

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Lucas Molloy
Brothers Molloy Events
349 Juniper St
Brooklyn, WI 53521-9070
Email:
Lucas.Molloy@brothersmolloyevents.Com
Phone: (207) 647-1220

Contact During Event

Lucas Molloy
Brothers Molloy Events
349 Juniper St
Brooklyn, WI 53521-9070
Email
Lucas.Molloy@brothersmolloyevents.Com
Phone: (207) 647-1220

Event Information

Name of Event: Art Fair on the Square

Event Type: Multi-Day

Estimated Attendance: 20000
0

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:

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

Capitol Square: ☒

State Street Mall (700/900): ☐

30 on the Square: ☒

Other: ☒

Street Names and Block Numbers:

100 Blocks of East & W Washington, MLK Jr. Blvd, N& S Hamilton, E & W Mifflin, 100 + 200 State St, King St, N & S Pinckney, E & W Main St, N& S Carrol St and Wisconsin Ave

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
07/12/2024	3:00PM	07/13/2024	9:00AM	07/13/2024	6:00PM	07/14/2024	9:30PM	
07/12/2024	3:00PM	07/14/2024	10:00AM	07/14/2024	5:00PM	07/14/2024	9:30PM	

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?(\$):

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?: Yes

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?(\$):

Estimate number of vendors:

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
07/13/2024	9:00AM	07/13/2024	6:00PM	
07/14/2024	10:00AM	07/14/2024	5:00PM	

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?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

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?:

Event Website: <https://www.mmoca.org/event/art-fair-on-the-square/>

Notes:

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 :

Signature: Lucas Molloy

Date: 04/01/2024



ART FAIR ON THE SQUARE 2024 EMERGENCY ACTION PLAN

© Madison Museum of Contemporary Art. *Last updated March 29, 2024.*

EVENT ORGANIZER:

Madison Museum of Contemporary Art

227 State Street, Madison, WI 53703
608-257-0159 • www.mmoca.org

PRIMARY CONTACT:

Director of Events and Volunteers

227 State Street, Madison, WI 53703
(608) 257-0158 (Cell during event: TBD)
artfair@mmoca.org

EVENT DATES:

Friday, July 12, 2024: Set up begins at 3:00 pm, continues all night

Saturday, July 13, 2024: Event is open to the public 9:00

am – 6:00 pm

Sunday, July 13, 2024: Event is open to the public 10:00 am

– 5:00 pm


Sunday, July 14, 2024: Breakdown begins at 5:00 pm, and

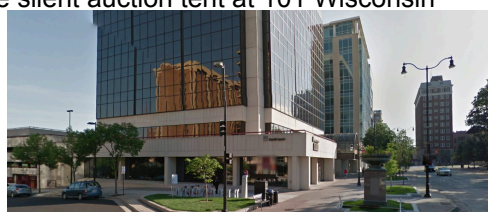
ends at 9:30 pm

EVENT LOCATION:

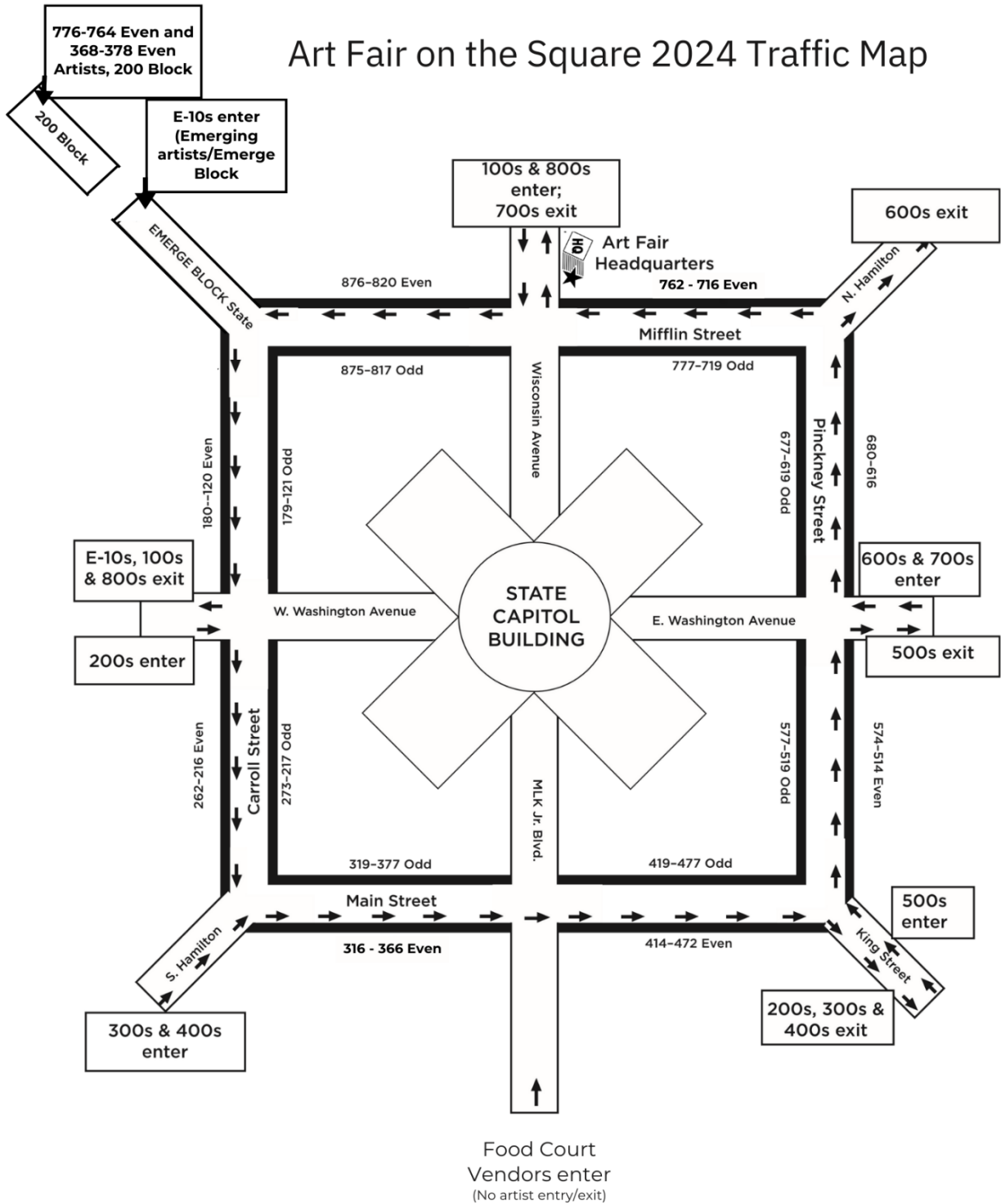
The eight blocks surrounding the State Capitol Building, the 100 block of Martin Luther King Jr. Blvd., and the 100 and 200 blocks of State Street.

