

## STREET USE PERMIT APPLICATION

### EVENT INFORMATION

Name of Event: Taste of Madison

Event Organizer/Sponsor: Madison Festivals, Inc.

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

☒ Yes ☐ No

**MANDATORY: State Sales Tax Exemption Number:** ES#: 022952

**OPTIONAL: Federal Tax Exempt Number:** \_\_\_\_\_

Address: 5976 Executive Dr Suite B

City/State/Zip: Fitchburg, WI 53719

Primary Contact: Ryan Richards

Work Phone: 608-276-9797

Email: richards@madisonfestivals.com

Phone During Event: 608-209-6958

Website: tasteofmadison.com

FAX: 608-276-9780

Secondary Contact: Erin Dougherty

Work Phone: 608-276-9797

Email: erin@madisonfestivals.com

Phone During Event: 920-420-7137

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: Numerous local charities (volunteers work on behalf of)

Estimated Attendance: 250,000 over 2 days (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☒ Yes ☐ No

Hours: 9/3 - 12p-8:30p to 9/4 - 9am-7pm

### EVENT CATEGORY

☐ Run/Walk ☐ Music/Concert ☒ Festival ☐ Rally ☐ Parking (i.e., bagging meters)  
☐ Other: \_\_\_\_\_

### LOCATION REQUESTED

☒ Capitol Square (note specific blocks below) ☐ State St. Mall/800 State Street  
☐ 30 on the Square (aka top of 100 block of State Street) ☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: Capitol Square & surrounding 100 blocks; 200 blocks of Wisconsin Ave & MLK Jr. Blvd

### EVENT DATE(S)/SCHEDULE

Date(s) of Event: 9/3-9/4/2016

Event Start and End Times: 9/3 - 2pm-8:30pm, 9/4- 11am-7pm

Rain Date (if any): None

Set-Up Start Time: 9/1 - 8pm

Take-Down Start Time and End Times: 9/4 7pm- 9/5 2am

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?

☒ Yes ☐ No

If class B license is denied, will the event(s) occur?

☐ Yes ☒ No

[Signature] By initialing, I/we waive the 21-day decision requirement.

### APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, 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.

Applicant Signature [Signature]

Date 2/5/16

## STREET EVENT SCHEDULE

- The schedule begins when event setup starts, including setup on sidewalks, terraces or parking, and ends when the street is re-opened for normal use.
- The schedule should encompass all activities planned for the event, such as:
  - » Vending: food, beverages and/or merchandise
  - » Music/Performances
  - » Displays, Exhibits, Demonstrations
  - » A moving event such as a rally, parade, etc.

### ***Provide Detailed Event Schedule:***

#### Thursday, September 1

8:00 p.m. Generators loaded onto the Square

#### Friday, September 2

3:00 p.m. Volunteers begin bagging parking meters on the Square

6:00 p.m. Barricades set up on the Square

Vendor tents are assembled and beverage stands are placed

9:00 p.m. Taste vendor move-in vehicles are only permitted on Friday night

#### Saturday, September 3

6:00 a.m. Farmers' Market begins

8:00 a.m. Taste vendors move-in – no restaurant vehicles on square

1:00 p.m. Farmers' Market ends

2:00 p.m. Taste of Madison begins

8:30 p.m. Taste of Madison ends

9:00 p.m. Pellitteri services dumpsters

#### Sunday, September 4

8:00 a.m. JAK Property Services arrives to sweep the streets and stage areas

11:00 a.m. Taste of Madison begins

7:00 p.m. Taste of Madison ends

7:00 p.m. Striking tents/equipment

7:30 p.m. Pellitteri Waste Systems arrives with trash truck to collect restaurant trash on the Square

9 p.m. JAK Property Services arrives to sweep the streets and stage areas and flush streets

