

# STREET USE PERMIT APPLICATION

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

## EVENT INFORMATION

Name of Event Downtown Madison Holiday Open House - Ice Sculpting Demo

Event Organizer/Sponsor Madison's Central Business Improvement District (CBID)

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

☐ Yes ☒ No

If Yes, provide State of Wisconsin Tax Exempt Number 049831

Address 122 W. Washington Ave Ste. 250

City/State/Zip Madison, WI 53703

Primary Contact Mary Carbine

FAX 608-204-9028

Work Phone 608-512-1340

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

E-mail mcarbine@visitdowntownmadison.com

Website www.visitdowntownmadison.com

Secondary Contact Tim Jenguin

Work Phone 608-512-1341

Phone During Event 608-219-0281

E-mail tjenguin@visitdowntownmadison.com

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

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

Estimated Attendance 200 over 2 hrs

(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 Ice Sculpting Demonstration

## 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: Peace Park, 452 State St.

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 11-27

Rain Date(s) 11-28 ?

Event Start Date(s)/Time(s) 11:00 am

Set-Up Date(s)/Time for Event 10:00 am

Event End Date(s)/Time(s) 1:00 pm

Take-Down Time 1-2 pm

Take-Down Time: start to streets reopened

## APPLICATION SIGNATURE

X I/We waive the 21-day decision requirement.

MCC (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 Mary Carbine

Date 9-15-15



## Madison's Central Business Improvement District (BID)

### MEMO

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Date: September 15, 2015

To: Madison Parks Division, Special Event application

From: Mary Carbine, Executive Director  
Madison's Central Business Improvement District (BID)  
122 W. Washington Ave., Ste. 250, Madison, WI 53703 t (608) 512-1240 f (608) 204-9028  
mcarbine@visitdowntownmadison.com www.visitdowntownmadison.com

Re: Street Use Permit Application, Ice Sculpting Demo, Peace Park, 11/27/15

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Dear Madison Parks,

Here is additional information regarding our Street Use Permit Application for Downtown Madison Holiday Open House Ice Sculpting Demonstration in Peace Park, Nov. 27, 2015. Any questions, please do not hesitate to contact me.

#### **Background:**

The proposed activities are part of the Downtown Madison Holiday Open House, in which Madison Central BID partners with a range of downtown businesses and cultural organizations to offer family fun activities as part of a holiday shopping promotion. Programming partners include Overture Center, Central Library and others.

#### **Event Schedule/Activities:**

Event location: Peace Park, 452 State St.

Event schedule: Friday, Nov. 27, 2015

- Set up: 10:00 – 11:00 am
- Event/Activities: 11:00 am – 1:00 pm
- Tear-down and clean-up: 1:00 – 2:00 pm; ice sculptures to stay on display

Proposed activities: Ice Sculpting Demonstration by ArtBelowZero, <http://artbelowzero.net/>

Proposed Set-Up: Ice Sculpting demonstration in the performance space. Completed sculptures (likely two) set up on the pavement in the park. Ice sculpting area roped off with rope and stanchions to create safety zone between public and sculpting. As in previous years, completed sculptures may remain in place until melted or until Mall Maintenance tells us they should be removed (BID staff onsite daily at Visitor Center to monitor). BID staff will sprinkle ice melt around the sculptures in the following days (until sculptures are fully melted) so that slippery ice does not form on the pavement.

Trash: We do not anticipate any out-of-the-ordinary trash or recycling. We will bring trash containers for/carry out any trash generated by the activities, and clean up/remove hay bales.

Parks Downtown Visitor Center: BID Ambassadors staff the Visitor Center in Peace Park. The Visitor Center and public bathrooms will be open during the exhibition.

Rain Location: Cancellation up to artist if inclement weather; if so, we might contact Parks to see if we could reschedule for a Saturday in December.

