

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Alumni Park Opening Celebration

Event Organizer/Sponsor: Wisconsin Foundation and Alumni Association

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

☒ Yes ☐ No

MANDATORY: State Sales Tax Exemption Number: ES#: 5954

OPTIONAL: Federal Tax Exempt Number: _____

Address: 1848 University Avenue

City/State/Zip: Madison, WI 53726

Primary Contact: Andrea Berns

Work Phone: 608-308-5172

Email: andrea.berns@supportuw.org

Phone During Event: 608-234-3407

Website: alumnipark.com

FAX: _____

Secondary Contact: Mary Carbine

Work Phone: 608-308-5142

Email: mary.carbine@supportuw.org

Phone During Event: 608-999-1516

Annual Event?

☐ Yes ☒ No

Charitable Event?

☐ Yes ☒ No

If Yes, Name of charity to receive donations: _____

Estimated Attendance: 500

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☒ Yes ☐ No

Hours: 5:55pm to 6:30pm

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: 700 & 800 Blocks of Langdon Street

EVENT DATE(S)/SCHEDULE

Date(s) of Event: 10/6/17

Event Start and End Times: 5:30pm – 9:00pm

Rain Date (if any): n/a

Set-Up Start Time: 12:00pm

Take-Down Start Time and End Times: 7:00pm – 9:00pm

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

8/8/17

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:

12:00pm – Street Closed from Lake Street to Park Street (700 & 800 Blocks of Langdon Street)

12:00pm – 5:00pm – Truck Load in and Wall Assembly, Stage Set up

5:00pm – Guests begin to gather at Library Mall

5:55pm – Grand Opening Commences, crowd crosses Langdon Street to Park Opening

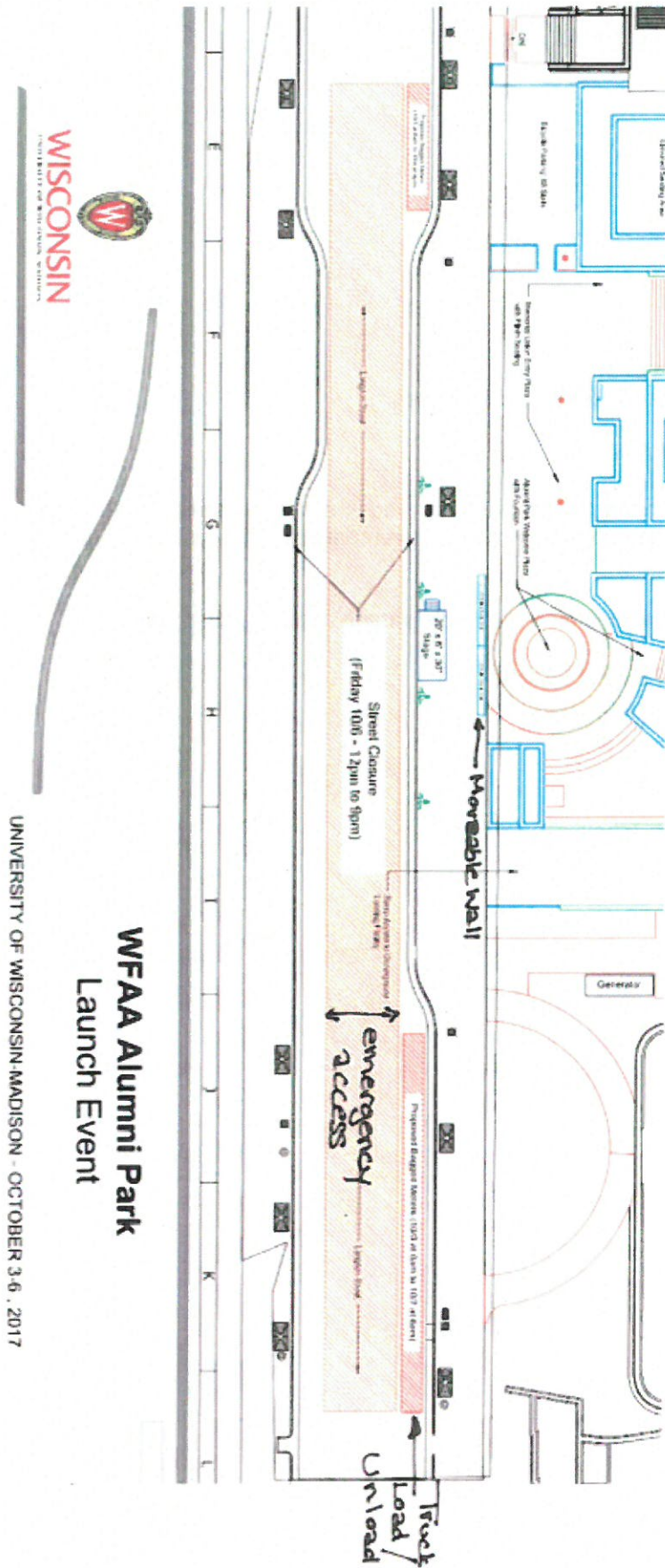
6:00pm – Programming commences, speakers on stage with amplification

