

## STREET USE PERMIT APPLICATION

### EVENT INFORMATION

Name of Event: SummerPalooza

Event Organizer/Sponsor: Madison Children's Museum and Madison Rotary

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

x ☐ Yes ☐ No

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

ES#: ES22920

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

Address: 100 N Hamilton Street

City/State/Zip: Madison, WI 53703

Primary Contact: Kia Karlen

Work Phone: 608-354-0541

Email: kkarlen@madisonchildrensmuseum.org

Phone During Event: 608-658-1109 (cell)

Website: madisonchildrensmuseum.org

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

Secondary Contact: Sandra Bonnici

Work Phone: 608-354-0542

Email: sbonnici@madisonchildrensmuseum.org

Phone During Event: 608-256-6445 (MCM main #)

Annual Event?

X Yes ☐ No

Charitable Event?

☐ Yes ☐ No

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

Estimated Attendance: 200 per hour

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

x Yes ☐ No

Hours: 10 a.m. to 2 p.m.

### EVENT CATEGORY

☐ Run/Walk ☐ Music/Concert x ☒ 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) x ☒ Other (specific blocks/streets requested below)

Street Names and Block Numbers: Rotary Plaza, 100 blocks N. Hamilton and N. Pinckney

### EVENT DATE(S)/SCHEDULE

Date(s) of Event: 6.17.17

Event Start and End Times: 10 am-2 pm

Rain Date (if any): NA

Set-Up Start Time: 8 am

Take-Down Start Time and End Times: 2-3 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 x ☒ No

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

☐ Yes ☒ No

SK By initialing, I/we waive the 21-day decision requirement.

