

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: MAXWELL STREET DAYS
Event Organizer/Sponsor: GREATER STATE STREEET BUSINESS ASSOCIATION
Is Organizer/Sponsor a 501(c)3 non-profit agency? ☒ Yes ☐ No
MANDATORY: State Sales Tax Exemption Number: ES#: 39-1656968
OPTIONAL: Federal Tax Exempt Number: 39-1656968
Address: PO BOX 1001
City/State/Zip: MADISON, WI 53703
Primary Contact: JOHN HUTCHINSON Work Phone: 608-239-2093
Email: jhutch@fontanasports.com Phone During Event: 608-239-2093
Website: www.maxwellstreetdays.org
FAX: 608-833-0376
Secondary Contact: SANDRA TORKLIDSON Work Phone: 608-257-7888
Email: room@chorus.net Phone During Event: 608-257-7888
Annual Event? ☐ Yes ☐ No
Charitable Event? ☐ Yes ☒ No
If Yes, Name of charity to receive donations: _____
Estimated Attendance: 25-30,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)
Public Amplification? (not allowed after 11 p.m.): ☐ Yes ☒ No
Hours: _____ to _____

EVENT CATEGORY

☐ Run/Walk ☐ Music/Concert ☐ Festival ☐ Rally ☐ Parking (i.e., bagging meters)
x ☒ Other: SIDEWALK/STREET SALE

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 100-600 STATE STREET, 711 STATE-University Book Store, 200 BLOCK N. HENRY

EVENT DATE(S)/SCHEDULE

Date(s) of Event: JULY 14, 15, 16, 2017 Event Start and End Times: Fri, Sat. 8 - 6, Sun 10 - 5
Rain Date (if any): none Set-Up Start Time: 6:30-8:00 am, Fri, Sat., Sun 8 - 10
Take-Down Start Time and End Times: 6 - 7:30 PM
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

JBH 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 2/20/2017

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:

MAXWELL STREET DAYS

JULY 14, 15, 16, 2017

JULY 14 AND 15 (FRIDAY AND SATURDAY)

SET UP: 6:30 – 8:00 AM

EVENT HOURS: 8:00 AM – 6:00 PM

CLEAN UP AND SHUT DOWN 6:00 – 7:30 PM

JULY 16(SUNDAY)

SET UP: 8:30 – 10:00 AM

EVENT HOURS: 10:00 AM – 5:00 PM

CLEAN UP AND SHUT DOWN: 5:00 – 6:30 PM

MAXWELL STREET DAYS July 14 - 16, 2017

EVENT AND NOTIFICATION SCHEDULE

EVENT SCHEDULE

JULY 14 AND 15 (Friday and Saturday)

Set up 6:30 – 8:00 AM

Event hours: 8:00 AM – 6:00 pm

Clean up and shut down 6:00 – 7:30 PM

JULY 17 (Sunday)

Set up 8:30 AM – 10:00 AM

Event hours 10:00 AM – 5:00 PM

Clean up and shut down 5:00 PM – 6:30 PM

Maxwell Street Days 2017 Notification Schedule

I have notified Alder Mike Verveer, District 4 and Alder Zach Wood, District 8 via email 2/18/2017 on the City of Madison email system. They are also welcome to attend GSSBA board meetings and have been notified of them.

Businesses will be notified before Friday, March 31, 2017 by hand delivery of applications to the businesses via the BID Ambassadors and the event coordinator. Notices will also be sent via the BID weekly newsletter and the GSSBA bimonthly meeting notices.

Information is also available on our website: www.maxwellstreetdays.org

2/18/2017

STREET EVENT SITE MAP

To ensure proper review of the event, please attach a Street Event Site Map and a detailed route map (if applicable). Include the following location information if applicable to your event:

- Tents
- Stages
- Fencing
- Vendors
- Portable Toilets
- Dumpsters
- Staging Areas

Remember to include:

- Emergency vehicle access lanes (minimum of 20').
- Accessible paths for wheelchairs as well as disabled parking spaces.

EVENTS INCLUDING A RUN, WALK OR PARADE

If an event has a run/walk/parade component and/or alcohol will be served or sold, the Street Use Permit Applicant must contact the Madison Police Department to discuss possible Police requirements for the event. Contact Lt. Trevor Knight, tknight@cityofmadison.com.

A detailed route map is required if the street closure is for a run, walk, parade or other moving activity.

- A helpful online resource for route mapping is [Map My Run](#).