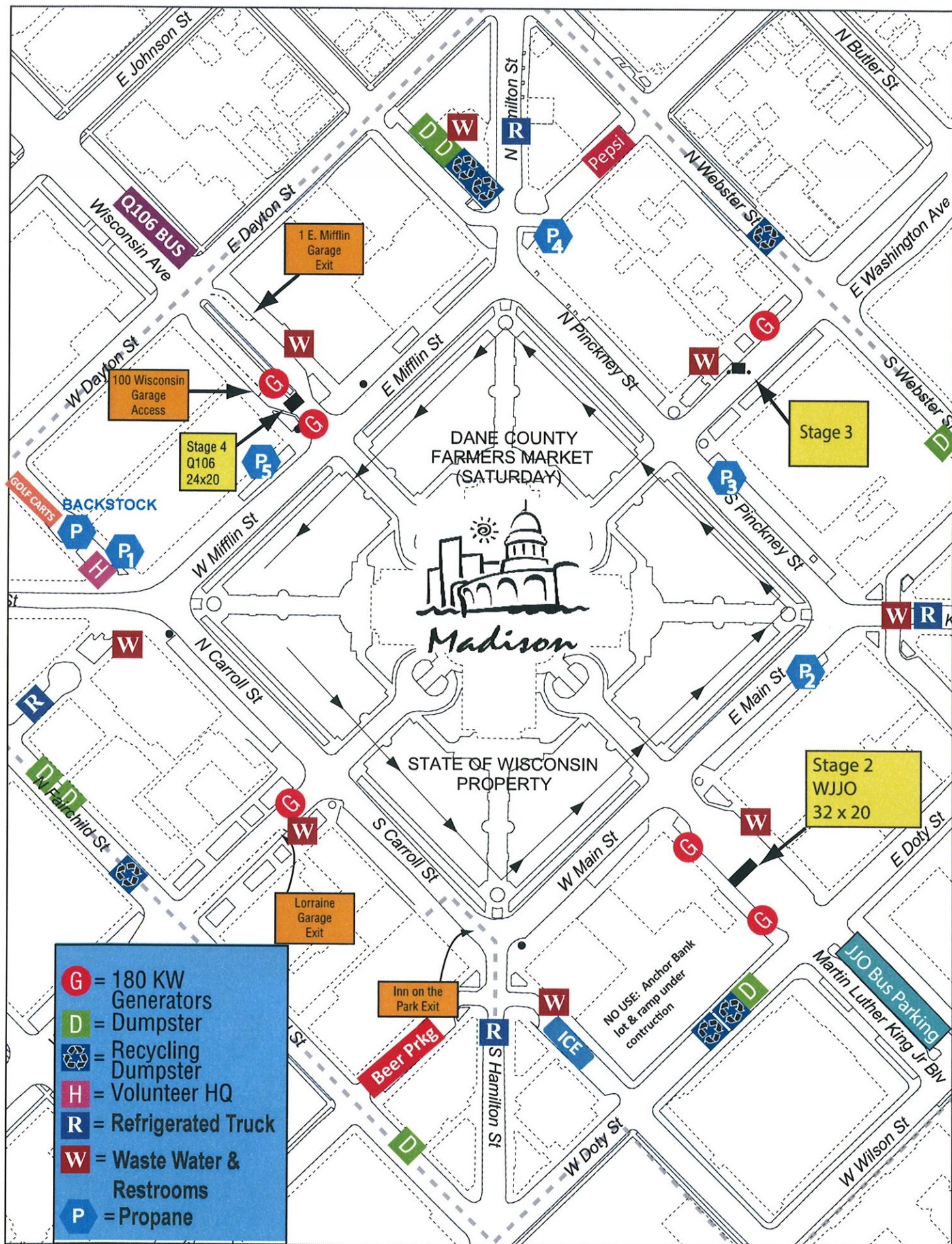
11:00 p.m. Barricades are removed from the Square

#### Monday, September 5

2:00 a.m. Rental power services completes equipment pick up

9:00 a.m. MFI Staff arrive on site to inspect cleaning job and determine whether additional service is needed.







## STREET EVENT CLEAN-UP AND RECYCLING PLAN

- Include plans for collection and disposal of materials during and after event - number and location of garbage/recycling containers and dumpsters; number/schedule of volunteers/staff assigned to collection and clean-up.
- If City containers are not used, please provide the name and contact information of the collection agency providing equipment and service for the event.
- Event organizers are responsible for emptying City garbage/recycling containers within the event perimeter.
- Any group that leaves an area in a condition that requires special clean-up by City crews will be charged the full cost of clean-up.
- If you need assistance with your clean-up and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

### ***Provide Detailed Trash/Recycling/Clean-Up Plans:***

Taste of Madison will utilize receptacles from Budweiser and Pepsi for recycling during the event. Receptacles will be placed on all four sides of Capitol Square, down the center of each street along with regular trash cans. Taste of Madison volunteers will be responsible to change out the bags as they fill and carry full bags to recycling dumpsters set around Capitol Square. These dumpsters will be clearly labeled as recycling dumpsters and will be serviced by Pellitteri Waste Systems if necessary on Saturday night (9/3). Taste of Madison expects over 250,000 patrons over the course of the two-day event. We would like to use City of Madison trash receptacles again this year.

#### **Vendors:**

- Pellitteri will provide 9 trash dumpsters and 8 recycling dumpsters for the event
- Sanimax will provide a grease disposal barrel for each vendor cooking with grease
- We would like trash & recycling cans from the City of Madison (will request specific number later)
- Pepsi/Budweiser will provide additional recycling cans

## STREET EVENT VENDING LICENSE APPLICATION

- ☐ 1-25 Vendors .....\$400.00  
☒ 26-100 Vendors .....\$675.00  
☐ 101-300 Vendors .....\$975.00  
☐ 301 or more Vendors .....\$1,700.00

*\*requesting exclusive use*

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 Event Organizer/Sponsor: Madison Festivals, Inc.  
 Address: 5976 Executive Dr. Suite B  
 City/State/Zip: Fitchburg, WI 53719  
 Date(s) of Event: 9/3-9/4, 2016 Rain Date(s): None  
 Primary Contact: Erin Dougherty  
 E-mail: erin@madisonfestivals.com  
 Work Phone: 608-276-9797 Phone During Event: 920-420-7137

Vendor Name	WI State Seller's Permit #
1. Will provide in August 2016	
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## STREET EVENT BEER/WINE SALES PERMIT APPLICATION

Permit fee is \$700.00.

Do you plan on selling beer/wine?

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

☒ Yes ☐ No

### EVENT ORGANIZER INFORMATION

Name of Group: Madison Festivals, Inc.

Contact Person: Ryan Richards

Address: 5976 Executive Dr. Suite B | Fitchburg, WI 53719

Work Phone: 608-276-9797

Phone During Event: 608-209-6958

Today's Date: 1/12/2016

### 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: Erin Dougherty

Security Company: RTM

Have you applied for the Temporary Class "B" Retailers License (from the City Clerk's Office)?

☒ Yes ☐ No

Indicate Application Date: January 2016

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

☒ Yes ☐ No

Indicate Application Date: January 2016