



Park Event Application

GENERAL INFORMATION

play
MADISON
PARKS

Are you applying for a NEW park event?

☐ Yes

☒ No

Are you applying for a returning park event with significant changes?

☒ Yes

☐ No

EVENT INFORMATION

Name of Event: Ride the Drive

Park Requested: Brithingham Park, Law Park, Olin Park Estimated Attendance: 20,000

Type of Event (run/walk, fundraiser, festival, etc): Bike event with activities at the parks and along the route.

EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: Madison Parks Division City of Madison

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

☐ Yes

☒ No

MANDATORY: State Sales Tax Exemption Number: ES#:

Primary Contact: Tracey Hartley

Address: 210 Martin Luther King Jr. Blvd. Room 104

Work Phone: 608-267-4919

Email: thartley@cityofmadison.com

Phone During Event: 608-269-7980

Organization or Event Website: Madison Parks - Ride the Drive. com

EVENT SCHEDULE

Date(s) of Event: Sun. July 16, 2017

Event Start and End Times: 10am-2pm

Rain Date (if any): None -

Set-Up/Take-Down Start/End Times: 7:30am - 3pm

Does this require time in the park the day before your event?

☐ Yes

☒ No

If Yes, provide details of times and area requested:

PERMITS

Will you have amplified sound at this event?

☒ Yes

☐ No

If yes, please fill out an Amplification Permit Application (page 13)

Will have any temporary structures such as tents, stages, inflatables?

☒ Yes

☐ No

If yes, please fill out a Temporary Structure Permit Application (page 14)

Note that permits are not required for 10' x 10' pop-up tents

Will you sell anything event?

☒ Yes

☐ No

If yes, please fill out a Vending Permit Application (page 15)

Will you serve any food at this event?

☒ Yes

☐ No

If yes, what will be served: Food carts on site

Will you sell alcohol (beer/wine) at the event?

☐ Yes

☒ No

If yes, please fill out an Alcohol (Beer/Wine) Sale Permit Application (page 15)

APPLICATION SIGNATURE

THE APPLICANT FOR A PARK EVENT PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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 ISSUED.

The organization or person to which a permit is issued will be responsible for the conduct of the event, the condition of the permitted area, and actual fees for services provided. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

Applicant Signature

Tracey Hartley

Date

4-26-17



Park Event Application

NARRATIVE & SCHEDULE

play
MADISON
PARKS

Please provide a brief narrative of the event.

A family friendly Bike event with food, fun, entertainment,
9th annual RTD!
streets closed to allow for open streets.
Stroll, roll, pedal, or glide along open streets.

EVENT SCHEDULE

The schedule begins when event setup starts and ends when cleanup of the event area is complete, all equipment is removed and the park is available for regular use.

The schedule should encompass all activities planned for the event, including but not limited to:

- General: set up, hours of operation, tear down/cleanup, leave park
- Vending: when vendors will set up, hours of operation, tear down/cleanup, leave park
- Music/Performances: stage setup, performance schedule, tears down/cleanup, leave park
- Displays, Exhibits, Demonstrations: setup, open hours, tear down, leave park
- Run/Walk/Parade, etc.: when staging starts, start time(s), end time(s), cleanup, leave park

EXAMPLE 8:00 a.m.	EXAMPLE Setup
7:30 - 8:00 a.m.	Setup
8:30 a.m.	Close Streets
10 a.m.	Event begins
2 p.m.	Event ends
3 p.m.	Streets re-open

Ride the Drive

Sunday, July 16th, 2017




Route Length: 4.0 miles

Streets Closed: 8:30 a.m. to 3:00 p.m.

Event: 10:00 a.m. to 2:00 p.m.



Legend

-  Ride the Drive Route
-  Bike Paths
-  Churches



Presented by Madison Parks

Sunday, July 16, 2017 | 10:00am - 2:00 pm

Brittingham Park • Olin Park • Law Park

RidetheDrive.com

Street Use Permit

Event details

Overview

Ride the Drive will be a four-mile loop of around Madison Park's to include: Brittingham, Olin, and Law Parks. Close off streets and in specific, John Nolen Drive. Streets will be closed to cars and opened to bicyclists, walkers, rollerbladers, and those out to share in the experience in a fun atmosphere. The free event draws thousands of people to stroll, roll, pedal or glide on the route to enjoy music, food, entertainment and participate in a community event.