6:20pm – Wall opens & guests move in to park

7:00pm – Stage & wall deconstruction begins

9:00pm – event concludes & street reopens

Provide Detailed Event Site Map:



EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "Alumni Park Grand Opening Celebration" will be held October 6, 2017 at Alumni Park on Langdon Street.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Alumni Park Grand Opening Celebration" (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 Berns, Event Manager, 608-234-3407.

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 (CSC Security Company)

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 Mark Blakeslee 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 Mark Blakeslee 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 throughways.
5. Crowd control will be managed by: Andrea Berns.
6. Parking for vendor and staff vehicles will be: City & Campus Parking Lots - all on own.
7. Parking for attendee vehicles will be: City & Campus Parking Lots - all on own

V. CONTACT INFORMATION

Primary Contact	Andrea Berns	608-234-3407
Secondary Contact	Mark Blakeslee	608-286-9385
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

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 application 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](#).

STREET EVENT CLEANUP 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 cleanup.
- 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 cleanup by City crews will be charged the full cost of cleanup.
- If you need assistance with your cleanup and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

Provide Detailed Trash/Recycling/Cleanup Plans:

Trash Receptacles will be available for guests throughout the park, Library Mall and at the Union. Union Catering and custodial to assist with clean up and recycling of refuse.

STREET EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you have marketing information?

☒ Yes ☐ No

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

How will this event be marketed, promoted, or advertised?

Social Media, Print Invites, Email Invites, Print Advertising to Alumni & Community audiences

Will there be live media coverage during the event and where will the media vehicles be parked?

Potentially – they will park in the bagged meters on Langdon if they are invited

PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: Alumni Park Opening Celebration

Location: Alumni Park

Public Contact Phone: 308-5151

Website: alumnipark.com

Admission Cost: free

Date of Event: 10/6/17

Beginning/End Time of Event: 5:30pm – 9:00pm

Two sentence description of event (for internet calendar):

Alumni Park Opening Celebration
5:30 pm – Library Mall Mini-Fest: music, food samples, Bucky Badger
6:00 – 9:00 pm Opening Celebration, 6 p.m. Exhibits unveiling, artisan demonstrations, UW Marching Band, park-featured alumni, and more. Free and open to the public.

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?

☒ Yes ☐ No

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

EVENT INFORMATION

Name of Event: Alumni Park Opening Celebration

Contact Person: Andrea Berns

Location: Alumni Park

Date: 10/6/17

Type of Amplified Sound:

☐ Band

☐ DJ

☒ Sound System

☒ Speeches/Announcements

☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: 10/6/17

Time: 5:55pm - 6:30pm

STREET EVENT BEER/WINE SALES PERMIT APPLICATION

Permit fee is \$700.00.

Do you plan on selling beer/wine?

☐ Yes ☒ No

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

EVENT ORGANIZER INFORMATION

Name of Group: _____

Contact Person: _____

Address: _____

Work Phone: _____ Phone During Event: _____

Today's Date: _____

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: _____

Security Company: _____

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

☐ Yes ☐ No

Indicate Application Date: _____

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

☐ Yes ☐ No

Indicate Application Date: _____