

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Martin Luther King, Jr. Assassination 50th Anniversary Ceremony

Event Organizer/Sponsor: Department of Civil Rights

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

☒ Yes ☐ No

MANDATORY: State Sales Tax Exemption Number:

ES#:

OPTIONAL: Federal Tax Exempt Number:

Address: 210 Martin Luther King Blvd Jr Rm 523

City/State/Zip: Madison WI 523

Primary Contact: Renee Fredrick or Toriana Pettaway

Work Phone: 608-266-4910

Email: rfredrick@cityofmadison.com

Phone During Event: 608-5208707

Website: http://www.cityofmadison.com/dcr/

FAX: 608-266-6514

Secondary Contact: Kate McCarthy

Work Phone: 608-267-1127

Email: kmccarthy@cityofmadison.com

Phone During Event: 262-391-0499

Annual Event?

☐ Yes ☒ No

Charitable Event?

☐ Yes ☒ No

If Yes, Name of charity to receive donations:

Estimated Attendance: 300

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☒ Yes ☐ No

Hours: 12 to 1:00 pm

EVENT CATEGORY

☐ Run/Walk ☐ Music/Concert ☐ Festival ☒ Rally ☐ Parking (i.e., bagging meters)

☒ Other: The City of Madison and Dane County plan to host a street rededication ceremony to commemorate the 50th anniversary of the assassination of Dr. Martin Luther King, Jr.

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 and 200 blocks of Martin Luther King, Jr. Blvd will be closed to traffic during the event, similar to street closure during Wednesday Farmer's Market

EVENT DATE(S)/SCHEDULE

Date(s) of Event: April 4th 2018

Event Start and End Times: 12:30pm

Rain Date (if any):

Set-Up Start Time: 11:00am

Take-Down Start Time and End Times: 2:00pm

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

Toriana Pettaway

Date 02/28/2018

From: [Frederick, Renee](#)
To: [Lamberty, Kelli](#); [Pettaway, Toriana](#); [Gibson, Michaelyn](#); [McCarthy, Kate](#)
Cc: [Post, Kelly](#)
Subject: RE: Parade / Street Use links
Date: Friday, March 02, 2018 9:31:42 AM
Attachments: [image001.png](#)

Hi All,

Thank you for working together on this so quickly! I've spoken with the other event organizers and we agree that:

- We plan to stay on the sidewalks as we walk around the Capitol
- We will not be closing the Inner Loop of the Capital
- We will need to have both the 100 and 200 blocks of MLK closed that day
- The ceremony will be held on the steps of the CCB (or inside the Capitol rotunda (permit pending) in case of inclement weather)
- The event starts at 12:00 and ends at 1:30. Hopefully we can minimize the amount of disruption by limiting the amount of time we need the street blocked

Again, thank you! Please let me know if you need additional information.

Best,

Renee Frederick

pronouns: she/her

Administrative Clerk

608.266.4910

From: Lamberty, Kelli
Sent: Wednesday, February 28, 2018 5:45 PM
To: Pettaway, Toriana <TPettaway@cityofmadison.com>; Frederick, Renee <RFrederick@cityofmadison.com>; Gibson, Michaelyn <MGibson@cityofmadison.com>; McCarthy, Kate <KMcCarthy@cityofmadison.com>
Cc: Post, Kelly <KPost@cityofmadison.com>
Subject: RE: Parade / Street Use links

Thanks for sending this Tori. It's on next week's street use agenda.

If the parade stays on the sidewalk, no Capitol permit is needed. If you will be blocking off the streets of the Square or if you want legislator parking removed (not sure if they do that events during a regular work day), you would need a [State Facility permit](#).

Will there be any set up or ceremony on the 100 block of MLK? Asking because you reference that this closure is similar to the Farmers' Market closure - and that's only for the 200 block. Leaving the 100 block open makes things a little easier for Metro (if you're not closing the Square) and there wouldn't be a need to make arrangements for the BMO Harris drive through or the loading dock.

Thanks again – that was quick work! Kelli

Martin Luther King, Jr. Assassination 50th Anniversary Ceremony

April 4th, 2018

The City of Madison and Dane County plan to host a street rededication ceremony to commemorate the 50th anniversary of the assassination of Dr. Martin Luther King, Jr.

Background: Martin Luther King, Jr. Boulevard was originally known as Monona Avenue until January 20, 1987. The Common Council adopted an Ordinance on May 6, 1986 to rename the street. We propose a rededication of the street in honor of Dr. King on the 50th anniversary of his assassination.

Baseline:

12:00 pm – Local government officials, invited guests, and the public march from the front of the City County Building, up Martin Luther King, Jr. Blvd, around the State Capital in a counter-clockwise direction, and then return to the steps of the City County Building.

- The 100 and 200 blocks of Martin Luther King, Jr. Blvd will be closed to traffic during the event, similar to street closure during Wednesday Farmer's Market (which begins April 18th, 2018)
 - \$800-900
- City Channel will be present to record the event and also livestream the event on its website

12:30 pm – Program begins on the steps of the City County Building

- Mayor Paul Soglin and Dane County Executive Joe Parisi unveil the new street signs at a podium set up on the CCB steps. The actual street signs will be installed later that day.
- Mayor Soglin gives a speech
- Dane County Executive Parisi gives a speech
- Tamara D. Grigsby Office of Equity and Inclusion Director Wesley Sparkman gives a brief speech
- Department of Civil Rights Director Norman Davis gives a brief speech
- A local high school student will deliver their own speech echoing Martin Luther King, Jr.'s stance on non-violence
- A Dreamer will deliver a speech on Martin Luther King, Jr. and our country's still present need for racial equity and inclusion, especially as it relates to immigration

1:30 pm – Mayor Soglin and Dane County Executive Parisi close the ceremony

DCR Recommended Options:

- New commemorative street signs
 - \$180-250
- Custom flags to hang from lamp posts along Martin Luther King, Jr. Blvd
 - \$400-500
- Close the 100 and 200 blocks of Martin Luther King, Jr. Blvd
 - \$800-1000
- Reserve the Capital Rotunda in case of inclement weather
 - \$150-200
- Banners behind podium on CCB steps
 - \$65-80
- Invite local schools so students can participate

Additional Options:

- Local choirs to lead songs during the march, perform during the program

- Invite local nursing home residents
- Reserve Monona Terrace in case of inclement weather
 - \$900-1200 (waiting on new estimate)

DRAFT