History

In celebration of Madison's commitment to bicycling and healthy lifestyles, Madison hosted its first Ride the Drive in 2009. This event has grown in popularity and averages 20,000 people per event. Ride the Drive-Downtown will be the 9th Ride the Drive event in Madison.

Ride the Drive is coordinated by the Parks Division along with Traffic Engineering and the Madison Police Department.

Goals

Ride the Drive has four goals:

- Encourage cycling, walking, and alternative transportation
- Increase health and wellness of the participants
- Increase neighborhood awareness and raise acceptability of bicycling and walking as modes of travel
- Expanding the opportunities to connect individuals to neighborhoods, neighborhoods to commerce and commerce to the entire Madison community

Route

The route will go in the pattern as vehicles would normally drive on the roads. Participants enter at any point along the four miles. The route features 3 beautiful Madison Parks, Law, Brittingham, and Olin Parks with activities, vendors, and stopping points along the way.

Schedule of Events

7:30am	Set up begins
8:30am	Roads close-barricades go up
10:00am	Event begins
2:00pm	Activities within the event stop Equipment, vendors materials, etc are cleaned up and moved off the streets
2:30pm	Volunteers along the route inform participants that the route will be open to traffic in 30 minutes
3:00pm	Work with TE and MPD to make sure streets are clear and the streets can reopen to traffic. Volunteers and TE will remove barricades.

Trash and Recycling plan

Ride the Drive will utilize Parks trash and recycling bins put out for the event. There will be extra trash and recycling bins at the event, in the parks, and at stopping points along the route. Parks staff will place these before the event and remove them after the event.

Ride the Drive 2017

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

Ride the Drive will be on Sunday, July 16, 2017. Event will close streets and host activities at the following Madison Parks: Law, Brittingham, and Olin.

PURPOSE

- A.** This emergency action plan predetermines actions to take before and during the Ride the Drive (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.

II. 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.

III. 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 Tracey Hartley, Event Coordinator

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 have on-site 2 bike patrol from Fire.
- 3. We will have on-site Police (608-261-9694)

C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast web site at <http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>
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 Tracey Hartley and Claire Oleksiak 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 Tracey Hartley 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** been identified.
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 Tracey Hartley, Recreation Services Coordinator from the Madison Parks Division

6. Parking for vendor and staff vehicles will be at Brittingham Park, Law Park (John Nolen Drive), and Olin Park
7. Parking for attendee vehicles will be not be provided, but participants are encouraged to park on city streets or ramps.

IV. Contact Information

Primary Contact	Tracey Hartley	608-267-4919
Secondary Contact	Claire Oleksiak	608-243-0187
Emergency	Dane County 911 Center	911

