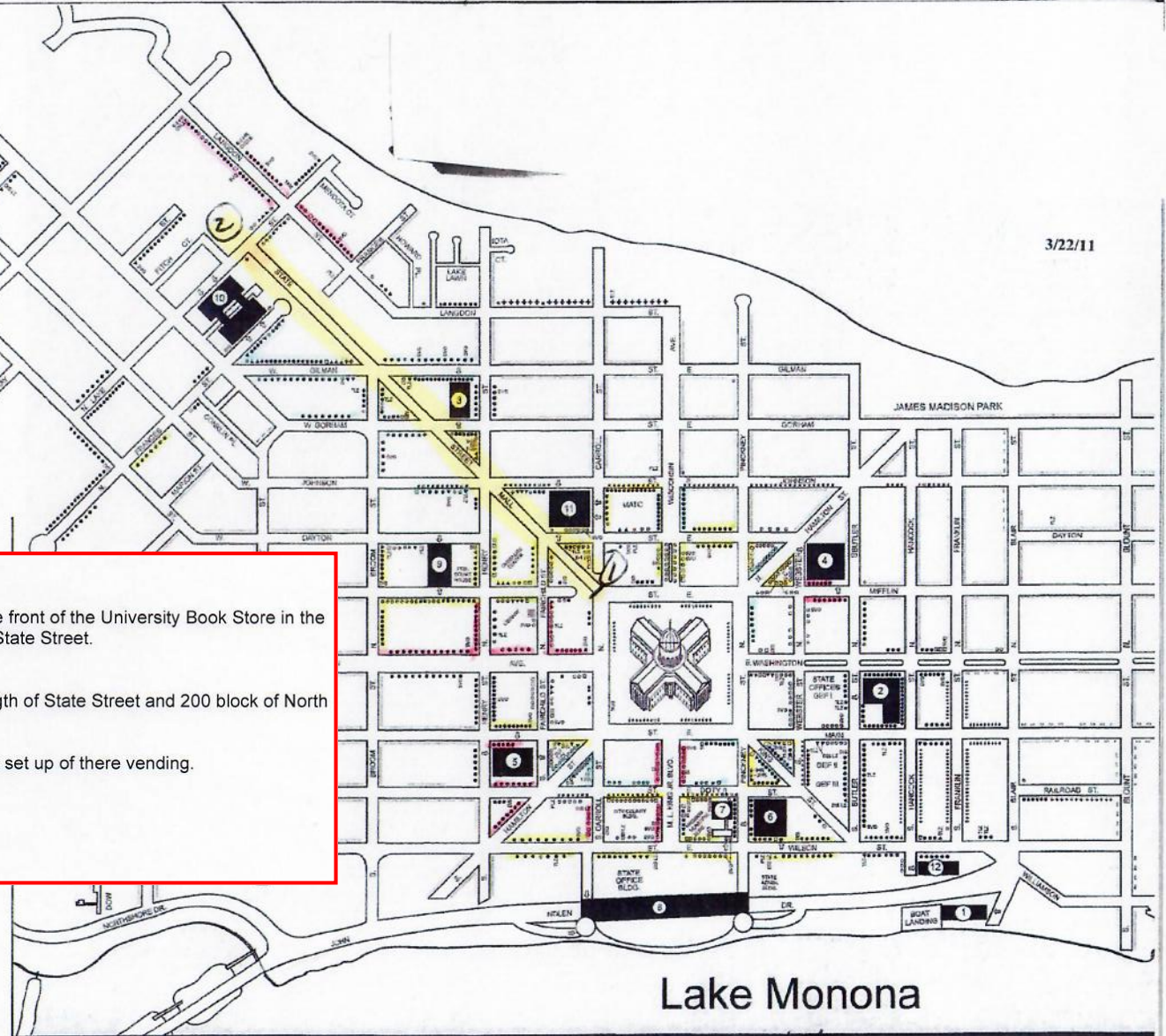
There will be a 20 foot wide emergency vehicle lane throughout the entire length of State Street and 200 block of North Henry Street.

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



Lake Monona

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



Visit the Heart of Madison

State Street

Greater State Street Business Association

EVENT GUIDELINES

MAXWELL STREET DAYS July 13, 14, 15, 16, 2023

Event Hours: Thursday through Saturday, 9am – 6pm; Sunday 10am - 5pm

Set up times: Thursday through Saturday, 7:30am – 9am; Sunday 8:30am - 10am

Break down times: Thursday through Saturday: 6pm – 7pm; Sunday 5pm - 6pm

State Street will be closed to motorized traffic during event hours!

**The hours before opening are for set up only! Cross Streets will remain open –
Johnson, Gorham, Gilman and Lake.**

WHO MAY PARTICIPATE

You must be a member of the Greater State Street Business Association to participate. Membership is open to all businesses and property owners located on State Street, the Capitol Square and blocks that have frontage on these areas. See more details on applications at www.maxwellstreetdays.org.

Applications will be accepted through July 5, but after June 13th a \$100 late fee will be assessed.

EXCLUSIVE USE PERMIT

An exclusive use permit is issued to GSSBA through the Common Council and suspends all other vending permits from 100 – 600 State Street, 711 State Street and 200 block of North Henry for July 13-16, 2023 during event hours. This permit suspends all sidewalk cafes and all vending. You must join GSSBA and also pay the Maxwell Street Days fee to participate. A blanket permit with listing participating members is issued to GSSBA. Individual permits are not issued and a GSSBA representative will come through each day of the event and make sure that only those who have paid participate.

