

# STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event Kohl Center Events

Event Organizer/Sponsor UW Athletic Department

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☒ Yes ☐ No

If Yes, provide State of Wisconsin Tax Exempt Number ES 40706

Address 601 West Dayton Street

City/State/Zip Madison, WI 53715

Primary Contact Todd Nelson

FAX 608-265-4700

Work Phone 608-265-4133

Phone During Event 608-516-2301

E-mail tmn@athletics.wisc.edu

Website www.UWBadgers.com

Secondary Contact \_\_\_\_\_

Work Phone \_\_\_\_\_

Phone During Event \_\_\_\_\_

E-mail \_\_\_\_\_

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

If Yes, name of charity to receive donations: \_\_\_\_\_

Estimated Attendance 17,500

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours \_\_\_\_\_ to \_\_\_\_\_

☐ Yes ☒ No

## EVENT CATEGORY

☐ Run/Walk

☐ Music/Concert

☐ Festival

☐ Rally

☐ Parking (i.e., bagging meters)

☒ Other Arena Events

## 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: See Addendum

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) \_\_\_\_\_

Rain Date(s) \_\_\_\_\_

Event Start Date(s)/Time(s) 8/20/2015

Set-Up Date(s)/Time for Event See Addendum

Event End Date(s)/Time(s) 8/19/2016

Take-Down Time See Addendum

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, statutes and laws.

Signature \_\_\_\_\_

Date 7/13/15

ADDENDUM TO STREET USE PERMIT  
("KOHL CENTER")

The following are details regarding the University of Wisconsin-Madison's ("UW") request on behalf of the Division of Intercollegiate Athletics and Department of Transportation Services for street closures, meter bagging, and traffic control during events at the Kohl Center and is intended to be consistent with the Kohl Center Transportation Management Plan:

- 1) EFFECTIVE DATE: This permit is effective August 20, 2015 through August 19, 2016.
- 2) UW ADMINISTRATOR: The following University staff person is responsible for day to day administration of this street use permit:

L. Kim Henderson  
UW Transportation Services  
Phone: 265-8003  
Cell: 219-5743  
Fax: 265-3424

- 3) KOHL CENTER SCHEDULE OF EVENTS: Attachment 1 to this Addendum is a list of currently scheduled Kohl Center events. If the UW adds events, such as additional concerts, it shall provide Kelli Lamberty with written or verbal notice, as soon as it is able.

Kelli Lamberty  
Community Events Coordinator  
210 MLK Jr. Blvd.  
City County Building Room 104  
Madison, WI 53703  
Phone: 266-6033  
Fax: 267-1162

- 4) STREET CLOSURES:
- a) Frances Street from Dayton to railroad tracks.
    - UW to barricade entrance to Frances Street off Dayton.
  - b) East Campus Mall from Dayton to railroad tracks and Regent to rail road tracks.
    - UW to barricade entrance to East Campus Mall off Dayton, positioning barricade far enough in from intersection of Dayton and East Campus Mall so vehicles inquiring about accessible drop-off and parking in Lot 87 shall not block traffic on Dayton.
    - UW to barricade entrance to East Campus Mall off Regent in order to limit vehicle traffic allowing pedestrians to have access to underpass.

c) Timing.

- UW will erect barricades starting approximately 3.5 hours prior to an event.
- For WIAA tournaments, UW will erect barricades for entire 3 days of each WIAA tournament (individual wrestling and boys/girls basketball).

d) Staffing Barricaded Entrances.

- Except for East Campus Mall off Regent, UW will staff each barricaded entrance starting when barricades are erected and until 15 minutes post event.

e) Enforcement.

- UW may provide ticketing and towing in the following locations during events:
  - 1) Dayton Street meters directly in front of the Kohl Center (9 meters).
  - 2) Frances Street meters South of Dayton Street (25 meters).
  - 3) Frances Street meters, directly outside of Lot 46 (3 meters).
- It is essential that these areas are cleared in a timely manner in order to successfully operate the event. Ticketing and towing in these areas shall be in accordance with bagging meters as written in the street use permit.

f) Signage.

- UW to provide and erect signs indicating Frances Street and East Campus Mall are closed for Kohl Center events. On East Campus Mall/Dayton Street, UW to erect sign indicating access to accessible drop-off and parking in Lot 87.

g) Equipment.

- UW to provide all barricades and associated signage.

5) METER BAGGING

a) Frances Street from Dayton Street to cul-de-sac.