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: one in the 100 block of North Henry Street and one in the

Maxwell Street Days

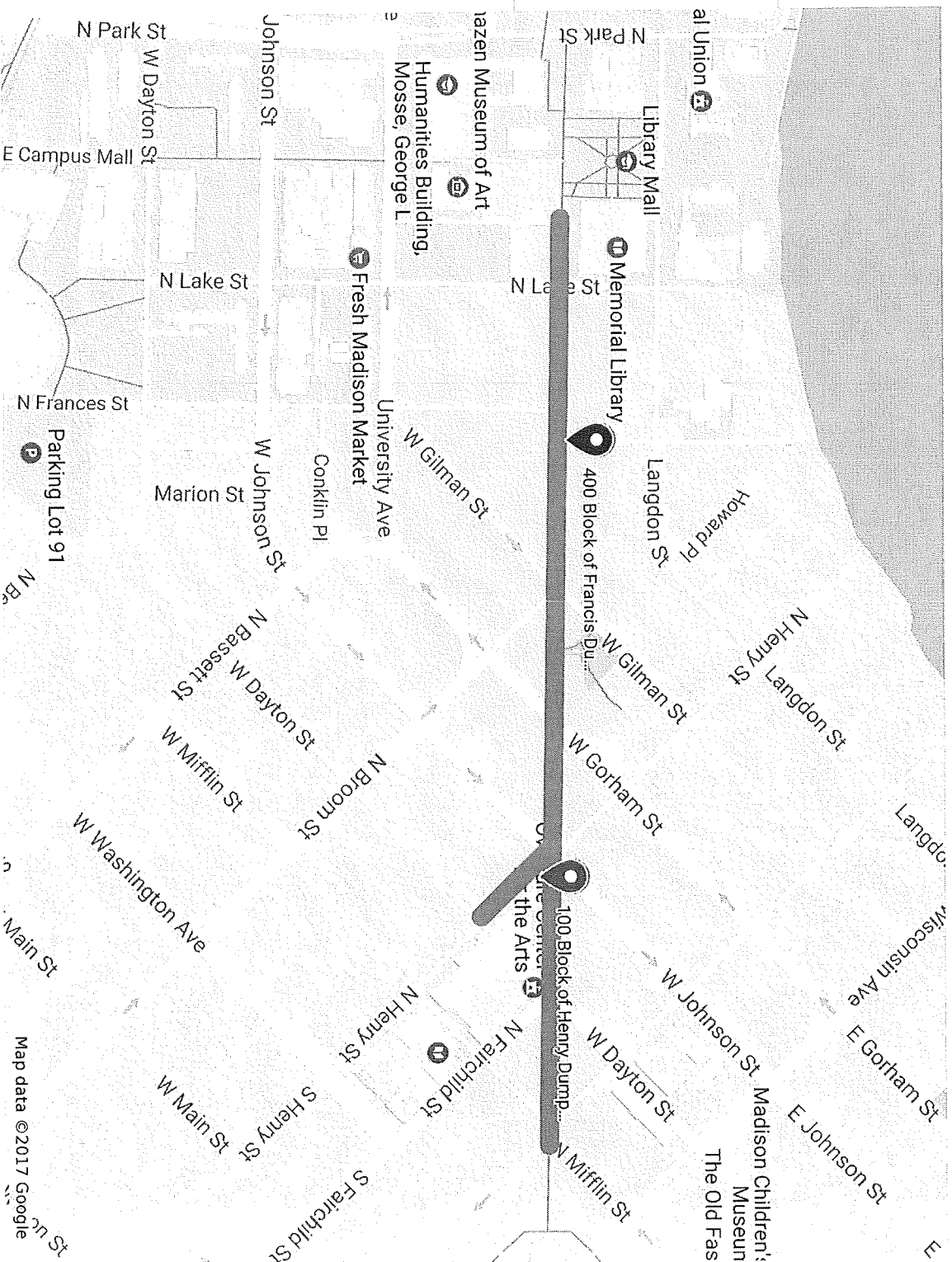
Streets

- State Street Closure
- Henry Street Closure

Waste Management

- 100 Block of Henry Dumpster
- 400 Block of Francis Dumpster

2017 Map for Maxwell Street Days



Maxwell Street Days 2017

City of Madison support and supplies needed

Event Date: July 14, 15, 16, 2017

Event Title: Maxwell Street Days

Event Location: 100 – 600 blocks State Street, 200 Block North Henry St. and 700 block University Book Store