Madison Fire Department

Non-Emergency

Fire Dispatch (608) 266-4420

Madison Police Department

Non-Emergency

City of Madison Police Department Dispatch (608) 261-9694

V. Event Area Map (attached next page)

2016 layout
Layout will be similar
for RTD 2017

Olin Park












Olin Park
Parade Drive Village

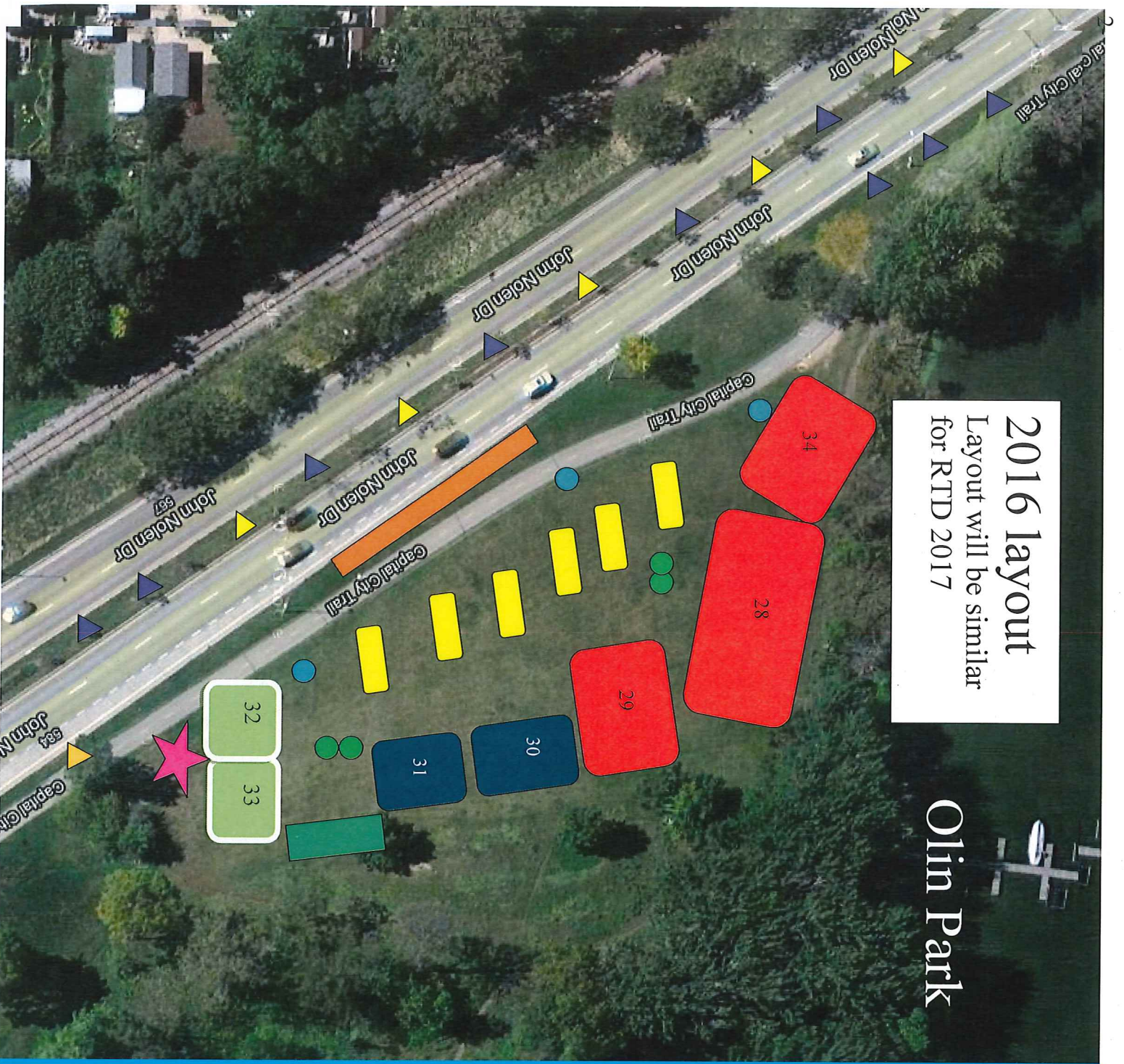
KEY:

- 28. Capitol off Road Pathfinders
- 29. Fairshare CSA Coalition
- 30. Fork in the Road
- 31. Sabor Queretano Food Cart
- 32. Madison Parks Information
- 33. Madison Parks (Bike helmet decoration parade - 11 & 1)
- 34. Griessmeyer Law