- UW to bag all meters on Frances Street from Dayton Street to cul-de-sac.
- Bagged 4 hours prior to an event and removed by 7am the following day.
- For WIAA tournaments, starting at 7am on the first day of a tournament or 4pm on the day prior to tournament games that start before 11am, UW will bag meters for entire 3 days of WIAA tournaments (individual wrestling and boys/girls basketball).
- During WIAA tournaments/concerts, UW to use Frances St for bus/truck parking.
- Except for WIAA tournaments and concerts, UW to use metered spaces for staff parking, which it shall control through issuance of hang-tag parking permits.

b) Frances Street (west side) between University Avenue and Johnson Street.

- UW to bag 3 meters on west side of street, adjacent to UW Lot 46, which shall provide two lanes on Frances Street for vehicles exiting Lot 46.
- Bagged 4 hours prior to an event and removed by 7am the following day.

- c) Dayton Street in front of Kohl Center.
  - UW to bag all meters on north/south sides of Dayton Street in front of Kohl Center.
  - Bagged 5 hours prior to an event and removed by 7am the following day.
  - For events occurring on Sunday, bags will be placed on meters by 3pm on the previous Saturday. Bags will remain in place until the end of the event on Sunday.
  - For WIAA tournaments, starting at 7am on the first day of any tournament or 4pm on the day prior to tournament games that start before 11am, UW will bag meters for entire 3 days of each WIAA tournament (individual wrestling and boys/girls basketball).
  - Bags to say "NO PARKING"
  - UW to use metered spaces as a drop zone for bus passengers and other vehicular passengers including persons with accessible needs.
  - UW will not use Dayton Street for WIAA bus parking. UW will park WIAA buses on Frances Street and in Lot 60 or other UW lots, as it deems necessary.
- d) East Campus Mall from Regent to railroad tracks.
  - For WIAA tournaments, UW to bag all meters.
  - 4 hours prior to an event.
- e) Enforcement.
  - UW may provide ticketing and towing of all bagged meters.
- f) Equipment.
  - UW to provide vinyl bags, which can be locked in place.
  - UW to provide Bill Putnam, City Parking Division, with master key for all locks.

## 6) TRAFFIC CONTROL

- a) UW's Police and Security, through Lt. Mark Silbernagel (516-0563), and, as is necessary, with the assistance of City of Madison Police, through Lt Dave McCaw (266-4923), will coordinate, on an on going basis, the need for staff to control vehicular and pedestrian traffic at the following intersections:
  - Dayton Street and East Campus Mall
  - Dayton Street and Lake Street
  - Dayton Street and Frances Street
  - Johnson Street and Lake Street
  - Johnson Street and Frances Street
- b) Additionally, as may be needed, the City of Madison and UW will determine whether to control vehicular or pedestrian traffic crossing at other intersections.

## 7) COORDINATION OF CITY OF MADISON AND UW STAFF

- a) Meeting Schedules: City of Madison and UW staff to meet regularly as part of the Transportation Management Planning Committee schedule.
- b) City of Madison and UW may request additional meetings as may be necessary.
- c) Representatives of the following departments will attend regular monthly meetings:

### City of Madison

- City Traffic Engineering
- City Parking Division
- Madison Police, Control and Parking
- Madison Metro

### University

- Division of Intercollegiate Athletics
- Transportation Services
- Department of Police and Security

Attachment 2 is a list of City of Madison and UW personnel currently connected with street usage and traffic control during Kohl Center events.

## 8) EVENT-ALERT SYSTEM

UW shall use an event-alert system whereby it shall inform, via email, pertinent staff for the UW, City of Madison, and external vendors information related to concerts and other special events. Information shall regard capacity attendance, projected attendance, starting and ending times, and other information which may be relevant.

Attachment 3 is the current list of email recipients for the event-alert.

## 9) EVENT PROFILES

Attachment 4 to this addendum outlines steps taken by the UW in preparing for and executing an event as it relates to this Street Use Permit. These event profiles are organized by the type of event, for example UW sporting events, concerts (and other special events), and WIAA tournaments.

10) PARKING INVENTORY (Revised July 2015)

Below is a list of parking spaces that the UW may have to sell for Kohl Center events. These parking spaces are located in UW lots and privately owned lots that the UW has on contract.