HEADQUARTERS:

During the event, **Headquarters**  for staff and volunteers will be located on the sidewalk next to the silent auction tent at 101 Wisconsin Ave., Madison, Wisconsin 53703

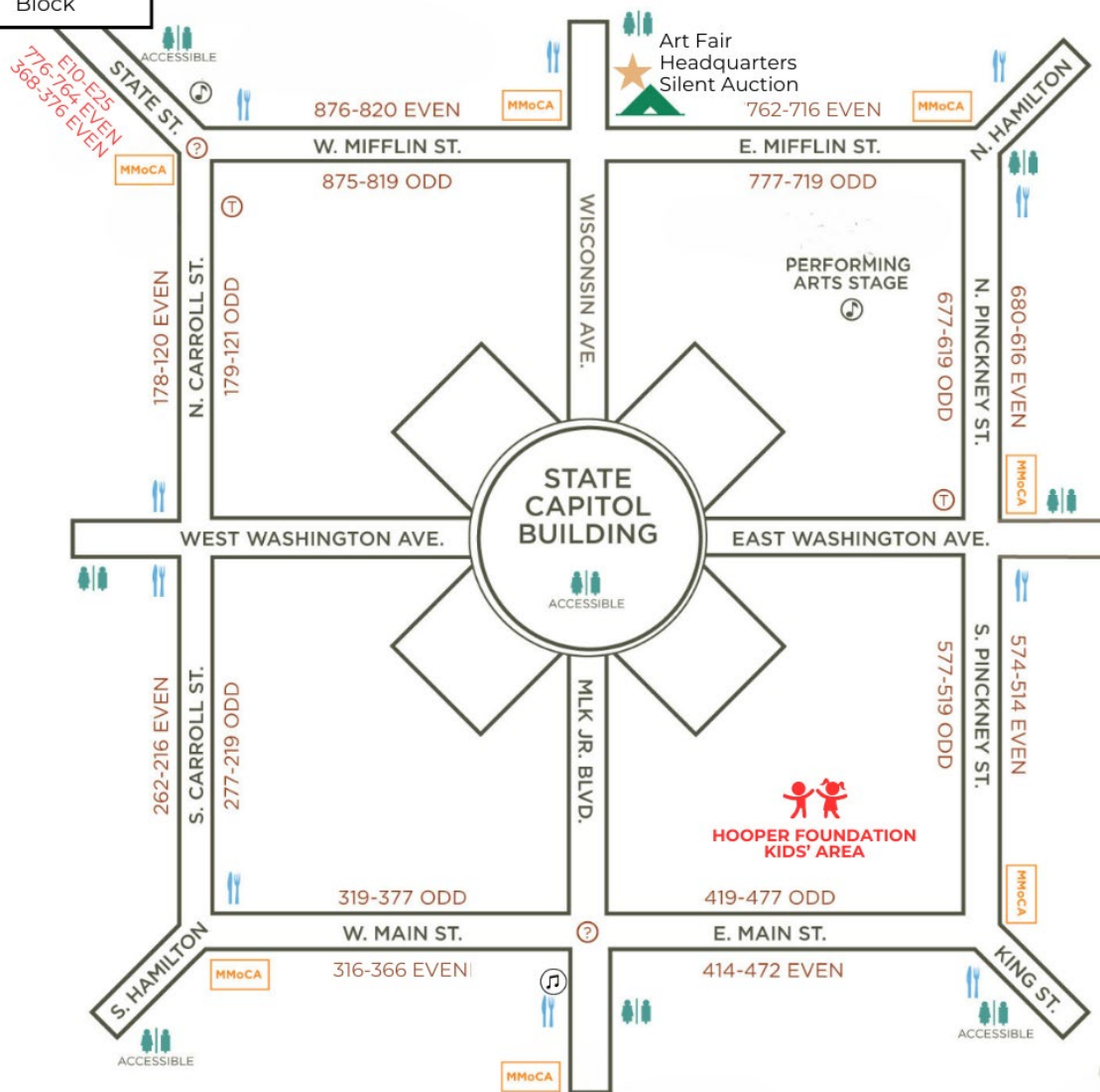


Art Fair on the Square 2024 Traffic Map



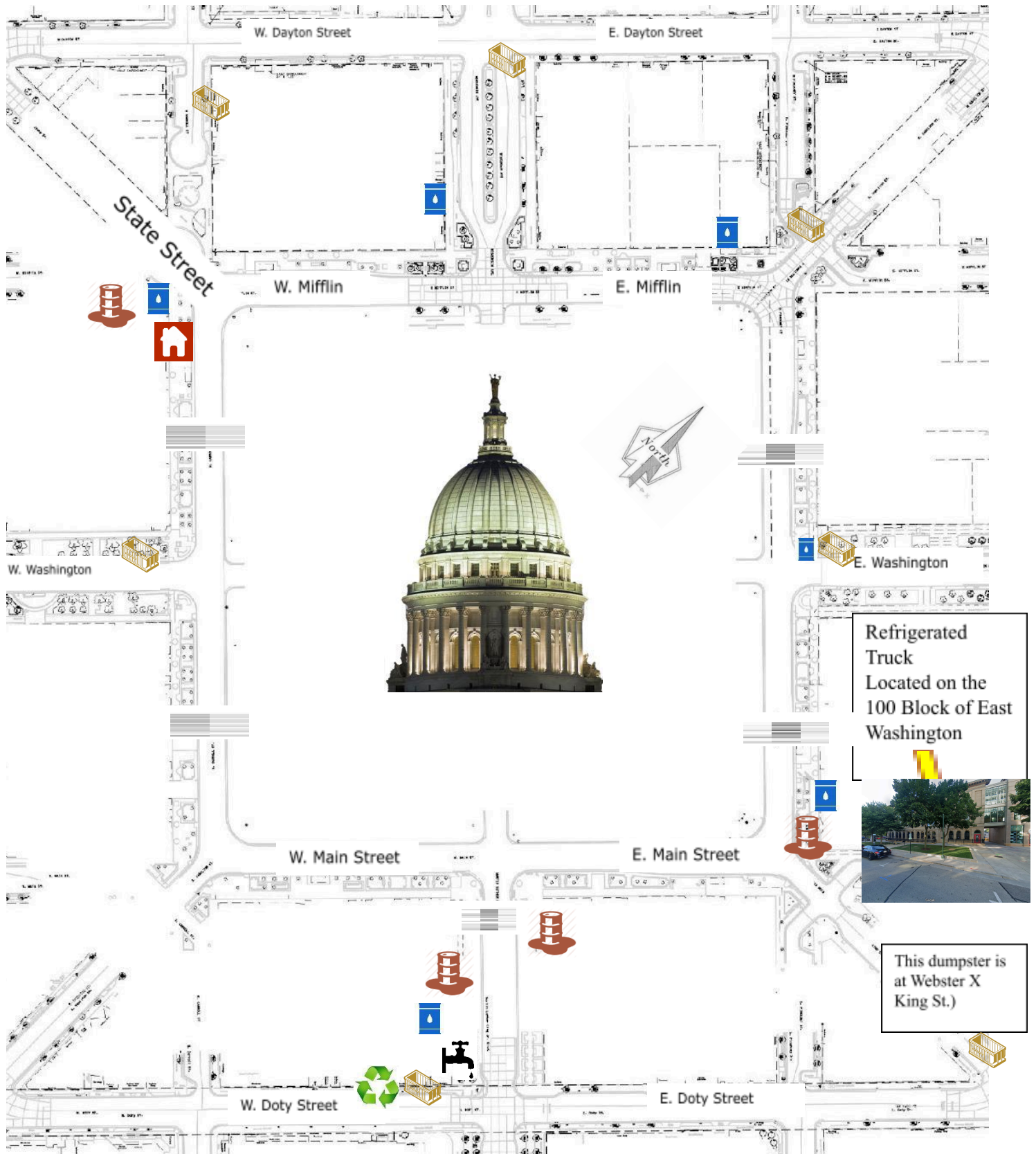
Last Updated: 3/29/2024

NEW
100 & 200 Block:
Artists & Emerge
Block



ART FAIR ON THE SQUARE – 2024 (REVISED 3/29/2024)

Grease Barrels, Ice, Potable Water Spigots, Recycling Dumpster, Trash Dumpsters, and Water Disposal Locations



Grease Barrel Headquarters Ice Potable Water Spigots Recycling Dumpster Trash Dumpster Water Disposal



STREET EVENT BEER/WINE SALES PERMIT APPLICATION

Permit fee is \$700.00.