Phone 608-239-2093 (cell), 257-5043 Fontana Sports

Email: jhutch@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

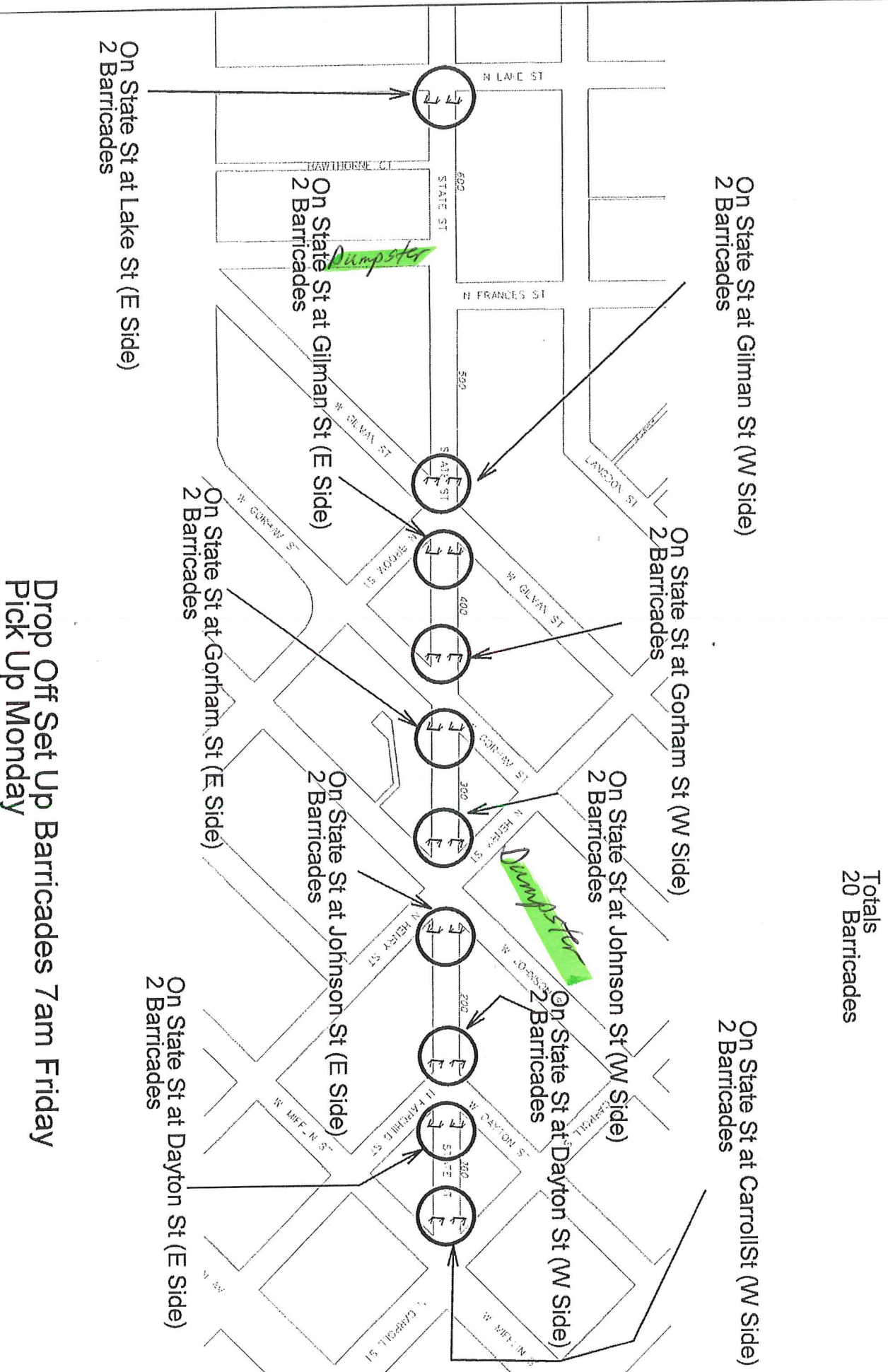
Bus Route Disruption for 3 days

Maxwell St Days - Barricade Plan

2017

North

Totals
20 Barricades



GSSBA Maxwell Street Days Street Pick Up Procedures

July 14, 15 and 16, 2017 Mad Rollin Dolls

Meet at 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.

Friday: 7:30 – 10 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.

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 dumpsters.

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 and take signs back to Fontana.

Saturday: 7:30 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.

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 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: John Hutchinson, Fontana Sports. Cell 239-2093

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "Maxwell Street Days" will be held July 14,15,16, 2017 at 100 through 600 blocks of State Street, 700 block in front of Univesity Book Store 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: John Hutchinson.

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 John Hutchinson 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 Sandra Torklidson 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: John Hutchinson.
- 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	John B. Hutchinson	608-239-2093
Secondary Contact	Sandra Torklidson	608-257-7888
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 261-9694