<u>Parking Lot</u>	<u>14-15 Capacity</u>
7	160
29	250
44	66
46	700
48	12
51	35
78	16
87	42
91	319
94	27
UW Health	450
Group Health	40
Frances Street	25
Uhaul	50
Alexander	400
Depot	83
<b>Total</b>	<b>2675</b>

ATTACHMENT #1

**2015-2016 Wisconsin Men's Basketball Schedule**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
<b>October</b>			
TBD	Sunday	Red/White Scrimmage	1:00pm
<b>November</b>			
11/4/2015	Wednesday	UW-River Falls	TBA
11/13/2015	Friday	Western Illinois	TBA
11/15/2015	Sunday	Radford	TBA
11/17/2015	Tuesday	North Dakota	TBA
11/25/2015	Wednesday	Prairie View	TBA
<b>December</b>			
12/05/2015	Saturday	Temple	TBA
12/9/2015	Wednesday	Milwaukee	TBA
12/12/2015	Saturday	Marquette	TBA
12/15/2015	Tuesday	Texas A&M Corpus Christi	TBA
12/23/2015	Wednesday	Green Bay	TBA
<b>January</b>			
<b>February</b>			
<b>March</b>			

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

**2015-2016 Wisconsin Women's Basketball Schedule**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
<b>November</b>			
11/08/2015	Sunday	Minnesota State	TBA
11/11/2015	Thursday	UW-Eau Claire	TBA
11/14/2015	Sunday	Louisiana Tech	TBA
11/18/2015	Thursday	Drake	TBA
<b>December</b>			
12/10/2015	Thursday	Florida	TBA
12/13/2015	Sunday	Green Bay	TBA
12/16/2015	Wednesday	NIU	TBA
<b>January</b>			
<b>February</b>			

All Times are Central and Subject to Change



ATTACHMENT #1 (CONTINUED)

**2015-2016 Wisconsin Men's Hockey Schedule**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
<b>October</b>			
10/9/2015	Friday	Northern Michigan	TBA
10/10/2015	Saturday	Northern Michigan	TBA
10/30/2015	Friday	Arizona State	TBA
10/31/2015	Saturday	Arizona State	TBA
<b>November</b>			
11/20/2015	Friday	Denver	TBA
11/21/2015	Saturday	Denver	TBA
<b>January</b>			
1/01/2016	Friday	Trinity Western	TBA
1/08/2016	Friday	Ohio State	TBA
1/09/2016	Saturday	Ohio State	TBA
1/22/2016	Friday	Minnesota	TBA
1/23/2016	Saturday	Minnesota	TBA
1/29/2016	Friday	Fairbanks	TBA
1/30/2016	Saturday	Fairbanks	TBA
<b>February</b>			
2/12/2016	Friday	Michigan	TBA
2/13/2016	Saturday	Michigan	TBA
2/19/2016	Friday	Michigan State	TBA
2/20/2016	Saturday	Michigan State	TBA
<b>March</b>			
3/4/2016	Friday	Penn State	TBA
3/4/2016	Saturday	Penn State	TBA

All Times are Central and Subject to Change

## ATTACHMENT #1 (CONTINUED)

**2015-2016 Wisconsin Women's Hockey Schedule**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
<b>September</b>			
9/26/2015	Friday	Red/White Scrimmage	TBA
<b>October</b>			
10/10/2015	Friday	Ohio State	TBA
10/11/2015	Saturday	Ohio State	TBA
10/23/2015	Friday	Bemidji State	TBA
10/24/2015	Saturday	Bemidji State	TBA
<b>November</b>			
11/20/2015	Friday	Lindenwood	TBA
11/22/2015	Sunday	Lindenwood	TBA
11/27/2015	Friday	Dartmouth	TBA
11/28/2015	Saturday	Dartmouth	TBA
<b>December</b>			
12/04/2015	Friday	Minnesota	TBA
12/05/2015	Saturday	Minnesota	TBA
<b>January</b>			
1/8/2016	Friday	Minnesota Duluth	TBA
1/9/2016	Saturday	Minnesota Duluth	TBA
1/22/2016	Friday	North Dakota	TBA
1/23/2016	Saturday	North Dakota	TBA
1/29/2016	Friday	St. Cloud State	TBA
1/30/2016	Saturday	St. Cloud State	TBA
<b>February</b>			
2/12/2016	Friday	Minnesota State	TBA
2/13/2016	Saturday	Minnesota State	TBA
2/26/2016	Friday	*WCHA Tournament Playoffs	TBA
2/27/2016	Saturday	*WCHA Tournament Playoffs	TBA
2/28/2016	Sunday	*WCHA Tournament Playoffs	TBA
<b>March</b>			
3/11/2016	Friday	*NCAA Quarterfinals	TBA
3/12/2016	Saturday	*NCAA Quarterfinals	TBA