Do you plan on selling beer/wine?

☒ Yes

☐ No

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

EVENT ORGANIZER INFORMATION

Name of Group: Madison Museum of Contemporary Art - Art Fair on the Square

Contact Person: Lucas Molloy

Address: 227 State St

Work Phone: 207-647-1220 Phone During Event: 207-647-1220

Today's Date: _____

BEER SALES PERMIT INFORMATION

Any Temporary Class "B" Retailers License application that is in conjunction with a Street Use Permit, must be submitted at least 60 days before the event date and be approved by the Alcohol License Review Committee and the Common Council. See Madison General Ordinance Sec. 38.05(9)(e)2.

Name of the Licensed Bartender: Big Top Events

Security Company: Endres and Endle

Have you applied for the Temporary Class "B" Retailers License (from the City Clerk's Office)? ☒ Yes ☐ No

Indicate Application Date: Monday, April 1, 2024

Have you submitted the Certificate of Insurance with a liquor liability naming the City of Madison as Additional Insured?

☒ Yes

☐ No

Indicate Application Date: This should be on file, if not we will send this over.



ART FAIR ON THE SQUARE 2024 EMERGENCY ACTION PLAN

© Madison Museum of Contemporary Art. *Last updated March 29, 2024.*

EVENT ORGANIZER:

Madison Museum of Contemporary Art

227 State Street, Madison, WI 53703
608-257-0159 • www.mmoca.org

PRIMARY CONTACT:

Director of Events and Volunteers

227 State Street, Madison, WI 53703
(608) 257-0158 (Cell during event: TBD)
artfair@mmoca.org

EVENT DATES:

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Sunday, July 13, 2024: Event is open to the public 10:00 am

– 5:00 pm


Sunday, July 14, 2024: Breakdown begins at 5:00 pm, and

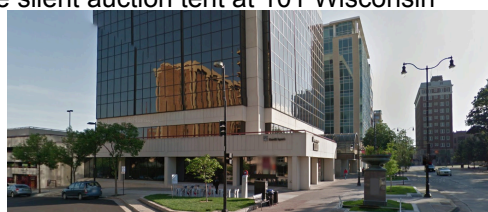
ends at 9:30 pm

EVENT LOCATION:

The eight blocks surrounding the State Capitol Building, the 100 block of Martin Luther King Jr. Blvd., and the 100 and 200 blocks of State Street.

HEADQUARTERS:

During the event, **Headquarters**  for staff and volunteers will be located on the sidewalk next to the silent auction tent at 101 Wisconsin Ave., Madison, Wisconsin 53703

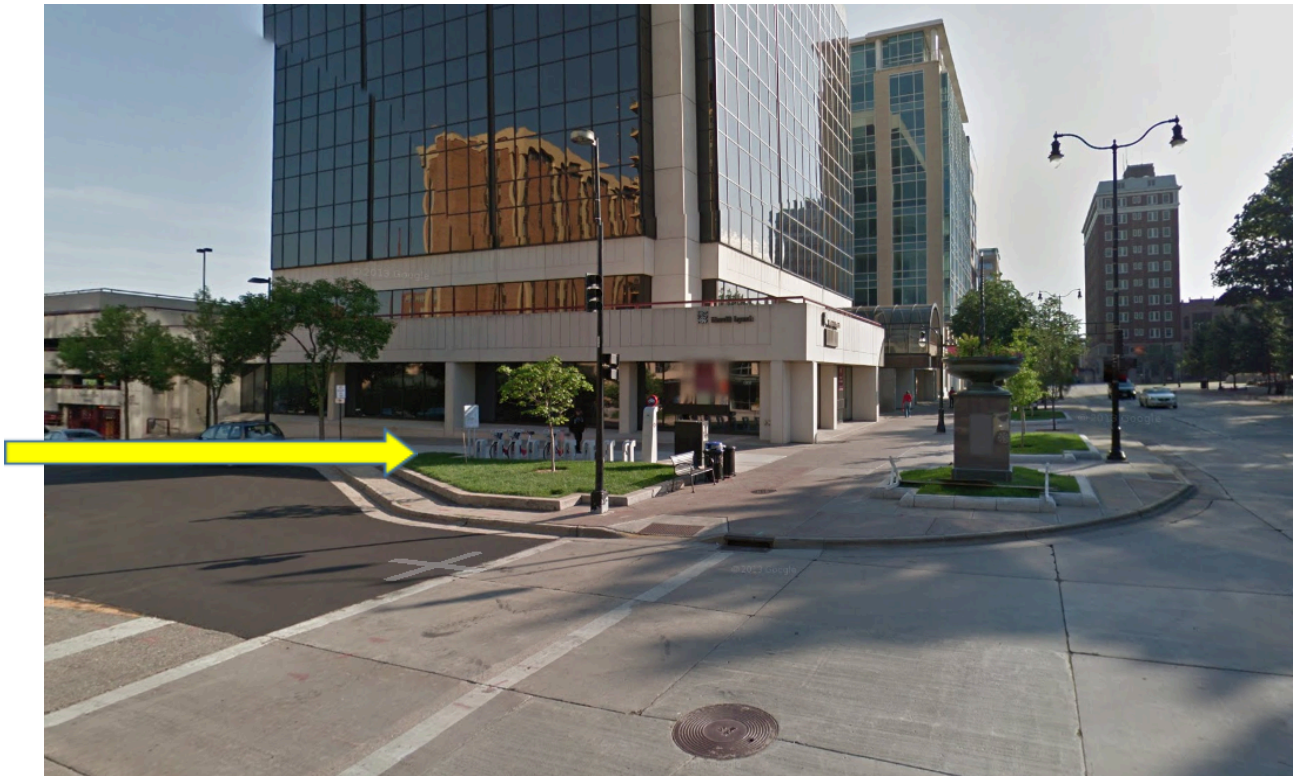


ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN



TENTATIVE INCIDENT COMMAND POST / STORAGE:

Expected location for 2024: MMoCA's temporary storage facility will be located on the 100 block of Wisconsin Avenue, next to the Silent Auction tent at 101 Wisconsin Ave, Madison WI 53703. This space will be considered the (initial) Incident Command Post in the event of an emergency situation.



EVENT OVERVIEW

On July 13 & 14, 2023, the Madison Museum of Contemporary Art (“MMoCA”) will celebrate its 66th annual Art Fair on the Square. With nearly 200,000 visitors from across the region, Art Fair offers a wide range of art, music, dance, family entertainment and food. Occupying the eight blocks that surround the State Capitol, and the 100 blocks of State Street and Martin Luther King Jr. Blvd, Art Fair on the Square is a grand celebration of the arts in downtown Madison. Over 300 volunteers donate their time and energy to help make Art Fair a success, and businesses also show their support through monetary and valuable in-kind contributions of goods and services, such as promotional assistance, manpower, and donations of food and equipment. Since the museum’s first Art Fair in 1958, the event has grown into one of the most highly-respected juried art fairs in the country. Over 1,000 artists from across the United States apply each year for the 485 exhibitor booths.