APR 21 2017

### 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 4/17/17

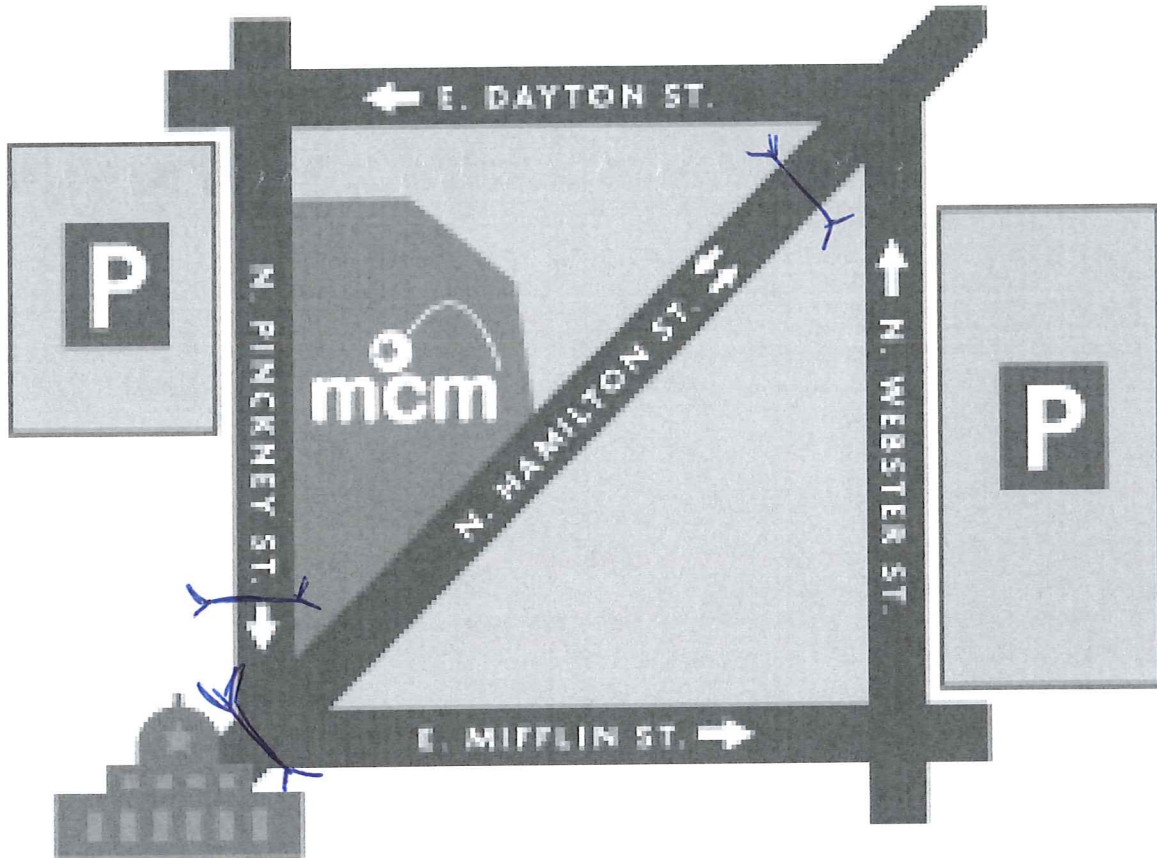
### SummerPalooza event site/route map

Madison Children's Museum and Madison Rotary

June 17, 2017

Event Stage (10 am-3 pm)

- Use of Rotary Centennial Plaza with Public Amplification 10 am-2 pm
- Closure of N. Pinckney at marked spot from 8 am-4 pm
- 100 block N. Hamilton Street closed from 8 am to 3 pm, reopens to Metro buses at 3 pm (regular Saturday detour schedule)



**Madison Children's Museum & Madison Rotary  
SummerPalooza Street Use Permit Application**

**Event date: Saturday, June 17, 2017**

Contact: Kia Karlen, Director of Education, [kkarlen@madisonchildrensmuseum.org](mailto:kkarlen@madisonchildrensmuseum.org), 608.354.0541

- Street use: Rotary Centennial Plaza/100 block N. Hamilton Street/100 block N. Pinckney Street
- No parade this year due to Capitol Square construction
- Certificate of Insurance will be filed by 5.1.17

**Event schedule:**

Madison Children's Museum, 10 a.m.–2 p.m.

(608) 256-6445, [www.madisonchildrensmuseum.org](http://www.madisonchildrensmuseum.org)

Free activities outside the museum, weather permitting (rain location: inside museum)

Free museum admission all day (9:30 a.m.–5 p.m.)

Madison Children's Museum and Madison Rotary present the fifth annual SummerPalooza, a free family festival on Capitol Square.

Complete entertainment schedule and marketing plan will be available in May 2016

**Schedule & setup**

Rotary Centennial Plaza

- Performance stage (adjoining MCM): performances with amplification:
  - Family-friendly performers, performance times 10am–2 pm
- Will request alternate location for the food cart stationed at the Rotary Plaza on 6.17.17 (if possible)

100 block N. Pinckney

- Zoo to You Van (Henry Vilas Zoo animals) 10 am-noon
- 3 tables for face painting, and arts & crafts activities
- Can be opened if needed for fire/emergency access
- Will follow Street Use committee's recommendations for signage and traffic direction for cars exiting the ULI ramp on Pinckney.

100 Block N. Hamilton

- Strolling acoustic musicians (Handphibians and Forward Marching Band) 10:30–11 and 12:30–1, between main stage bands.
- Activity tables and games led by local nonprofits that received 2017 grants from Madison Rotary.
- Will leave one lane open for emergency vehicle access. Hamilton Street will cleaned up and ready to reopen to vehicles by 3 p.m.

**Safety and Security plan**

your event is open to the public. If this section is not filled out, we will assume you do not want to be included on the calendars.

Official Name of Event: SummerPalooza

Location: Madison Children's Museum, 100 N. Hamilton Street, Madison, WI 53703

Public Contact Phone: 608.256.6445

Admission Cost: Free

Date(s) of Event: Saturday, June 17, 2017

Beginning/End Time of Event: 10 a.m.-2 p.m.

Website: [www.madisonchildrensmuseum.org](http://www.madisonchildrensmuseum.org)

Two sentence description of event (for Internet calendar)

Madison Children's Museum and Madison Rotary present the fifth annual SummerPalooza festival. Enjoy free museum admission all day, plus performances, outdoor activities, games and more.

Posters for Capitol Square/State Street Kiosks Madison Parks Mall Staff maintains the various enclosed kiosks on the Capitol Square and State St. Please be aware that this is NOT a high priority for staff. The posters are changed approximately every 2-3 weeks - depending on staff availability and maintenance duties. It is your responsibility to ensure that you have taken care of other ways to promote your event. You may drop off 12 posters, one month in advance of your event, at the Madison Parks Office, 210 MLK Jr. Blvd, Suite 104