\*Pending season standings (best 2 out of 3 series)

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

**2015-2016 Wisconsin Football Schedule  
Camp Randall Stadium**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
August 9	Sunday	Football Family Fun Day	3:00pm – 5:00pm
September 12	Saturday	Miami (Ohio)	11:00am
September 19	Saturday	Troy	2:30pm
September 26	Saturday	Hawaii	7:00pm
October 3	Saturday	Iowa	TBA
October 17	Saturday	Purdue	11:00am
October 31	Saturday	Rutgers	TBA
November 21	Saturday	Northwestern	TBA
April 16	Saturday	Spring Game	TBA

ATTACHMENT #1 (CONTINUED)

**Concert and Special Event Tentative Schedule**

As of the application date for this street use permit the following concerts and special events have been scheduled at the Kohl Center:

<u>Date</u>	<u>Day</u>	<u>Event</u>	<u>Time</u>
<b>September</b>			
09/01/2015	Tuesday	Chancellor's Convocation	1:00pm
9/27/2015	Sunday	Shania Twain Concert	7:00pm
<b>December</b>			
12/20/2015	Sunday	UW Winter Commencement	10:00am
<b>April</b>			
04/14/2016	Thursday	UW Band Concert	7:30pm
04/15/2016	Friday	UW Band Concert	7:30pm
04/16/2016	Saturday	UW Band Concert	7:30pm
<b>May</b>			
5/07/2016	Saturday	Coaches vs. Cancer Banquet	5:00pm
5/13/2016	Friday	UW Spring Commencement	5:00pm
5/14/2016	Saturday	UW Spring Commencement	12:00pm
<b>June</b>			
06/10/2016	Friday	MMSD Graduations	5:00pm, 8:00pm
06/11/2016	Saturday	MMSD Graduations	10:00am, 1:00pm

New events are subject to be added and are sent out through the event-alert e-mail communication.

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

**WIAA SCHEDULES**  
**STATE TOURNAMENTS AT ATHLETIC DEPARTMENT FACILITIES**

Football	November 19-20, 2015	Thursday – Friday	Camp Randall Stadium
Individual Wrestling	February 25-27, 2016	Thursday – Saturday	Kohl Center
Team Wrestling	March 4-5, 2016	Friday – Saturday	Field House
Boys Basketball	March 17-19, 2016	Thursday – Saturday	Kohl Center

ATTACHMENT #2

TRANSPORTATION MANAGEMENT PLANNING COMMITTEE  
(Revised August July 2015)

**CITY OF MADISON**

Mark Winter	City Traffic Eng., Control	266-6543
Tom Mohr	City Traffic Eng., Control	267-8725
Brian Smith	City Traffic Eng., Control	261-9625
Kelli Lamberty	Community Events Coordinator	266-6033
Bill Putnam	City Parking Division	266-6528
Tom Woznick	Parking Operations Manager	266-4761
Lt. Jennifer Krueger Favour	City of Madison Police	266-4482
Ron Schwenn	City of Madison Fire Department	266-4203
Jerry McMullen	City of Madison Fire Department	266-4420

**UNIVERSITY OF WISCONSIN**

L. Kim Henderson	Transportation Services	265-8003
Patrick Kass	Transportation Services	265-3200
Todd Nelson	UW Athletics	265-4133
Andy Zywicki	UW Athletics	265-7941
Lt. Mark Silbernagel	UW Police	516-0563
Chief Brian Bridges	UW Police	265-0077