Admission: FREE. Open to the public.

While Art Fair on the Square is a beloved annual event that boosts tourism, nationwide visibility, trade, quality of life, and city pride, it also supports MMoCA. Funds raised from Art Fair on the Square are

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

essential as MMoCA continues to present and expand its exhibitions and virtual and in-person educational programs and events, as well as the celebrated Art Cart which serves thousands of children from around Dane County each year.

ABOUT THE EVENT ORGANIZER

The Madison Museum of Contemporary Art (MMoCA) is a nonprofit, independent 501(c)3 organization. Although housed in the same building, it is run completely separately from the Overture Center for the Arts, and is governed by a 25-member board of trustees. MMoCA's mission is to "Exhibit, collect, and preserve modern and contemporary art to provide transformative experiences that educate, reflect, and inspire us as individuals and a community."

ANTICIPATED ATTENDANCE

The Art Fair on the Square attracts and involves a large number of people over the weekend of the art fair, namely:

- 40-50 staff members from the Madison Museum of Contemporary Art (organizers); including one Director of Events, and four designated "Quad Captains" who are each assigned to supervise one quadrant of the square (i.e. two blocks of the square).
- 250-300 volunteers
- 4 or more licensed bartenders
- Brothers Molloy Events will be there providing event support
- 450-500 artists assigned to 485 artist-designated booths on the square
- 15 artists assigned to artist-designated booths on the 100 block of State Street (the "EMERGE" block)
- 3-5 small business exhibitors on the 100 block of State Street (the "EMERGE" block)
- 10 artists assigned to artist designated booths on the 200 block of state street (Due to construction)
- 2 small business exhibitors on the 200 block of State Street (Due to construction)
- Special Duty City of Madison Police officers (contracted, per shift)
- A varying number of City of Madison Police officers (non-contracted)
- 1-2 Capitol Police Officers (contracted by permit)
- A varying number of Capitol Police officers (non-contracted)
- EMS/paramedics (contracted); and a Fire Department Inspector as needed
- 1-2 Public Health Inspectors/ Sanitarians
- 2-3 Security Guards (contracted, per shift)
- 30-40 food vendor booths with 1-10 staff members in each booth
- Live music/performing arts acts
- 20-25 sponsor representatives in 10-12 sponsor-designated booths
- 150,000-200,000 attending fairgoers from across the region

PURPOSE OF THE EMERGENCY ACTION PLAN

A. This emergency action plan predetermines actions to take before and during the "Art Fair on the Square" (aka the event) in response to an emergency or otherwise hazardous condition. These actions may be taken by the organizers, staff/management, personnel, and attendees. These actions represent those required prior to the event in preparation for—and those required during—an emergency.

B. Flexibility will be exercised when implementing this plan because of the wide variety of potential hazards that exist for all outdoor events. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

C. ASSUMPTIONS: The possibility of an occurrence of an emergency is present at any outdoor event. The types of emergencies possible are various and could require the response of Fire, Emergency Medical Services, and Police.

D. This action plan reflects the following priorities:

1. Life safety and minimizing harm
2. Incident stabilization
3. Property preservation

ORIGINS OF THE EMERGENCY ACTION PLAN

This emergency action plan was updated for the 2024 event by Director of Events and Volunteers, Events and Rental Manager at Mmoca. The original (comprehensive) plan was developed in 2013 in response to a request from the City of Madison Fire Department to revise and expand its safety and security plan for the fair. Per the suggestion of the City of Madison Fire Department, this plan incorporates elements of FEMA's *Incident Command System*.

COMPLETE 2024 EVENT SCHEDULE

Set up

Friday, July 12: Set up begins at 3:00 pm and continues throughout the night

Event

Saturday, July 13: Event begins at 9:00 am

Music begins at 9:30 am

Music ends at 5:30 pm

Event ends at 6:00 pm

Sunday, July 14: Event begins at 10:00 am

Music begins at 10:00 am

Music ends at 5:00 pm

Event ends at 5:00 pm

Take-down/strike

Sunday, July 14: Take-down begins at 5:00 (Load out complete by 9:30 pm)



EMERGING ARTISTS AND SMALL BUSINESSES:

100 BLOCK OF STATE STREET

MMoCA wishes to support and encourage the next generation of art fair artists. In 2024, the 100 block of State Street will once again feature roughly 15 exhibiting artists and small business exhibitors.

EVENT ORGANIZER: REPRESENTATIVES ONSITE

One event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT.

PRIMARY CONTACT:

Jasmine Clement Director of Events and Volunteers
Office: 608-257-0159 x264
Cell during event:

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

Personal cell: 715-496-9467

Note: Director roams the entire Capitol Square during the event, and will also be available by two-way radio (carried by all event staff).

In the event of an emergency, the following secondary contacts will radio/call the Director (or vice versa). When requested, these contacts may meet the Director at Headquarters (30 North Carroll Street, Madison, Wisconsin 53703) to discuss/implement the emergency plan.

SECONDARY CONTACT: **Jen Davie**, Director of Development
Office: 608-257-0158 x249
Personal cell: **608-421-3597**

INSURANCE

Madison Museum of Contemporary Art's insurance policy covering the event is renewed each May. Certificate of insurance is submitted to the City of Madison in mid-to-late May each year.

Carrier: Cincinnati Insurance Company

CHAIN OF COMMAND

In the event of a **minor** incident, the Director of Events and Volunteers will serve as the Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks.

In the event of a **major** incident, MMoCA Staff members will look to the Madison Fire Department to identify/name an Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks to everyone.

PRE-DESIGNATED INCIDENT COMMANDER (NOT AN MMOCA STAFF MEMBER):

Madison Fire Department OIC (There is a daily "Officer In Charge")

- Primary Contact through the Dane County 911 Center : **266-4135**
- Dispatcher to have the MFD OIC contact Director of Events and Volunteers, et al.

Secondary Contact numbers:

OIC Office : 266-4501

OIC Cell : 575-0501 (In car only, not carried by OIC)

Sat. July 13, 2024:

Chief __??__TBA

Cell during event: **608-772-5990**

Secondary cell during event: 608-266-4501

Note: This person will be located at Madison Fire Station #1 during the event.

Sun. July 14, 2024:

Chief __??__TBA

Cell during event: **608-772-5990**

Secondary cell during event: 608-266-4501

Note: This person will be located at Madison Fire Station #1 during the event.

LAW ENFORCEMENT / SECURITY

Police Officers

The need for Law Enforcement presence at events of this type has been identified.

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

MMoCA has contacted the City of Madison Police Department to have Special Duty Officers or standard Officers present during all active* hours of the fair:

Saturday, July 13, 2024: 9:00 am – 6:00 pm

Sunday, July 14, 2024: 10:00 am – 5:00 pm

**Active hours are those in which the public is invited to make purchases at the fair*

and/or when money is being handled at MMoCA's concession stands.

Wisconsin Capitol Police Department Officers will be present during the active* hours of the fair:

Police Officers – Friday, July 12, 2024 - setup/evening

Police Officers – Saturday, July 13, 2024 - *9:00 am – 6:00 pm

Police Officers – Sunday, July 14, 2024 - *10:00 am – 5:00 pm

Should an incident occur that requires Law Enforcement, the on-site City of Madison Police Department Special Duty Officers will be contacted to request this resource. The callers will be trained to have the following info available to the officer: nature of emergency, precise location, and contact person with callback number.