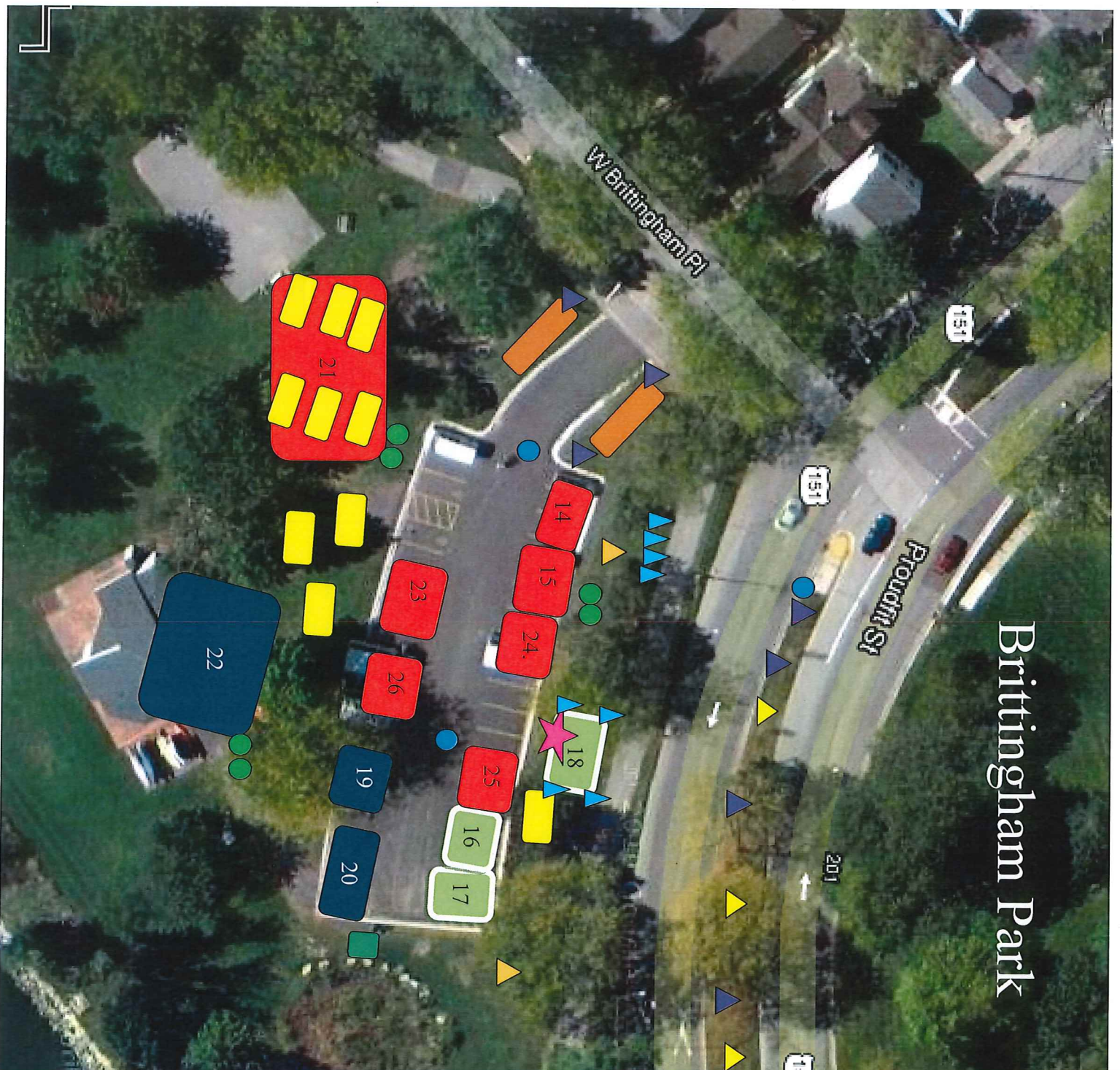
Red – Activity Vendor

Blue – Food Vendor

-  Garbage / Recycle bins
-  Port-a-potty (1)
-  Handicap Port-a-potty (1)
-  Sink (1)
-  Picnic Tables
-  Bike Racks
-  RTD Yard Signs
-  Madison Parks Yard Signs
-  Banner Stands/Shark Fin
-  A-Frame Signs
-  RTD Equipment Trailer