### ATTACHMENT #3

#### EMAIL LIST for EVENT-ALERT (Revised July 2015)

##### **CITY OF MADISON**

Mark Winter	<a href="mailto:mwinter@cityofmadison.com">mwinter@cityofmadison.com</a>
Brian Smith	<a href="mailto:bsmith@cityofmadison.com">bsmith@cityofmadison.com</a>
Kelli Lamberty	<a href="mailto:klamberty@cityofmadison.com">klamberty@cityofmadison.com</a>
Bill Putnam	<a href="mailto:bputnam@cityofmadison.com">bputnam@cityofmadison.com</a>
Tom Woznick	<a href="mailto:twoznick@cityofmadison.com">twoznick@cityofmadison.com</a>
Capt. Carl Gloede	<a href="mailto:cgloede@cityofmadison.com">cgloede@cityofmadison.com</a>
Lt. Jennifer Krueger Favour	<a href="mailto:jkruegerfavour@cityofmadison.com">jkruegerfavour@cityofmadison.com</a>
Stefanie Niesen	<a href="mailto:sniesen@cityofmadison.com">sniesen@cityofmadison.com</a>
Ron Schwenn	<a href="mailto:rschwenn@cityofmadison.com">rschwenn@cityofmadison.com</a>
Jerry McMullen	<a href="mailto:jmcmullen@cityofmadison.com">jmcmullen@cityofmadison.com</a>
Drew Beck	<a href="mailto:dbeck@cityofmadison.com">dbeck@cityofmadison.com</a>
Katie Sellner	<a href="mailto:ksellner@cityofmadison.com">ksellner@cityofmadison.com</a>

##### **UW TRANSPORTATION SERVICES**

L. Kim Henderson	<a href="mailto:lhenderson@fpm.wisc.edu">lhenderson@fpm.wisc.edu</a>
Patrick Kass	<a href="mailto:pkass@fpm.wisc.edu">pkass@fpm.wisc.edu</a>

##### **UNIVERSITY OF WISCONSIN**

Todd Nelson	<a href="mailto:tmn@athletics.wisc.edu">tmn@athletics.wisc.edu</a>
Lt. Mark Silbernagel	<a href="mailto:mmsilbernage@wisc.edu">mmsilbernage@wisc.edu</a>
Chief Brian Bridges	<a href="mailto:bbridges@wisc.edu">bbridges@wisc.edu</a>

##### **EVENT CONTACT PHONE LIST**

Todd Nelson	Assistant Athletic Director - Event Operations	265-4133
Brian Moore	Assistant Athletic Director - Ticket Operations	265-4139
Patrick Kass	Transportation Services Director	265-3200
L. Kim Henderson	Transportation Services Special Event Manager	265-8003
Lt. Mark Silbernagel	UW Police and Security	516-0563
Capt. Carl Gloede	City of Madison Police - Central	261-9274
Lt. Jennifer Krueger Favour	City of Madison Police - Central	266-4482
Capt. Joe Balles	City of Madison Police - South	267-8687
Lt. Dave Jugovich	City of Madison Police - South	266-4876
Stefanie Niesen	City of Madison Parking Enforcement	266-4623
Asst. Chief Ron Schwenn	City of Madison Fire Department	266-4203

ATTACHMENT #3 (CONTINUED)

**DURING AN EVENT:**

Transportation Services – Special Events

575-5278 (cell)

- Responsible for the management of the parking lots by supplying management/parking lot staff and equipment, as well as bagging meters.
- Supplies enforcement personnel for the parking lots (includes ticketing and towing from both University and private lots).
- Responsible for the daily administration of the street use permit.
- Can be reached until 15 minutes after an event begins, then contact Arena Control.

Arena Control – Kohl Center

265-4704

- Responsible for bagging / removing bags from city meters.
- Responsible for any event concerns at the start of an event. They are responsible for trash pick-up in the private lots after the event.
- All neighborhood parking concerns should be called into this number.

Traffic Control

265-4704

- Responsible for coordinating traffic control for events.
- Determines staff needs to assist with vehicular and pedestrian traffic.
- Can be contacted by calling the University Police non-emergency number or by contacting Arena Control.
- Both City of Madison and University Police assist with event traffic needs.

City of Madison Police Control and Parking

266-4575

- Responsible for coordinating traffic control for events with UW Police.
- Responsible for controlling parking on city streets.



## ATTACHMENT #4

### EVENT PROFILE FOR MEN'S/WOMEN'S BASKETBALL/HOCKEY

COMMENTS: All four of these seasons are similar in preparation and management.

#### TIME LINE:

##### Two (or more) months prior:

- Event calendar is completed and dates are finalized.
- Private lot contracts are put together.
- Artwork is prepared and permits are ordered.
- Customer lot application forms sent out as well as staff complimentary parking assigned.
- Signs with the dates of the event are posted at the entrance to each parking lot used for this event. This lets the general public know that the lot is going to be used for a special event and not general public parking on the listed dates.

##### One month prior:

- Lots are assigned and permits are mailed to customers.
- Lot attendants are scheduled and assigned to lots.
- Lot equipment needs are determined and ordered.