Security

In addition to MMoCA's own security staff, MMoCA will contract with a private security company to provide protection services. The security guard schedule is:

2 officers	Friday, July 12	8:00 PM – 9:00 AM
3 officers	Saturday, July 13	9:00 AM – 6:00 PM
3 officers	Saturday, July 13	6:00 PM – 9:00 AM
2 officers	Sunday, July 14	9:00 AM – 5:00 PM

INFORMATION COMMUNICATION PLAN

(Plan for information communication to staff and volunteers during the event)

During the event, all staff members from the Madison Museum of Contemporary Art (organizers), who will be spread out over the whole fair grounds, will be **carrying two-way radios** (hand-held communicators), including Director of Events and Volunteers, Director of Events, and four designated “Quad Captains” who are each assigned to 1/4th (“Quad”) of the square (i.e. two blocks of the Capitol Square).

QUAD CAPTIONS

**Brothers Molloy – Lucas Molloy - Carlos Glass - Steve Donovan
Kevin Day - Patrick Trienen**

RADIO CHANNELS

Channel 1: Universal (Used by all staff members, except during set up/tear down) & Headquarters all weekend

During set up/tear down/overnight, the following channels are used in the noted locations:

Channel 2:	South Hamilton
Channel 3:	King St
Channel 4:	North Hamilton
Channel 5:	State Street
Channel 6:	West Washington

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

- Channel 7: Tech Staff Only
- Channel 8: Paramedics (near Kid's Area & near Headquarters)
- Channel 9: Emerge Block & 200 State St. Block
- Channel 10: Security Guards (at night, when fair is closed to the public)

When general information/evacuation needs to be communicated to all staff and volunteers during the event, Director of Events and Volunteers, Director of Events, will use the radio. Staff members will communicate to lead volunteers/volunteers in their respective areas of the Capitol Square. During set up/tear down, Director of Events and Volunteers, Director of Events will use relevant radio channels to notify Quad Captains and staff members.

In the event of an emergency, notification of the emergency will be through the use of 911. MMoCA Staff members present will be asked to have the following information available to the 911 operator:

- ☐ Nature of emergency
- ☐ Location
- ☐ Contact person
- ☐ Callback number

If 911 is contacted by any MMoCA staff or volunteer, the event's PRIMARY CONTACT (Director of Events and Volunteers) will be notified by the reporting person as soon as possible in person, by radio or by cell phone (the reporting person will keep calling Director of Events and Volunteers if he/she reaches voicemail).

SEVERE WEATHER

Director of Events and Volunteers and Director of Development are in charge of monitoring weather conditions pre-fair/during set up. Weather forecasts and current conditions will be monitored through WeatherUnderground (www.wunderground.com), AccuWeather (www.accuweather.com), and/or Channel 15 (www.nbc15.com/weather).

Pre-Event and Set Up (Friday): If severe weather is predicted prior to the event, Director of Events and Volunteers and Director of Development will evaluate the conditions and determine if the event will remain scheduled.

During Event: If questionable weather begins to occur during the event Director of Events and Volunteers and Director of Development will evaluate the conditions and determine if the event will remain open.

If severe weather begins to occur during the event, Director of Events and Volunteers or Director of Development will radio and call staff members around the square to inform them. Quad captains (Brothers Molloy) and other staff are responsible for notifying artists of a weather emergency. All MMoCA staff members will notify those attending the event that:

- ☐ A hazardous weather condition exists.
- ☐ Everyone should seek shelter either in the State Capitol building, the City County Building (215 Martin Luther King Jr. Boulevard), as they are all designated severe weather safety zones. Nearby parking ramps or open businesses (away from windows) are also options.

The Art Fair will remain open unless weather is extremely dangerous.

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

Lightning:

Director of Events and Volunteers and Director of Development will also be watching and listening for clues of impending lightning-related danger within 10 miles of the event site. This will include darkening skies, flashes of lightning, or increasing wind, which may be signs of a developing or approaching thunderstorm. Director of Events and Volunteers, and Director of Development will also listen for thunder.

If Director of Events and Volunteers and Director of Development determine that lightning-related danger is present, they will radio and/or call staff members around the square to instruct everyone to spread word about getting to a safe place (inside substantial buildings). Staff will also be instructed to stay inside. Fair activities will not resume until Director of Events and Volunteers and Director of Development have determined that the lightning has passed (i.e., we will resume 30 minutes after the last thunder was heard).

Director of Events and Volunteers and Director of Development will radio/call staff to communicate the fair is resuming.

FIRE / FIRE SAFETY

No specific hazard has been identified as an increased risk of fire at this event, but MMoCA staff will be instructed on the safe use of portable fire extinguishers.

Portable Fire extinguishers will be kept at the following MMoCA Beverage booths:

N. Carroll near State St (on Square)
100 block of Martin Luther King, Jr. Blvd

S. Pinckney Street near King St (on Square)
E. Mifflin St near N. Hamilton (on Square)

All art fair vendors are advised in writing, before the event, to comply with the Madison Fire Department rules and Temporary Vendor Compliance Guidelines. These guidelines state: *"All open flame, hot surface or grease producing cooking shall be conducted a safe distance away from any tent. No cooking shall be conducted inside or under a tent."*

- Food vendors will be advised to use a **non-flammable sorbent floor covering** (from rolls) directly underneath cooking appliances.

Fire Hydrants around the square (Red Dots)

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN



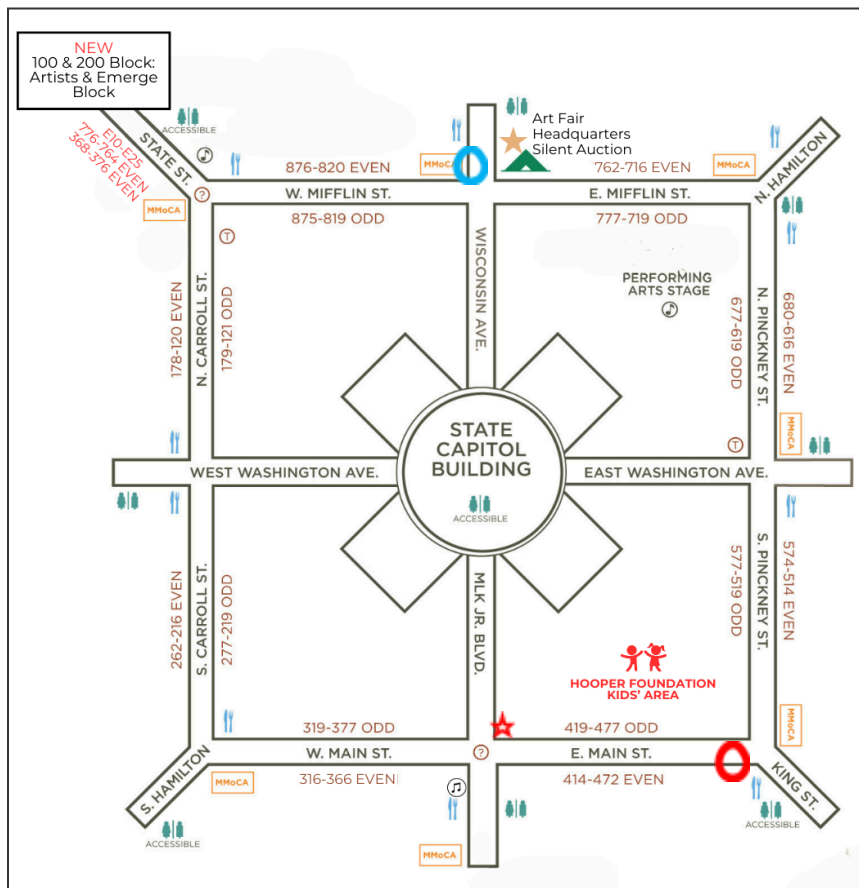
For the 2024 fair, MMoCA will set up* as follows near fire hydrants:

N. Carroll near State/W. Mifflin	Capitol side	Clearance will be maintained around (no booth)
S. Carroll near W. Washington	Capitol side	Clearance will be maintained around (no booth).
S. Carroll near S. Hamilton	Opposite Capitol	Clearance will be maintained around (no Booth)
W. Main near S. Hamilton	Capitol side	Propose 8x10 temp booth in front, there is also a hydrant on the opposite side of the street.
W. Main near MLK Jr	Capitol side	Propose 8x10 temp booth in front, there is also a hydrant on the opposite side of the street.
MLK Jr. Blvd		Clearance will be maintained around (no Booth)
Top of King Street	Capitol side	Propose 8x10 temp booth in front, there is also a hydrant on the opposite side of the street.
S. Pinckney near E. Wash	Capitol side	Propose 6x10 temp booth in front of hydrant.
E. Mifflin near N. Hamilton	Capitol side	Propose 8x10 temp booth in front, there is also a hydrant on the opposite side of the street.
W. Mifflin near Wisconsin	Capitol side	Clearance will be maintained around (no booth).

*This set up plan is pending approval by the City of Madison Fire Department.

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN


FIRST-AID MEDICAL EMERGENCIES



Dedicated EMS / Paramedics (Saturday/Sunday)

MMoCA is contracting with the Madison Fire Department to provide EMS coverage for the event. Four Paramedics will be present at the fair. The **EMS/Paramedic Station** near King Street will be located near the intersection of S. Pinckney x E. Main Street on the Capitol Square sidewalk near the kid's area (see the **red circle**).

In 2024, there will also be EMTs located near headquarters at the corner of Wisconsin Ave and Mifflin (Next to the Silent Auction tent, see the **blue circle**).

If requested by the MFD, parking spaces will be designated for Ambulance parking (at **red stars**). 

EMS will be provided with two-way radios. They will communicate with staff on **Channel 8** during these hours:

Saturday, July 13, 2024, 8:45 am – 6:15 pm

Sunday, July 14, 2024 9:45 am – 5:15 pm

For Severe Injuries MMoCA will be instructed as follows:

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

1. If a person is seriously injured or becomes violently ill and requires medical attention, MMoCA Staff will **radio the EMS Station on Channel 8**. The paramedics will come to the location of the injured person. Staff will be advised not to drive/move the ill or injured person for medical assistance. If the on-site paramedics don't answer on Channel 8 staff will call 911 immediately.
2. Staff will provide minor first aid as possible. In all injuries of serious nature, such as a fall, broken limbs, unconsciousness, etc., staff will be advised that the injured should NOT be moved. They will wait for the paramedics and make the injured person as comfortable as possible.
3. Staff will obtain the name of the injured person, and inform the person that help is coming. They will notify Director of Events and Volunteers, Director of Events, (or Headquarters) of the situation and location of the injured person and which entrance the paramedics/EMS crew plans to use. If serious, Director of Events and Volunteers will attempt to notify the onsite Police Officers of the situation.
4. Staff will be asked to clear the area of bystanders in a quick, calm, assertive, and polite manner, and clear the area of any obstacle that may be in the path of the paramedics/EMS crew.
5. Staff will attempt to obtain the contact information of the injured person and that of one witness.
6. In the event that the injured person wishes to file a claim, staff will have them contact Lake Effect. The staff person will obtain the name of the injured person and a witness.
7. Complete an Incident/Damage/Theft form.

First Aid Kits

First Aid kits will be on hand at the following locations during the event:

- | | | |
|---|--|--|
| 1. Headquarters | 2. Two MMoCA info booths | 3. Kids Area |
| • 100 block of Wisconsin Ave
(Next to the Silent Auction tent) | • 100 block of MLK Jr Blvd
(Food court) | • Kids Area (Cap Steps at King Street) |

For Mild Injuries or Heat Exhaustion:

For people with heat exhaustion, or other mild first aid situations, **radio the EMS Station on Channel 8**. The paramedics will come to the location of the injured person. If the person is nearby the **EMS/Paramedic Station** at the intersection of S. Pinckney x E. Main Street on the Capitol Square sidewalk (near the kid's area), the staff person will escort the person to the EMS Station.

SELF CARE AND HEALTH SAFETY TIPS SHEET

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

At least two weeks prior to the fair, MMoCA staff will be provided with a document detailing health and safety tips regarding: recommended footwear, healthy eating, stretching, sleep, avoiding alcohol consumption, walking in groups when it's dark, and heatstroke prevention.

DISRUPTIVE / THREATENING BEHAVIOR

When disruptive behavior is identified at the event, MMoCA Staff members will be asked to follow these procedures:

1. Remain calm.
2. Let the person state his/her entire complaint.
3. Be sympathetic but remain neutral. If you have the time, let the person talk for a while.
4. If the individual is abusive, tell him/her that such language is not appropriate for a public place.
5. Decide if you can solve the problem. If possible, try to do so. If not, refer the person to a Quad Captain.
6. If the appropriate staff person is not available, tell the person you will see to it that the information will be relayed as soon as possible.
7. If a disruptive individual wishes action taken, get information on how staff members can contact the individual. If this is an artist, get name and booth number and relay to Headquarters.
8. If behavior becomes threatening, tell him/her you must move on/return to work. If individual persists, call a Quad Captain or Headquarters.
9. The key to control in a situation where a person is being physically threatening is TEAMWORK. Call for help on your communicator or enlist a fellow staff person when possible.

ALCOHOL CONTAINMENT

- At all street exits from the Capitol Square and the 200 Block of State Street, signs will be posted on barricades noting, “**No alcohol beyond this point.**” MMoCA Staff and ‘barricade guard volunteers’ will roam near the exits off the square, and notify fair goers (holding beer cups) that open alcohol must not leave fairgrounds.
- Staff and volunteers to be instructed that: *Intoxicated and underage persons are not to be served alcohol.*

SECURING VALUABLES

Vendors are instructed as follows:

- ☐ Keep tent secured/closed/fastened overnight.
- ☐ It is recommended that all items of value are taken at the end of each day.
- ☐ When you have to leave your booth during the event, track down one of the several volunteers who have been assigned to your area for this purpose. You will be able to identify them by the red mesh vest that they are wearing.

EMERGENCY VEHICLE ACCESS

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

Art Fair on the Square vendor tents are set up partially in the street and partially up on curbs, allowing for ease of access for emergency vehicles. A lane, 20 feet in width, is maintained to create an emergency access lane for the Madison Fire Department as well as pedestrian access around the square. All exhibiting artists have been told the following: *"Please note that due to emergency lane access requirements, each booth space measures approximately 10 feet wide by 8 feet deep, with an additional two feet on the raised curb on the backside of your space."* (Reference images are provided below.)