Brittingham Park



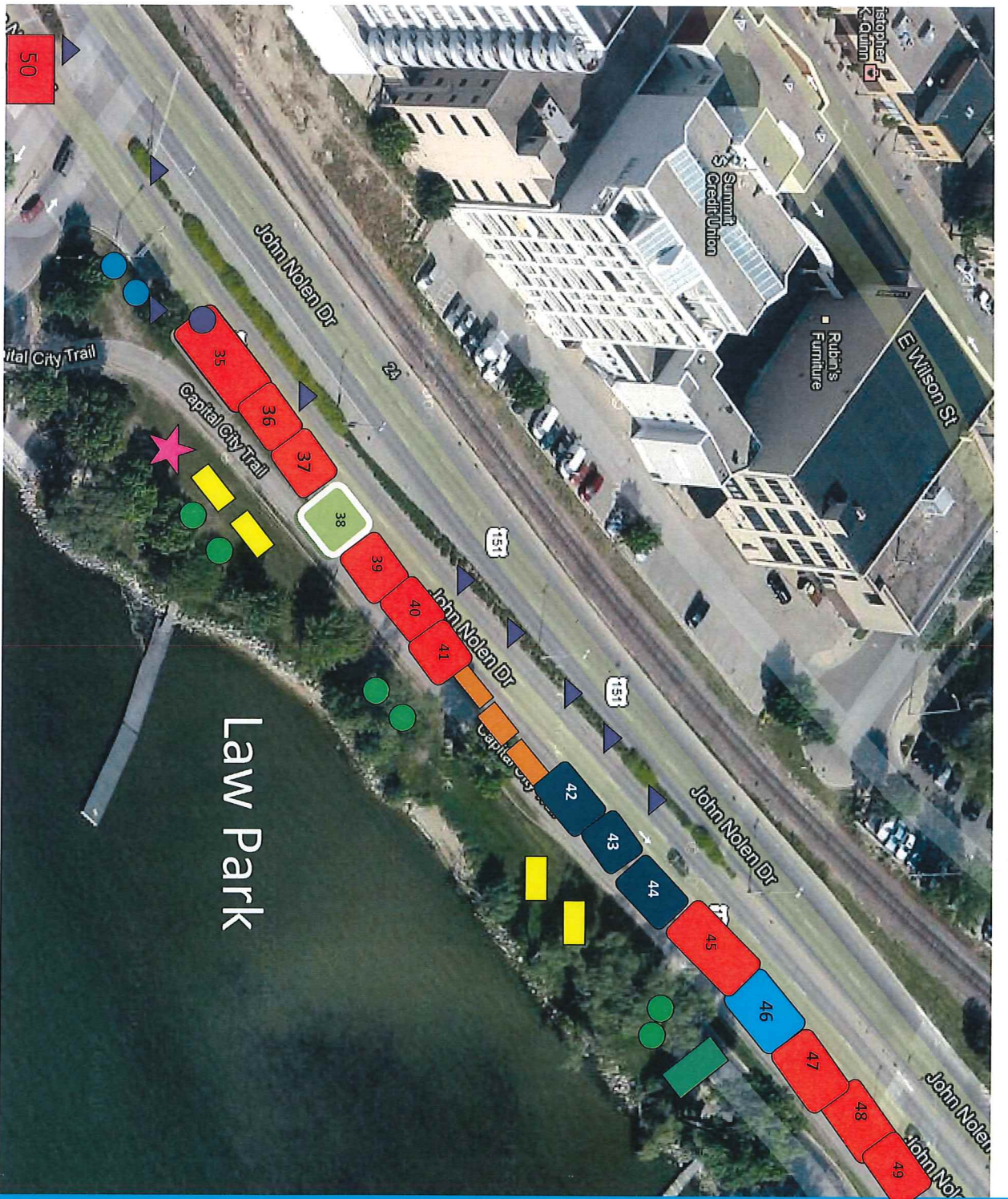
Brittingham Park Family Drive Village

KEY:

14. The Cargo Bike Shop
15. Rockin' Jump
16. Parks Information Station
17. Parks Merchandise Tent
18. Madison Parks Bouncy House
19. Pots N Tots food cart
20. Kona Ice
21. MSCR Family Activities
(6 Picnic tables and 1 trash can.)
22. Brittingham Boats (brats, hot dogs, veggie option, Ice Cream & fruit)
23. Madison Public Library Spoke-N-Words
24. UW Health (Human Oncology) - "The Ride" Bike Event
25. Girl Scouts of WI - Badgerland Council
26. Madison-area Out-of-School Time (MOST)

Red - Activity Vendor
Blue - Food Vendor

- Port-a-Potty & Sink
- Garbage / Recycle bins
- Picnic Tables
- Bike Racks
- RTD Yard Signs/Shark Fin
- Banner Stands and Banner
- A-Frame Signs
- RTD Equipment Trailer
- Cones



Law Park - John Nolen Drive Trek Bike Avenue Village

KEY:

- 35. Trek
- 36. B-Cycle
- 37. Dream Bikes
- 38. Parks Information Tent
- 39. Wisconsin Bike Fed.
- 40. City of Madison, Traffic Engineering
- 41. Erik's Bike Shop
- 42. dZi Little Tibet Food Cart
- 43. Collectivo Coffee
- 44. Haynes Kitchen
- 45. Madison SCI/Creative Mobility
- 46. Madison Utilities Hand Bikes
- 47. Madison Utilities Water Wagon
- 48. Sarts
- 49. The Bike Mobile
- 50. Adventure Rock Climbing Wall
- 50. Live Music - Polkalamity
- Wingin It Bird Band

Red - Activity Vendors

Blue - Food Vendors

Port-a-Potty (1)

Handicap Port-a-Potty (1)

Sink (1)

Banners/Banner Stands

RTD Yard Signs/Shark Fins

Garbage / Recycle Bins

Bike Racks

RTD Equipment Trailer

Picnic Tables

A-Frame Signs

Trek A-Frame Sign