

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: Cows on the Concourse

Event Organizer/Sponsor: Dane County Dairy Promotion Committee

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

☒ Yes ☐ No

**MANDATORY: State Sales Tax Exemption Number:**

ES#: 39-1606102

**OPTIONAL: Federal Tax Exempt Number:**

Address: 1003 Hwy PB

City/State/Zip: Belleville, WI 53508

Primary Contact: Karen Lee

Work Phone: 608-576-2580

Email: ryankarenlee@gmail.com

Phone During Event: 608-576-2580

Website: www.cowsontheconcourse.org

FAX: \_\_\_\_\_

Secondary Contact: Andrea Bloom

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

Email: abloom@vitaplus.com

Phone During Event: 715-937-2068

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

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

Estimated Attendance: 20,000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☒ Yes ☐ No

Hours: 8 a.m. to 1 p.m.

## 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: 10 blocks of N. & S. Main St. and 100-200 blocks of Martin Luther King Jr. Blvd.

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: June 3, 2017

Event Start and End Times: 8 a.m. – 1 p.m.

Rain Date (if any): none

Set-Up Start Time: 5 a.m.

Take-Down Start Time and End Times: 1-2 p.m.

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

\_\_\_\_ 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



Date 5-2-17

## 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:***

## 2017 COWS ON THE CONCOURSE

- 5 a.m. Volunteers arrive for set-up of barricades and event items  
A-Z Rental delivers tents, tables, chairs, etc.
- 7 a.m. Vendors arrive to set-up booths; they include:
- Cows on the Concourse cheese sandwich stand (Food)
  - Capital Newspapers (Subscriptions)
  - Green County Ag Chest (Food)
  - Sassy Cow Creamery (Food)
  - Crave Brothers Farmstead Cheese (Food)
  - McDonald's (Food/Education)
  - Cold Stone Creamery (Food)
  - i9 Sports (Education)
  - Wisconsin Milk Marketing Board (Education)
  - Cows on Concourse scavenger hunt (Activity)
  - Ed 'Moo' Cation Zone (Education/Activity)
  - Gymfinity Children's Activity Center (Education/Activity)
  - Get 'Moo' ving Zone (Activity)
- 7:45 a.m. Cows delivered to end of MLK and S. Hamilton Capitol walkway
- 8 a.m. Event starts
- Amplification from stage begins (see attached entertainment schedule)
  - Event-long activities begin at vendor areas
- 1 p.m. Event ends and clean-up begins  
A-Z Rental arrives to dismantle tents
- 2 p.m. Streets open



## ***2017 Cows on the Concourse***

***June 3, 2017 – Stage Schedule***

<b>8:00 – 8:05 am</b>	<b>Welcome – Andrea Bloom, Committee Chair</b>
<b>8:05 – 9:00 am</b>	<b><i>Soggy Prairie Boys</i></b>
<b>9:00 – 9:15 am</b>	<b>69<sup>th</sup> Alice in Dairyland – Ann O’Leary (<u>confirmed</u>)</b>
<b>9:15 – 9:30 am</b>	<b>Wisconsin Fairest of the Fair – Rebecca Starkeburg (<u>confirmed</u>)</b>
<b>9:30 – 9:45 am</b>	<b>Ice Cream Eating Contest</b>
<b>9:45 – 10:30 am</b>	<b><i>Soggy Prairie Boys</i></b>
<b>10:30 – 10:45 am</b>	<b>Q&amp;A with 2017 Breakfast on the Farm Host – Blue Star Dairy – Meinholz Family (<u>confirmed</u>)</b>
<b>10:45 – 11:00 am</b>	<b>WI FFA Officer Team – <u>Confirmed</u></b>
<b>11:00 – 11:15 am</b>	<b>Dane County Holstein Queen – <u>Requested</u></b>
<b>11:15 – 11:45 am</b>	<b><i>Soggy Prairie Boys</i></b>
<b>11:45 am – 12:00 pm</b>	<b>Wisconsin Holstein Association Royalty – <i>Princess Courtney Moser &amp; Princess Attendant Kelsey Cramer</i></b>
<b>12:00 – 12:15 pm</b>	<b>Cream Puff Eating Contest *****Will Green County be attending?*****</b>
<b>12:15 – 12:55pm</b>	<b><i>Soggy Prairie Boys</i></b>
<b>12:55 – 1:00 pm</b>	<b>Closing Remarks – Andrea Bloom, Committee Chair</b>

**Contact for Stage & Entertainment: Co-Chairs**

Alison Kepner (608) 354-9232

Brandon Larson (608) 772-4811



**Cows on the  
Concourse  
2017**

\*All booth spaces are 10x10 unless  
otherwise indicated.

Revised as of 5.2.17.

Volunteer check-in

Main St.

Tractor

Entertainment stage

Dean's Truck

Construction site job trailer

'Big Cheese' Zone - 60 ft.

Crave Bros. Farmstead Cheese

MLK Jr. Blvd

Sassy Cow Creamery

WMMB - 20 ft.

Cold Stone

McDonalds

Stroller parking

Food line

Face painting

Get 'Moo'ving Zone - 20 x25 ft.

Scavenger Hunt

Gymfinity Children's Activity Center

i9 Sports

Capital Newspapers

Get 'Moo'ving Zone - 20 x25 ft.

Q106

Portable restrooms/  
handwashing

Cow tent 30x20

Cow pens

Barricades

Doty St.

Dumpster

Barricades

Madison Metro  
thru lane



# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "Cows on the Concourse" will be held June 3, 2017 at the Capitol Square (10 blocks of Main Street and 100-200 blocks of Martin Luther King Jr Blvd).

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Cows on the Concourse" (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 Andrea Bloom.

### 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 ( )
- 3. We ☐ will / ☒ will not have on-site Police or Security ( )

### 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 Brandon Maly 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 Brandon Maly 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: Andrea Bloom.
- 6. Parking for vendor and staff vehicles will be: on the 200 block of MLK Jr. Blvd and in nearby public parking areas.
- 7. Parking for attendee vehicles will be: nearby public parking locations.

#### **V. CONTACT INFORMATION**

Primary Contact	Andrea Bloom	715-937-2068
Secondary Contact	Karen Lee	608-576-2580
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345