LOST CHILDREN OR ADULTS

Designated "lost child/adult" area: Event Headquarters located at the corner of Wisconsin Avenue next to the Silent Auction tent, at **101 Wisconsin Ave, Madison WI 53703**.

In the event that an individual becomes lost or separated from friends/family, all staff will be advised escort the missing person to the event's Headquarters. All Quad Captains will be notified. Staff will be asked to follow these instructions:

1. If you are relaying a report of a lost person, please give a full description including the missing person's name, and approximate height, weight, hair color, age, and clothing so the Capitol and City of Madison police can be alerted.
2. If you find a lost child or adult, please do the following:
 - **FOR A LOST CHILD:** Escort the lost child to Headquarters yourself or have another staff person do so. Do not ask a volunteer.
 - **FOR A LOST ADULT:** Direct the individual to Headquarters. Use your discretion; an adult may also need an escort. Call Headquarters if you are very busy. A police officer may be available to meet you and escort the individual.
3. If someone is looking for a reported lost child or adult, check the following areas first:
 - ☐ Headquarters.
 - ☐ MMoCA Concession stands
 - ☐ Kid's Area on King St. (Capitol side)
 - ☐ MMoCA Information booths
 - ☐ Silent Auction Tent (at Wisconsin and the Square)
5. Once a lost person is reunited with their friends/family, communicate the good news via radio so that we may call off the search.

EVACUATION

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

1. Quad captains and all other staff are responsible for notifying artists of non-weather situations requiring evacuation. Director of Events and Volunteers and/or MMoCA Staff will speak with the security staff/Police and will radio Quad Captains when such a need arises. Quad Captains are advised to contact Headquarters if they feel such extreme measures are called for.
2. All Staff will contact other nearby staff members when notice is announced over the radio.
3. Each Quad Captain is advised to calmly notify artists in their quadrants of situations requiring evacuation. Artists will be asked to exit the square on foot using the street closest to their booth.
4. In the case of situations requiring evacuation, staff members will be asked to remove the cash from the registers in MMoCA concession stands unless their personal safety is at risk.
5. The Art Fair will remain open unless a situation is extremely dangerous.
6. MMoCA Staff members will assemble in the MMoCA Lobby at 227 State Street ASAP after evacuation. If the downtown area is at general risk staff members will be advised to head home and await word from senior staff members via phone or email.

ACTIVE THREAT

First, please understand that the safety of employees, volunteers and the public is the priority during a situation involving an active threat.

1. Quickly determine the most reasonable way to protect your own life. Realize that fairgoers may instinctively follow your lead as a person with a staff shirt and radio.
2. Calmly announce via the radios that there is an active threat; note the location/s of the threat if known for certain (for example, an active shooter or explosives); and that the square needs to be evacuated immediately.
3. If your life is not at risk, inform volunteers and artists to evacuate the square.
4. Use your cell phone to call 911 and follow instructions from dispatch.
5. Do not attempt to move wounded guests or prevent damage or theft of artwork.
6. Evacuate the square as soon as possible. Try to bring your radio to remain in contact; do not give specific information as to avoid letting the threatening person/people overhear. Be mindful of your radio volume as not to inform the threatening person/people of your location. If you need to go radio-silent, inform others if possible.
7. Leave the doors to the Temporary Storage (Incident Command Post) unlocked.
 - a. **In 2024, MMoCA's temporary storage facility is expected to be located at 101 Wisconsin Ave, Madison WI 53703.** This space will be considered the (initial) Incident Command Post in the event of an emergency situation.
8. If evacuation is not possible, find a business/restaurant or other building that has doors that can be locked. Allow access to as many guests as possible before securing.

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

Barricade the door with heavy furniture, if possible, and position yourself away from any windows.

9. Put your phone on silent but keep it on.
10. Only take action against an actively threatening person as a last resort if your life is in imminent danger.
11. Follow fire dept/police officers' instructions when law enforcement arrives.
12. Come to the MMoCA administrative offices conference room (2nd floor) as soon as it is safe to do so.
13. The art fair will remain closed until after injured parties have received medical attention, the police have finished their investigation, and a walk-through has been made by the Museum Director, Director of Events & Volunteers, Director of Facilities and Installations, and/or Director of Public Operations.
 - a. Note: If an incident occurs involving a serious threat (such as an active shooter, the fair would not resume, nor would it be rescheduled).

Evacuation Communication

When an evacuation takes place, it might not always be clear when an incident is over, or when it is safe to come out of hiding or to leave MMoCA. It is important to wait for law enforcement to give an all clear. It is likely that the Event Manager will receive an all clear via phone, because the event cell phone number is included in this Emergency Action Plan. That said, once Veronica or other staff member receives an all clear:

1. **First**, call or text the Event Manager to let him know that law enforcement has secured the area and given an all clear.
2. Event Manager will text all Quad Captains, as well as Jen Davie, and Andrew Rogers, Communications Director, to relay that message.
3. Quad Captains, Jen and Andrew will each have a group of people that they will text to help get the word out to every staff member.

When safe, the communications department will develop a public communications strategy with input from the Director and Director of Events and Volunteers (Director of Events & Volunteers).

ACCESSIBILITY

General Event Access for Persons with Disability

The event takes place in city streets. MMoCA Staff ensures that vendors' booths do not block access ramps between sidewalks and streets, so that persons with a disability can access and move around the event. Also, because the streets leading into and out of the square are only partially blocked (with non-permanent barricades), in an emergency, persons with a disability are able to leave the venue without delay.

Restroom Access

MMoCA staff will have knowledge of the following (also available at Information Booths and headquarters):