No one is allowed to solicit, vend, busker, play street music, etc. without a permit from GSSBA during the exclusive use hours. You may set up your sidewalk café or other vending that has a regular city permit after 6:00 PM if you are not participating.

STAFFING

The event will be staffed by Elizabeth Ganser, Mad City Rolling Dolls, GSSBA members and hired staff if needed. All staff will have ID validating they are official staff.

MERCHANDISE SET UP

Your set up space is the width of your building or a specific assigned space. You must have a minimum four-foot clearance from the building and your display for foot traffic and handicapped individuals. You are encouraged to set up in the street, but no further than the designated fire lane painted on the street. You can set up 1 ½ hours before the event hours as listed above and need to have your area clear 1 hour after the event end time listed above.

FIRE LANE

The Fire Department will paint a broken white line on both sides of the street designating a 20-foot-wide fire lane. You must keep your displays behind these lines or you will receive a citation from the Fire Department. They will make no exceptions. This does not give you much area in the street, so please use your sidewalk space.

RESTRICTIONS

You may sell only what you normally sell in your place of business located in the GSSBA footprint.

You may not sell or share your space with non-members of GSSBA. You may not use public amenities such as planters, flower beds, light poles, benches, etc. as part of your display. Extension cords across the walkways must be taped down or covered or be at least 8' high. They may not be placed in or over the fire lane. No permanent markings on streets, sidewalks, paths or city landscaping.

BICYCLE RACKS

Bicycle racks will not be removed for Maxwell Street Days, but the following procedure will happen if requested by a vendor to the Maxwell Coordinator at least three weeks ahead of the event.

Bicycle racks that are in the way of a merchant set up will have the racks signed by the Madison Police. The sign will indicate that there is to be no parking on these racks during the days of the events. A few days before the event the police will put tags on bikes parked in these racks in an attempt to notify the cyclists. If bikes are still parked on the racks the day of the event, **the police will not remove the bikes. This is the best that can be done.**

PLANTERS/BENCHES/CITY TRASH PICKUP

Planters and benches will not be moved by the City staff. You must work around them.

Please note that Thursday, July 13 is the usual trash and recycling pick-up day for the City of Madison. The City will collect trash and recycling first thing in the morning and hope to complete pick-up before the event starts, please bring in any trash bins ASAP after pick-up.

CLEAN-UP/TRASH

Camp Randall Rowing Club will pick up trash from City containers during the event. We rent an additional 22 trash cans and 20 recyclable containers for the event. There will be 2 dumpsters for GSSBA use and we ask that you take your extra garbage to these dumpsters and not use the street containers. They will be at 300 N. Henry near the Triangle Market and Francis Street near State Street Brats. Please keep your area clean and pick up each night when you break down your area. **KEEP YOUR AREA CLEAN AND PICKED UP AT THE END OF THE DAY. BUSINESSES LEAVING GARBAGE AND NOT PICKING UP THEIR AREA WILL NOT BE INVITED TO PARTICIPATE THE NEXT YEAR!**

SECURITY and SAFETY

Any security or safety issues will be dealt with by the City of Madison Police, Fire and EMT. Call 911 for any serious problems and then call Elizabeth Ganser 608-257-5043 of Fontana Sports. A "LOST CHILD" and lost and found area will be available at Fontana Sports, 216 N. Henry, 257-5043.

RESTAURANTS and TEMPORARY PERMITS

All restaurant sidewalk café licenses within the event area are suspended during the event hours. You must sign up and pay the Maxwell Street Days fee to participate. Restaurants who participate should set up according to their normal vending permit procedures except you can go out into the street to the fire lane. Use your normal barriers and fencing. After the event hours you must remove your outside area from the street and set up as normal. **Restaurants preparing or storing food outside will need to obtain a temporary restaurant permit issued by the City of Madison Public Health Department.** Temporary restaurant permit applications must be obtained by July 8th from the City. You can receive more information about permit questions by contacting a Health Inspector at 243-0330 between 8:00 – 9:00 AM.

EQUIPMENT RENTAL

Event Essentials will offer a discounted delivery rate for rentals. For reservations please call Jackie at 608-846-5429. You must speak to Jackie and tell her you are participating in Maxwell Street Days in order to get the special rates. Please make your reservation by Tuesday July 11th to assure availability and delivery!

COVID and PHMDC Regulations

We will be setting up our event under public health guidelines in effect at the time of the event. We will send updated safety precautions based on updates from PHMDC that are applicable at the time the event occurs. All participating businesses are responsible for maintaining PHMDC guidelines.

REMEDIES FOR NOT FOLLOWING EVENT GUIDELINES

Any business or individual who does not follow the event guidelines will be asked to follow the guidelines or move out of the area. Non-participants trying to vend or use the area will be asked to leave immediately and police will be called if needed.

ANY QUESTIONS or Problems? Contact Elizabeth Ganser, Maxwell Street Coordinator, Fontana Sports (608) 257-5043.

For more information and applications refer to the website
www.MaxwellStreetDays.org

Maxwell Street Days 2023

City of Madison support and supplies needed

Event Date: JULY 13-16, 2023

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

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "Maxwell Street Days" will be held **July 13, 14, 15, 16, 2023** 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 13 - 16, 2023 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**