##### Day before an event:

- Unused parking permits are returned to Transportation Services from the Athletic Ticket Office to sell the day of the event.
- Cash slips are prepared and permits are inventoried by Transportation Services.
- Specific lot instructions are prepared and tailored to each lot being used for that event.

##### Day of an event:

- Transportation Services and Arena Control bag meters 5 hours prior to the event start time.
- Lot attendants report 3.5 hours prior to the event to receive instructions, permits and equipment. They then proceed to their scheduled lot.
- 3.5 hours prior to the event start, barricades are erected in lots and on streets.
- Lots are staffed until 15 minutes after an event begins, then equipment taken down/returned.
- Permits are inventoried and cash is counted.

##### Post event:

- Event expenses and revenue are reviewed and reported to the Athletic Department from Transportation Services.
- Regular monthly TMP meetings are held to discuss event recaps.
- Future press releases are discussed and put together based on event recaps.

## ATTACHMENT #4 (CONTINUED)

### EVENT PROFILE FOR CONCERTS AND SPECIAL EVENTS

#### TIME LINE:

##### Two (or more) months prior:

- Private lots are contacted for permission to use their lots for this event.

##### One month prior:

- Event is scheduled and put on the event alert system.
- Tickets go on sale and parking is sold at the Athletic Ticket Office
- Lot attendants are scheduled and assigned to lots.
- Lot equipment needs are determined and ordered.

##### Day before an event:

- Unused parking permits are returned to Transportation Services from the Athletic Ticket Office to sell the day of the event.
- Cash slips are prepared and permits are inventoried by Transportation Services.
- Specific lot instructions are prepared and tailored to each lot being used for that event.

##### Day of an event:

- Transportation Services/Arena Control bag meters 5 hours prior to the event start time.
- Lot attendants report 3.5 hours prior to the event to receive instructions, permits and equipment. They then proceed to their scheduled lot.
- 3.5 hours prior to the event start, barricades are erected.
- Lots are staffed until 15 minutes after an event begins, then equipment taken down/returned.
- Permits are inventoried and cash is counted.

##### Post event:

- Event expenses and revenue are reviewed and reported to the Athletic Department from Transportation Services.
- Regular monthly TMP meetings are held to discuss event recaps.
- Future press releases are discussed and put together based on event recaps.

## ATTACHMENT #4 (CONTINUED)

### EVENT PROFILE FOR WIAA WRESTLING AND GIRLS/BOYS BASKETBALL

#### TIME LINE:

##### Three (or more) months prior:

- Event is scheduled and put on the event alert system
- Private lots are contacted for permission to use their lots for this event.
- Transportation Services ensures that shuttles are coordinated through private vendors and shuttle sites are arranged (Alliant Energy Center or other remote parking lots).

##### One month prior:

- Parking permits are issued to WIAA staff from Transportation Services.
- Lot attendants are scheduled and assigned to lots.
- Lot equipment needs are determined and ordered.
- Permit holder letters are sent to inform employees in lots that WIAA is taking place and alternate parking lots are provided during these times.
- Meeting set with TMP to discuss WIAA parking arrangements.
- Meeting with UW Police, Per Mar, Transportation Services, and Kohl Management to discuss school bus parking plan.

##### Week of the event:

- Schools participating in the event are sent parking information with their packets from the WIAA office. This information is coordinated through the Ticket Office and Transportation Services.
- Press releases are sent out detailing parking options for the tournaments.

##### Day before an event:

- Cash slips and permits are prepared by Transportation Services.
- Specific lot instructions are prepared and tailored to each lot being used for that event.
- Transportation Services and Arena Control bag meters by 2:00 p.m. since the event begins before 11:00 a.m. the following day. Meter bags will remain on for the entire three days.

##### Day of an event:

- Lot attendant's report at 6:30 a.m. to receive instructions, permits, and equipment. They then proceed to their scheduled lot and erect barricades in lots and on streets.
- Parking is sold in lots where space is available. Lot attendants have radio contact with a supervisor to assist with lot availability. When lots are full the lot attendant hands out maps to assist spectators with finding alternate parking (city ramps, private lots etc.).
- Lots staffed 15 minutes after last session of day begins, equipment taken down/returned.
- Permits are inventoried and cash is counted.
- Day of event operating procedures are followed all three days of the tournament.

##### Post event:

- Regular monthly TMP meetings are held to discuss event recap.