**Electricity:** Please note, sculptor will need electrical (outdoor outlets in performance area).

**Event Site Map – attached**

**Safety and Security Plan:**

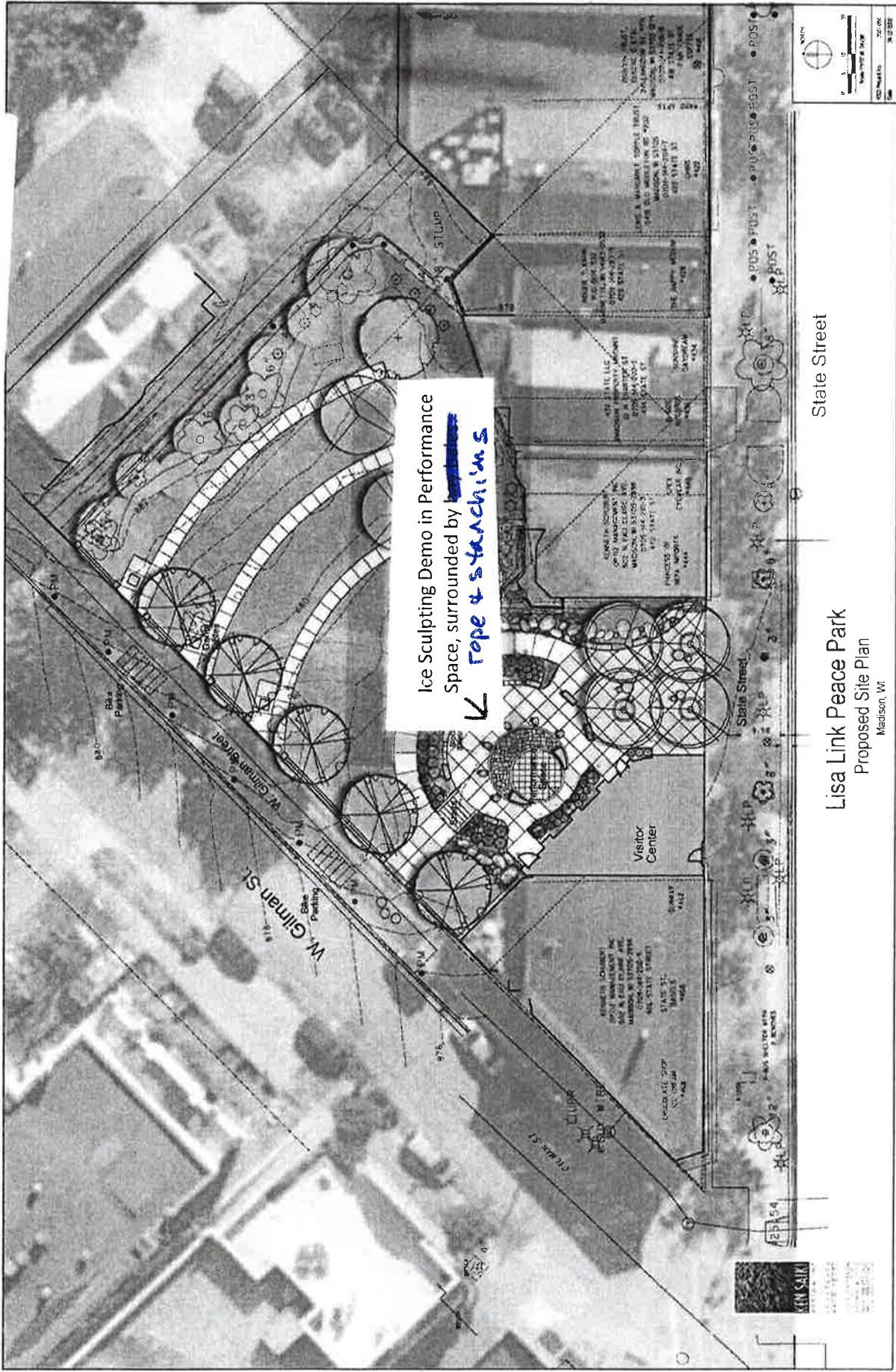
- The Ice Sculpting Demo by this artist in this format has been presented annually downtown since at least 2006 without incident. Rope and stanchions will form a perimeter so that people do not get close while sculpting in progress. We do not anticipate any special crowd control or security needs.
- The Visitor Center will be open and staffed by BID Ambassadors.
- There is a first aid kit in the Visitor Center.
- The Visitor Center can serve as the designated lost child area.
- BID staff will be in the immediate area if communication is needed.

**Notification Schedule:**

I do not believe this event requires notification. However, we will notify State Street Area/Business Improvement District member businesses of the planned event via our email update, and as a courtesy I have provided a copy of this application to the 4<sup>th</sup> district Alder.



Downtown Holiday Open House Ice Sculpting demo 11-28-15



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