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

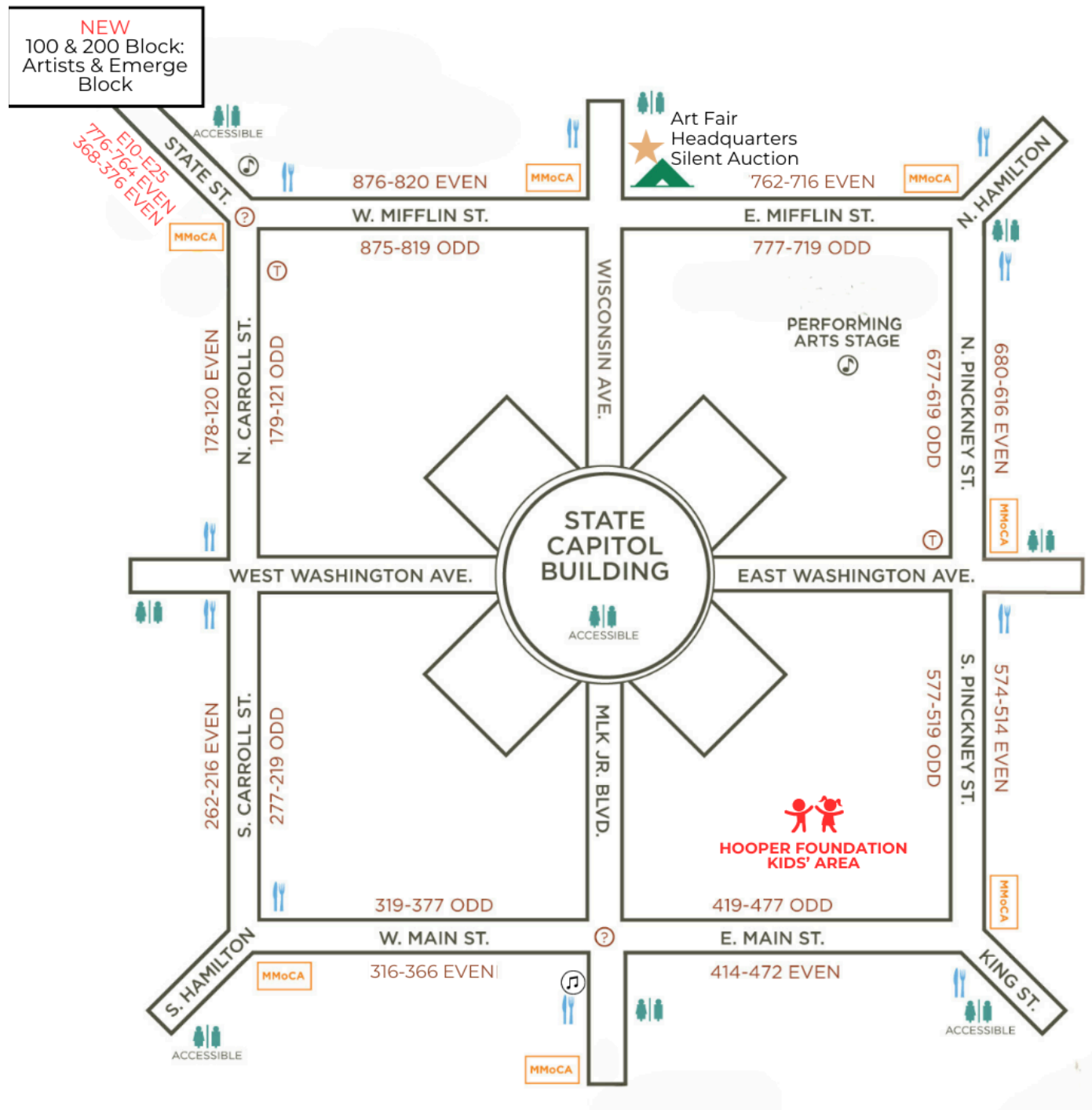
1. The Capitol Building, the Wisconsin Historical Museum, and restaurants around the square offer accessible stalls.
2. The Capitol Building is wheelchair accessible at several entrances: Martin Luther King Blvd, King Street, East Washington Avenue, South Hamilton Street, Wisconsin Avenue, State Street, West Washington Avenue, and North Hamilton Street.
3. The Capitol building has several elevators and wheelchair accessible restrooms: Women's - 2 South, 101 South; Men's - 23 South, 30 East, 100 West; Unisex - 31 East; Accessible with power assisted door.
4. In 2024, MMoCA will offer four spaced accessible portapods at the event.

APPENDICES

<u>Appendix 1</u>	<u>Event Map</u>
<u>Appendix 2</u>	<u>Traffic Map</u>
<u>Appendix 3</u>	<u>Reference Photos</u>
<u>Appendix 4</u>	<u>Equipment Map</u>

Appendix 1 Event Map

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN



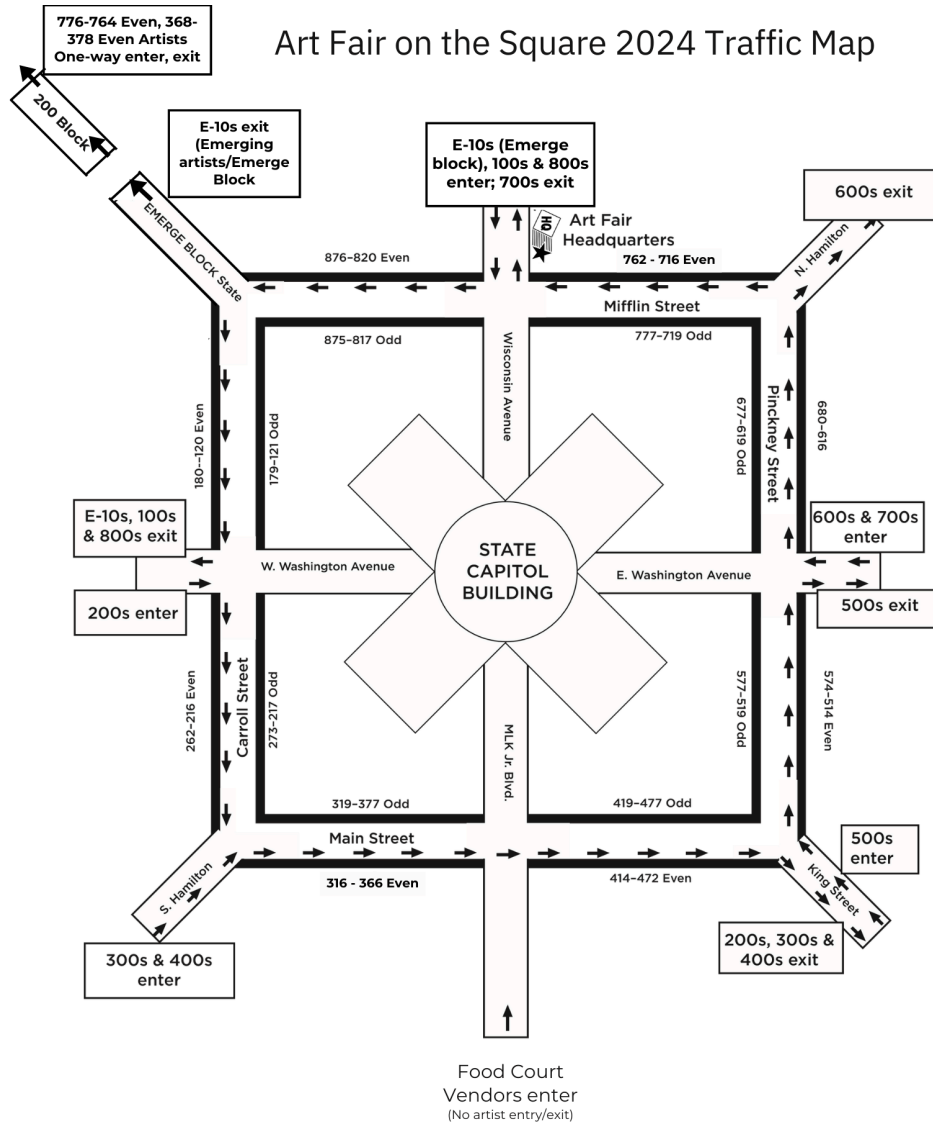
Appendix 2 Traffic Map

Artists are assigned numbered booth spaces (chalked on the ground). Each block corresponds to a different range of numbers:

- E10s = 100 block of State Street (Emerging artists)
- 100s = N. Carroll Street
- 200s = S. Carroll Street

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- 300s = W. Main Street*
- 400s = E. Main Street
- 500s = S. Pinckney Street
- 600s = N. Pinckney Street
- 700s = E. Mifflin Street*
- 800s = W. Mifflin Street
- *in 2024 Some artists from the 300s and 700s will be relocated to the 200 block of State Street



Last Updated: 3/29/2024

Appendix 3 Reference Photos



ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN



Appendix 4 **Equipment Map**

ART FAIR ON THE SQUARE 2024: EMERGENCY ACTION PLAN

ART FAIR ON THE SQUARE – 2024 *(REVISED 3/29/2024)* Grease Barrels, Ice, Potable Water Spigots, Recycling Dumpster, Trash Dumpsters, and Water Disposal Locations

